RED NATION CELEBRATION INSTITUTE
26 Years of Amplifying Native Voices

Creating Systemic Change through the Arts & Media Empowering Indigenous Storytellers. The longest standing Native Women-Led Indigenous-Led Media Arts & Cultural nonprofit enterprise in the City of Los Angeles. Serving Indian Country & Entertainment Industry since 1995.

The Authentic Voice of American Indian & Indigenous Nations.

Our **mission** is to break barriers of racism by creating systemic change through media and pop culture in order to eliminate American Indian stereotypes. Our **vision** for the future of cinema is one in which American Indian perspectives are authentically pictured, recognized, and valued in a way that promotes strong Native identities, economic outcomes, equity, and wellness for our Indigenous communities.

Land Language Culture Tradition Identity

2021 SPONSORSHIP OPPORTUNITIES

Current partnership opportunities include custom packages for individual program(s). For information about sponsorship opportunities or to recieve a custom proposal for a specific program (s), contact Linda Tenequer at rednation@rednation.com, or by phone at 818.665.5753.

MESSAGE FROM RNCI'S FOUNDER & PRESIDENT

THANK YOU for your interest in partnering with the 26th Season Red Nation Celebration Institute Los Angeles.

RNCI's Board of Directors collectively invites you to join us in celebrating Natives in Charge of their Narrative with our year-round programs. Be part of our family of allies.

RNCI is the pioneer enterprise when it comes to sustainable change in our mainstream media, the entertainment industry, educational systems, and Indian Country America. RNCI has launched many careers, has put a spotlight on emerging talent and placed our Native celebs on the Red is Green carpet.

RNCI is rooted in American Indian and Indigenous land, language, culture, tradition, and identity, with a strong emphasis on visibility. RNCI is where the global community meets our culture, representing the authentic voice of American Indian and Indigenous nations. Given this goal, our Los Angeles location is strategic for reaching a diverse community, including a large population of American Indian and Indigenous people.

Who tells the story matters, and here at Red Nation Celebration Institute, we have been amplifying our voices for 25 plus years. American Indian and Indigenous communities are all too frequently underfunded and underrepresented. While contributing significantly to the arts, American Indian and Indigenous artists often go unseen—rubbed out of the narrative or not mentioned at all. It is time for a shift in how our contributions to the American landscape are viewed. We have the talent and are the original storytellers of this land. This is an opportunity for inclusion like no other time in history.

RNCI has 25 years of strategic data particularly when we're dealing with a lack of accurate and current data collection of Native peoples.

RNCI is excited to continue our advocacy work in Hollywood in working with studios, production companies, educational institutions allies, and communities in speaking the truth of our narrative so that the global audience will have an accurate Native representation of our land, language, culture, traditions, and identity. Not only in front of the camera but behind the camera with our RNCI Crew. American Indian and Indigenous people are the caretakers of this land. We are deeply rooted in our community, and will continue to structure our Native narrative around living and thriving as equals.

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With your support, we can continue to amplify our Native Voices, cementing our image in the forefront of the Entertainment Industry, Indian Country America and beyond.

TOGETHER WE CAN

RNCI launched a 'Call to Action' in January 2018, with our Native Women in Film "WhyWeWearRED' focusing on the lack of media representation and the direct link to our murdered and missing Indigenous women.

Native Women In Film & Television is the only Festival and program dedicated to bringing national attention to the lack of Native women in film and television.

With Respect,

Joanelle Romero

Mescalero-Chiricahua Apache, Dinétah, Paiute and is SpanishSephardic. A relative of Pawnee, Pojoaque, Southern Ute, Lakota and Haudenosaunee

RNCI OVERVIEW

Established in 1995, Red Nation Celebration Institute (RNCI) is the longest standing American Indian & Indigenous media, arts and cultural 501 (c)(3) non-profit enterprise in Los Angeles, first launched in Santa Fe NM during Indian Market, founded by Award-winning director/ actor/producer Joanelle Romero and is a Native Women-led Indigenous-led Institute.

RNCI founded the first American Indian Film Festival in Los Angeles, "Red Nation International Film Festival & Awards," which has become the largest and most prestigious trust-worthy festival representing North American Indian, Canada First Nation Peoples, and International Indigenous Peoples. RNCI is the first Native media, arts and cultural enterprise to be funded by the City of Los Angeles Cultural Affairs Department in 2000 and had the first Native Film Screening, at The Academy of Motion Picture Arts & Sciences in 2007, since its inception.

RNCI Red Nation Awards, the first and only Native awards show broadcast live, globally, including the support of A-listers within the entertainment industry. In 2020, RNIFF made yet another ground-breaking moment with two announcements in Variety, now cementing Red Nation International Film Festival and RNCI Red Nation Awards along with other branded festivals and awards shows ie Tribeca, TIFF, Sundance, the Academy Awards and Cannes, in industry trades publications.

RNCI is working to expand visibility for Native filmmakers so they are more likely to be recognized in other awards shows. We have stood the test of time with a 25 plus-year history. There is no other Native-led organization in the world producing media content like RNCI, we will continue to diversify the film industry into the next 25 years. We are the new Hollywood. Each year RNCI's international film festival sets up the awards season with American Indian and Indigenous storytellers to watch out for and be considered for Oscar and Golden Globe nods. For example, Chloé Zhao, past winner of RNCI's Red Nation Award and director of Nomadland, recently shattered the Golden Globes glass ceiling and won for Best Picture and Best Director.

RNCI is also supporting the next generation of local storytellers and learners in partnership with the University of Southern California—the predominant film school in the country. This year will be the fifth year in partnering with USC Bedrosian Center School of Policy with our educational programming. Last November 2020, we officially cut the ribbon (virtually) on our RNCI Native Studies Center, which is commencing online until we can resume in-person learning.

RNCI serves American Indian and Indigenous people and non-Natives alike through multimedia. RNCI serves to further enrich communities of color through educational initiatives, humanitarian efforts, and access to Indigenous films and programming. We define diversity to be inclusive rather than exclusive, and we welcome people across the globe to experience Native cinema.

RNCI is known for groundbreaking "firsts" that benefit communities of color. For example, 2019 is the first time that the Hollywood trades included the Red Nation International Film Festival in the festival lineup. In 2020, RNCI was invited by Variety to announce our films and our awards ceremony lineup, in the same fashion as the Oscars and Golden Globes.

Red Nation Television Network is another way that we reflect and benefit communities of color. This original streaming platform—the first and only of its kind providing all Native content—gives viewers 24/7 access to film and television shows directed by, produced by, and starring American Indian and Indigenous people. It is another important platform through which we recognize Native excellence in cinema and promote strong Native identities among viewers and artists.

RNCI is author of the 'American Indian Heritage Month' in the City of Los Angeles in 2005 and was officially recognized by the State of California and the City of Los Angeles in 2006. In 2008, RNCI established American Indian Heritage Month in the State of New Mexico with former Governor Richardson and Indian Affairs Department.

Today, Red Nation Celebration Institute is a leading American Indian entertainment entity and the longest standing Native Media, Arts and Cultural non-profit enterprise in Los Angeles, CA.

RED NATION CELEBRATION INSTITUTE FLAGSHIP PROGRAMS

FILM FESTIVALS	TELEVISION NETWORK	NATIVE WOMEN IN FILM
RNCI CREW	MASTERCLASSES	ONGOING EVENTS
NATIVE FILM MARKET	NATIVE YOUTH MATTER	NATIVE FILM LABS

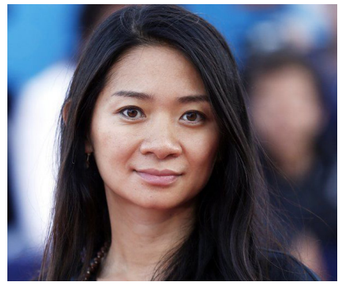
Meet Our Leadership
Board of Directors

Learn More
About RNCI

RNCI ACHIEVEMENTS & RECOGNITION

Throughout our twenty-five year legacy, RNCI continues to break new ground within our flagship year round programs, initiatives, campaigns, and networks.

Each year, Red Nation International Film Festival (RNIFF) sets up the Awards season with American Indian & Indigenous Films to watch out for and be considered for Oscar and Golden Globes nods during the month of November! For over a quarter of a century, the RNIFF has screened award-winning films before they are nominated for Academy Awards or Emmy Awards. The Festival is a showcase for new work by American Indian & Indigenous international independent filmmakers, bringing together decision makers and content creators with the goal of ensuring media representation of American Indian & Indigenous content to the world at large.



2021 congratulates RNCI alumni director/writer **Chole Zhao** for her film Nomadland being considered for four Academy Award nominations, has already picked up Golden Globe, Venice Film Festival, and Toronto International Film Festival.

Chole Zhao SONGS MY BROTHER TAUGHT ME (2015) WON RNCI Red Nation Award for Best Picture, Best Director, Jashaun St. John, Outstanding Actress in Leading Role. THE RIDER (2018) Nominated for Best Picture, Best Director and Lilly Jandreau Outstanding Actress in Leading Role at Red Nation International Film Festival & Awards.

INDUSTRY IMPACT

Featured in USA Today: These award shows honor diverse communities often overlooked by Oscars, Golden Globes

Featured in Variety: 'Monkey Beach' Sweeps at Red Nation Film Festival Awards

Featured in Variety: Indigenous Films to Watch at the Virtual Red Nation Film Festival

#WhyWeWearRED, RNCI and USC Native Studies Center, RNCI Crew, RNCI California Native Film Commission, and RNCI New Mexico Native Film Commission

"Our institute and our board of directors have created programs, initiatives, award ceremonies and festivals to amplify our contemporary voices in pop culture now. That's what's relevant," Romero said. "These [other] institutes should be looking at the Native organizations that have done the work for years."

~ Joanelle Romero, USA Today

For more information, please visit
www.rednationff.com/industry-impact

RNCI Year-Round Programs Produced in 2020

RNCI Labs

- Emerging Filmmakers Lab: Business and Marketing Development
- Let's Hear Your Funny Comedy Lab
- The Screenwriter 'Book to Screen' Native Filmmakers Lab
- Native Youth Matter Rising Filmmakers Lab

RNCI The Conversation Series

- Collective Journey Who Tells the Story Matters
- The Conversation Series: Red Nation Indigenous Filmmakers Lounge Fellows Program 30 individuals conversations with 30 directors

RNCI New Programs

- Monthly Film Series in Beverly Hills (ground-breaking, never before in this history of cinema has there been a dedicated silver screen for Native Stories
- RNCI Native Studies Center: USC Bedrosian Center for Public Policy; Educational Outreach Initiative for Native & Non-Native Students
- New TV Series '"American Holocaust: A Film and Conversation Series dedicated to the Native Prespective broadcast on Red Nation Television Network, includes Educational Companion
- RNCI Crew - Global Film & Television Location Scouting, Management and Career Development
- Native Women Write Screenwriters Lab for Women of Color

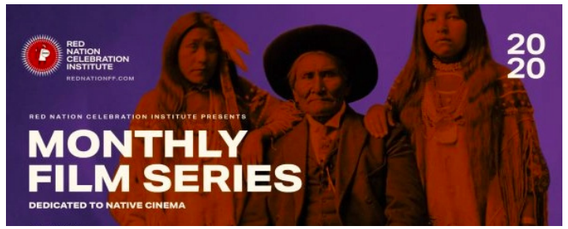
Spotlight One-time Events

- RNCI American Indian Heritage Month in the City of Los Angeles / Native Vote

RNIFF Program

- RNCI Red Nation Awards Press Conference
- Red Nation International Film Festival
- Festival Film Program | 105 films | 37 directed by women
- Native Women Write: A Conversation Series
- Indigenous Global Media Content Creators Retrospective
- RNCI Red Nation Awards
- Red Nation Celebration Concert Series: Artists in Solidarity for Systemic Change Through the Arts
- The American Indian Holocaust Memorial
- RNIFF 'On The Road'

RNCI NEW PROGRAMS

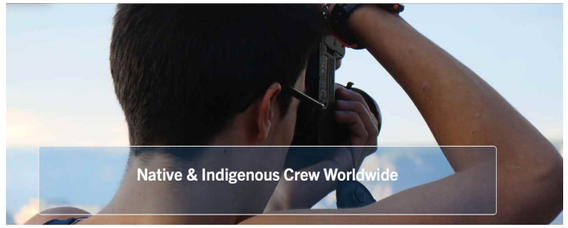


Monthly Film Series in Beverly Hills (ground-breaking, never before in this history of cinema has there been a dedicated silver screen for Native Stories

New TV Series '"American Holocaust: A Film and Conversation Series dedicated to the Native Prespective broadcast on Red Nation Television Network, includes Educational Companion

RNCI Native Studies Center: USC Bedrosian Center for Public Policy; Educational Outreach Initiative for Native & Non-Native Students

Native Student Awards Emerging Talent



RNCI Crew - Global Film & Television Location Scouting, Management and Career Development

Native Women Write Screenwriters Lab for Women of Color

Learn more about new and year-round RNCI programs

2021 SPONSORSHIP LEVELS & BENEFITS

Red Nation Celebration Institute offers dynamic, multi-platform sponsorship opportunities to afford our partners broad visibility and unparalleled access to a comprehensive, demographically desirable audience. Both the Red Nation International Film Festival and the Native Women in FILM Festival, through RNCI, produce year-round community based programming and educational outreach initiatives for Native and Indigenous students worldwide. We at RNCI have secured our reputation as the pioneer enterprise, being at the forefront, representing a comprehensive Native narrative for a global audience. For over 25 years, RNCI has earned the respect of filmmakers, filmgoers, the industry workforce and trend watchers. RNCI continues its mission of moving the Native narrative forward, not just in Hollywood, but worldwide, conjoined with our international partners.

This confluence of art and commerce enables sponsor activations across consumer and industry-facing platforms with each partnership custom designed to meet your objectives.

Not just Film Festival sponsorships, but artist engagement and underwriting Institute programs are just a couple of the ways this organization provides global platforms for activating unique and innovative ways to aid and move your brand upward. We have a long history of successfully collaborating with our sponsors and other brands, and can uniquely assist in building and sharing our values of independent spirit, creativity, innovation and storytelling, while advancing your marque.

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PROGRAMS AND INITIATIVES SUPPORTED BY CORPORATIONS
$100,000+

* Festivals
* Native Student Awards Emerging Talent
* Monthly Film Series in Beverly Hills (ground-breaking, never before in this history of cinema has there been a dedicated silver screen for Native stories)
* RNCI Native Studies Center: USC Bedrosian Center for Public Policy; Educational Outreach Initiative for Native & Non-Native Students
* RNCI Crew - Global Film & Television Location Scouting, Management and Career Development
* Native Women Write Screenwriters Lab for Women of Color
* Red Nation Conversation Series
* Native Film Labs (screenwriters, directors, documentaries)
* Let's Hear Your FUNNY Lab (comedians)
* The Pitch is Back (filmmakers have the opportunity to pitch their project to Industry professionals and funders)
* Playwright Theatre Lab
* For Educators Now
* Podcast Series

INDUSTRY PARTNERS
$15,000+

Industry Partners are leaders within the film and media landscape who maintain a year-round relationship with the RNCI, and whose support helps to sustain the world-renowned festivals and the organization's core artist programs.

INSTITUTE ASSOCIATES
$10.000+

Institute Associates represent companies and organizations who support the year-round operation of Red Nation Celebration Institute. Their contribution sustains the Institute's Artist Programs, which for over 25 years has identified and developed the Native Narrative with independent filmmakers of their generation.

INSTITUTE LEADERS
$25,000+

Institute Leaders are the foremost corporate supporters of Red Nation Celebration Institute's year-round artist development work. Their critical backing provides the foundation to maintain new programs and initiatives dedicated to the discovery and development of independent artists and audiences.

OFFICIAL PROVIDERS IN-KIND SUPPORTERS
$5,000+

Official Providers & In-Kind Supporters help sustain RNCI operations with donations of goods and services, keeping expenses at a minimum and directing more funds to support the Institute's mission.

Custom Tribal Sponsorships available upon request

2021 SPONSORSHIP OPPORTUNITIES

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SPONSORS SINCE INCEPTION

Thanks to the generosity of these visionary companies, Red Nation Celebration Institute has the resources to assist independent filmmakers, artists, youth year-round.

ABC Disney Television Group
CBS Corporation
ABC Television Group
Walt Disney Company
HBO
Fox Entertainment Group
Fox
TNT Network
Turner Time Warner Company Turner Foundation
Screen Actor Guild
Screen Actors Guild Foundation Writer Guild of America West
Steven Spielberg
Clear Channel
Paramount Pictures
CBS KCAL 9
ABC Channel 7
NBC Channel 4
Los Angeles City Channel 35
CBS Center Studio
Grammy Foundation
David Griff en
BMI Foundati on
City of Los Angeles Mayor Villaraigosa
Los Angeles Cultural Affairs
Council member Tom LaBonge
Council member Jose Huizar
Council member Paul Krekorian
Council member Jan Perry
Council member Bill Rosendahl
Council member Ed Reyes
Council member Dennis Zine
James Irvine Foundational
California Community Foundation
Simon Wiesenthal Center
The Martin Foundation Inc
Education Foundation of America
Institute of American Indian Arts
National Congress of American Indians
National Indian Gaming Association
California Native American Heritage Commission
Southern California Tribal Chairmen's Association
Seventh Generation Fund
Honor The Earth
Owens Valley Indian Water Commission
Oneida Nation Foundation
National Indian Child Welfare Association
United American Indian Involvement
Agua Caliente Casino
Cabazon Band of Mission Indians
Pechanga Development Corporation
San Manuel Band of Mission Indians
Morongo Casino
Buff alo Thunder Casino
Cow Creek Nation
SWAIA Indian Market
Native Wellness Insti tute
Homeboy Industries
APLA Aids Project Los Angeles
Toy R Us Foundation
Jean Cocteau Cinema
UCLA - Chicano Studies Dept.
StormStudios
Guitar Center
Film LA
Honest Engine Films
NoVo Foundation
Supervisor Mark Ridley Thomas
City National Bank
SagIndie
Comcast Universal
Variety
Hollywood Deadline
New Mexico Film Office
New York City Media & Entertainment
Location Managers Guild International
USC Bedrosian Center
USC School of Public Policy

MORE INFORMATION

Red Nation Celebration Institute
rednationcele.org

Red Nation Television Network
rednationtv.com

Red Nation International Film Festival
rednationff.com

Native Women in FILM
nativewomeninfilm.com

Native Youth Matter
rednationcele.org/native-youth-matter

2021 UPCOMING EVENTS

12th Native Women In FILM Festival (April 19-24)

Los Angeles Virtual 26th RNCI Red Nation International Film Festival (November 1-30, 2021)

For more information, please contact:

Linda Tenequer
Director of Development
6250 Canoga Ave, Ste 556
Woodland Hills, CA 91367
818.665.5753
rednation@rednation.com

Please visit: www.rednationff.com & www.rednationcele.org

Red Nation Celebration is a federal recognized 501 (C)(3) American Indian non-profit organization, since 1995. #95-4015181.

WE ARE RED NATION

THE AUTHENTIC VOICE OF AMERICAN INDIAN & INDIGENOUS CINEMA.

RED NATION CELEBRATION INSTITUTE (RNCI) since 1995
is the parent organization to: Red Nation International Film Festival (Los Angeles. Santa Fe NM. Washington D.C. New York City, New York, Paris, France); Native Women in FILM Festival (Los Angeles); Red Nation Television Network (Globally); Native Youth Matter If I Can See It I Can Be It; and American Indian Heritage Month (Los Angeles. New Mexico.) Red Nation Celebration Institute (RNCI) is a federal recognized 501 (C)(3) American Indian non-profit organization, since 1995. #95-4015181. RNCI is the longest standing Native Arts, Media & Cultural nonprofit enterprise in the City of Los Angeles and is the author of the American Indian Heritage Month in Los Angeles, the land of the Tongva Nation.

RNCI Creating Systemic Change through the Arts, Media & Pop Culture