



# Irish Spotlight Business Plan

Fall 2025



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# Event Description

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# Who?

With over 50,000 attendees annually, the Newport Beach Film Festival is one of the leading film festivals in coastal California. The festival features international spotlight events that celebrate various cultures and the gifted filmmakers who represent them over the course of eight unforgettable days. Some of the most promising films coming out of each featured region are highlighted in these carefully tailored showcases.

Students at California State University, Fullerton who are enrolled in COMM 497T: Event Planning and Management with Professor Gregg Schwenk gain practical experience in organizing and carrying out these cultural highlights. The Fall 2025 Irish Spotlight team developed this business plan to help future students build stronger bonds with current and potential sponsors, partners, supporters, and loyal attendees.

As the primary organizers of the Irish Spotlight this year, we concentrated on the audience, who are the foundation of any successful event. We invited regular festival attendees as well as Southern California film fans and the local Irish and Irish American communities. We interacted with people who are enthusiastic about Irish culture or film in general (see SPS Profiles).

We also targeted people who wanted to become more active in the community and the film industry. The entertainment area is wide-ranging and competitive, which is exactly why it provides such a useful platform for expanding Irish Spotlight. These audiences are essential for raising awareness through social media and word-of-mouth because they not only bring excitement but also social reach.

The goal of the Newport Beach Film Festival is to highlight exceptional cinema from throughout the world, including timeless classics and daring new narratives. Through the power of film, they hope to uplift viewers and enhance cross-cultural understanding. Everyone benefits when we advertise our International Spotlight events to current festival attendees. The unique and enriching qualities of foreign films are often overlooked. By honoring Irish narrative and providing a forum for Irish Americans to exchange culture and establish connections with the Southern California community, our Irish Spotlight helps to further that discovery.

## Spring 2025

- Film Industry Professionals
- Celebrities and honorees
- Young Professionals Trend setters
- Local and Regional Audiences
- Students and emerging creatives
- Community organization and nonprofits
- Audience demography
- Why this matters

# What?

Since its debut in 1999, the Newport Beach Film Festival (NBFF) has evolved into one of the most prominent film events in the United States, showcasing luxury lifestyle films. Each year, the festival attracts over 50,000 attendees – including filmmakers, producers, executives, talent, and cinephiles – to experience groundbreaking cinema and internationally acclaimed storytelling. Known for its dynamic programming and elevated cultural atmosphere, NBFF continues to bridge creative vision with Southern California's sophisticated coastal backdrop.

The festival's success is strengthened by esteemed partners, including The Los Angeles Times, Fashion Island, UCI Health, and The Macallan Whisky, alongside trusted media collaborators such as Variety and The Hollywood Reporter. For 2025, NBFF was proudly presented by Kia, reflecting a shared commitment to creativity, innovation, and global cultural celebration. Together, these partners help cultivate a festival environment that blends artistry, community, and high-end entertainment while uplifting independent filmmakers and international voices.

A signature component of NBFF is its International Spotlight Series, which honors global storytelling and cultural identity through dedicated showcase evenings. These spotlights highlight regions including Germany, Italy, Sweden, Mexico, Brazil, and Ireland, pairing premier film screenings with cultural elements such as regional cuisine, live performances, and curated artistic displays. This tradition allows guests to meaningfully engage with the cultures represented on screen while celebrating the richness and diversity of international cinema.

NBFF's collaboration with California State University, Fullerton (CSUF) further distinguishes the program. Each spotlight is produced by selected student teams who partner directly with festival leadership – including co-founder and CEO Gregg Schwenk – to conceptualize, market, and execute the event. Through this experience, students gain invaluable hands-on training in entertainment event planning, public relations, sponsor engagement, and talent logistics, allowing them to apply classroom learning in a high-profile professional environment.

The 2025 Irish Spotlight was held on Sunday, October 19, 2025, at the Big Newport Regal Edwards Cinema, The LOT, and Muldoon's Irish Pub. Team Ireland oversaw all aspects of the event, including red-carpet logistics, cultural programming, VIP and filmmaker hospitality, sponsor activation, and media coordination. The team also assembled shot lists, run-of-show documents, and photographer direction to ensure consistent coverage and recognition across festival channels.

This year's program featured four thoughtfully selected Irish films – *Bàite*, *Christy*, *The Unsinkable Entrepreneur*, and *A Sip of Irish* – each offering distinct perspectives on Irish identity, artistry, and lived experience. The lineup provided audiences with a compelling look into contemporary Irish storytelling, spanning emotional, cultural, and thematic depth. All titles screened as part of NBFF's official competition, reinforcing the Irish Spotlight's role in platforming global talent and contributing to the festival's competitive excellence.

# What? (Cont.)

The celebration began with a red-carpet arrival experience at the theater, where guests enjoyed photo opportunities, sponsor backdrops, and live cultural entertainment. As a returning favorite, the McNulty School of Irish Dance opened the evening with an energetic performance, infusing the festival atmosphere with traditional Irish movement, music, and community spirit. Their presence welcomed guests into the spotlight experience and served as an authentic and lively tribute to Ireland's cultural heritage.

After the screenings, attendees made their way down a softly illuminated pathway to the after-party at Muldoon's Irish Pub, a beloved NBFF tradition that creates a seamless transition from film to celebration. Inside, guests enjoyed live Celtic music, themed décor, interactive photo moments, and sponsored cocktail offerings. Complimentary appetizers were served alongside a full bar, offering beverages for purchase, creating a warm and social post-screening environment for attendees to continue the celebration.

In planning the 2025 event, Team Ireland thoughtfully blended long-standing festival traditions with contemporary creative decisions. From cultural performances and live music to sponsor activations and aesthetic enhancements, the evening honored the legacy of Irish Spotlight events while bringing refreshed energy and personalized details to the guest experience. The result was a standout celebration of film, culture, and community that honored Ireland's cinematic impact and storytelling traditions.

Ultimately, the Irish Spotlight represents more than a cultural showcase; it embodies collaboration, professional development, and global appreciation. For filmmakers, it provides a meaningful platform to connect with audiences and industry leaders. For festival guests, it offers a unique evening rooted in storytelling, culture, and connection. For the student organizers, it serves as the culmination of months of diligence, creativity, and hands-on learning, mirroring the pace and expectations of the entertainment industry.

Above all, the 2025 Irish Spotlight reinforced the power of film to build bridges, celebrate cultural heritage, and foster shared experience – marking another milestone year in the Newport Beach Film Festival's continued legacy.

# When?



*Official NBFF Dates Banner 2025*

The 26th annual Newport Beach Film Festival spans from Oct. 16 - 23, 2025, with the Irish Spotlight held on Oct. 19. All student teams of the cultural spotlights worked on social media presence and contacting supporters, partners, and sponsors (S/P/S) for their event. Each spotlight held two separate teams, a group in the Spring semester and a group in the Fall Semester. While both teams worked towards the same event, they had different tasks regarding their time frame. In Spring 2025, Team Ireland at the time worked on leveraging our social media engagements and connecting with S/P/S months prior to the actual event date. They essentially established the entire framework that our team, Fall 2025, then used for the final steps of the event. The Spring team had more time to outline, plan, and maneuver what was required of us as the Fall team to follow through. While the Spring team is supplemented with more time, the Fall team is not.

For us, Gregg emphasized the countdown until our event, and as always, time moves fast. With such little time, the Fall team's success heavily relies on the setup that the Spring team provides. After delegating tasks and situating ourselves with the official Irish Spotlight accounts, we were able to carry out the framework the Spring team created, plus more. When it came to the day of the event, we made contributions on-site at Regal Edwards, Fashion Island, and Muldoon's. There was a non-stop motion of our team members verifying the flow of the event. To the Spring team, we hope you gathered a grasp of how timely Fall semester moves, and wish you all the best in your efforts to support your year's event!

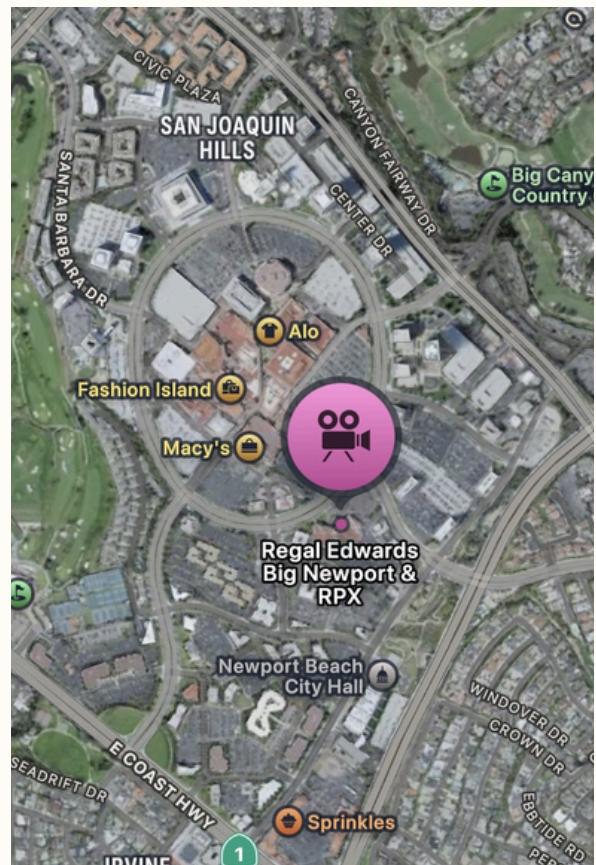
# Where?



*Regal Edwards Big Newport*

The Newport Beach Film Festival not only provides cinephiles a special arrangement of films from star-studded casts like our year's "Frankenstein", but complements this celebration with the beautiful atmosphere of Newport Beach. Like previous years, the event has been held surrounding Newport Beach theaters such as Fashion Island's THE LOT, Regal's Big Edwards Newport, and Starlight Cinemas, along with post-parties like Time Nightclub, a tremendously fun and exciting moment to finalize all the hard work you and your teammates have put in.

Our team covered four different screenings for the Newport Beach Film Festival Irish Spotlight, and we had a lot of concerns about where we needed to be. Luckily, we figured it out to help you out! Our evening held most of our events at the Regal Edwards Big Newport & RPX; it was the main space for the red carpet, pre-screening entertainment, and screenings. In addition, our year had one of our screenings separate from Edwards at Fashion Island's THE LOT. Although this separate location was an outlier for just our year, in case of a recurrence, Fashion Island is a shopping mall across the street from Edward's, roughly a 10-minute walking distance or alternatively, a 3-minute drive. Take a look at Maps for reference.



*Map of Regal Edwards Big Newport*

# Where? (Cont.)



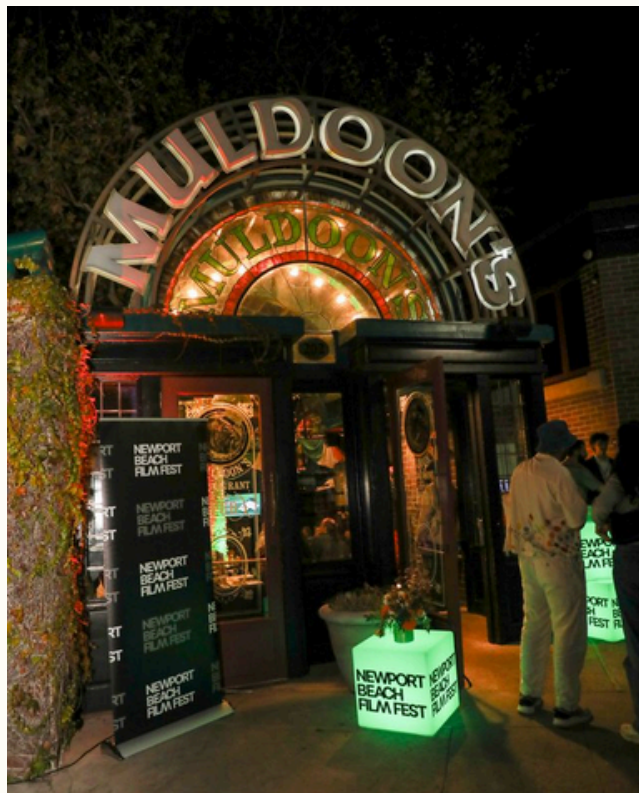
On the day of your event, you can find the Red Carpet at the foot of the Regal Edwards staircase entrance. It is easily accessible after parking from the Regal parking lot, and will have separate barricades set up for your photographers and videographers.

Following the red carpet portion, guests will be directed inside the theater for a pre-screening session complemented with live entertainment performed by the McNulty School of Irish Dance. Afterwards, our respected guests were led upstairs on escalators to their theater rooms, where three of our films screened separately on Screen 4, Screen 5, and Screen 6. During this portion of the event, we also had our fourth film screened at Fashion Island's THE LOT.



*Photos taken inside Regal Edwards Big Newport*

## Where? (Cont.)



*Lit pathway for guests to Muldoon's & the Front entrance of Muldoon's*

Our post-party was held at Muldoon's Irish Pub, located down a candlelit pathway from Regal Edwards. The pub was beautifully decorated with Irish flags courtesy of our team, which includes a central courtyard and is outlined by indoor spaces with a bar and food service area. Muldoon's has a rustic yet modern look, reminiscent of pubs found in Ireland, and is a perfect space for our gathering. For our event, Muldoon's provided us with three spaces to use, the Celtic Bar, the West Courtyard, and a new access to the upstairs patio, where a VIP room was held. The Celtic Bar was utilized as a space for the food arrangements, along with beverages at the bar. The band, Craic in the Stone, provided live music at the West Courtyard, where guests could sing-along and enjoy themselves. For the very first time, we had the opportunity to use the second-floor patio as a space for VIP guests only and had an amazing overhead view of the Courtyard. It was Gregg's trial run for our year. If the Irish Spotlight goes through with it for your year, make sure to confirm with Gregg who is allowed in the VIP room, and enjoy your time!

# Where? (Cont.)



*Celtic Bar*



*West Courtyard with Craic in The Stone*



*Upstairs Patio with VIP room*

# Why?

The Newport Beach Film Festival Irish Spotlight (NBFF) provides a night filled with creativity, artistic experiences, with a glimpse into Ireland's film culture. It brings together the Irish community within Southern California, with a night filled with fun, tradition, and food. The NBFF aims to highlight Irish filmmakers and other voices in the Irish community. This event serves as a platform for filmmakers and actors to show off their work and upcoming projects to a wide audience. It helps elevate and network directors, producers, and more to new opportunities and bigger projects.

The Newport Beach Film Festival is a great place for the Irish spotlight, with the NBFF closely supported by the Consulate General of Ireland, Los Angeles, and other partners, the NBFF is a proud host for Irish Films. Newport Beach allows for a beautiful area to connect its residents and neighbours to Irish culture and connect those with Irish descent. The reason this festival is so special is because it is one of the largest celebrations of Irish cinema in North America. The festival's strength in celebrating Irish cinema is shown through its diverse films, features, and shorts that are brought each year; it includes an Irish Showcase focusing on screening specific films and features.

The Film Festival is located in Newport Beach, California where there is an abundance of Irish Americans. California is one of the states with the most Irish Americans or of Irish descent. The festival helps connect Irish culture to its demographic here in California. Although the Irish Americans are a big target audience, it is very important to target other people from different backgrounds, cultures and ethnicities who could be interested in Irish films. The festival helps create a place to explore the culture and film aspects of Irish films and feel the traditions. Smaller target audiences consist of people who align themselves with the festival's morals, values and interests. This can consist of actors, filmmakers, critics and enthusiasts.

The Newport Beach Film Festival is crucial to create and enhance the Irish American celebration and allow people to celebrate the culture. The festival creates a welcoming environment and gives Irish directors, actors, and others, a place to showcase their hard work and educate guests on its culture. The Newport Beach Film Festival is a bridge connecting Irish culture and a global audience to one another.

# How?

The Irish Spotlight for the Newport Beach Film Festival was successful in its efforts. Our team of fourteen was divided into social media and outreach teams, with three team leads—one overall team lead, one for social media, and another for the outreach team. The social media team worked on promoting the upcoming Irish Spotlight by posting "Meet Our Sponsor" posts, fun Irish-themed content, countdown posts, and varying content about our four movies: Báite, Christy, The Unsinkable Entrepreneur, and A Sip of Irish. The social media team utilized a content calendar to track and assign posts and days to specific team members. This calendar was essential for the team to stay on track and ensure our social media accounts on both Instagram and Facebook were constantly populated. Their goal was to generate excitement and engagement by using trending sounds, themed hashtags, and curating aesthetic posts that went with our theme. The social media team also spent a lot of time curating partnered posts with our S/P/Ss. These collaborative posts were with influencers, Irish organizations, filmmakers, actors, and others who were interested in promoting Irish culture to help increase the Spotlight's reach and visibility.

The social media team utilized their skills and creativity to produce engaging reels, graphics, and posts that aligned with the theme of the social media page. They also analyzed past plans and reviewed content on our Spotlight pages to determine which types of posts performed best. They determined that partnered posts and reels tended to get more views and engagement, which guided the plan for the social media team. Utilizing our team's personal accounts to increase engagement on the Irish Spotlight also helped us gain more reach and views.

The outreach team focused on connecting with and coordinating efforts among potential supporters, partners, and sponsors (S/P/Ss). They used a detailed Excel sheet and outreach log to organize communication with S/P/Ss and divided them evenly among the team. The outreach team reviewed previous correspondence with S/P/Ss before reaching out to continue conversations about their involvement in the Irish Spotlight, as well as identifying new ones. They negotiated partnership agreements, communicated with Gregg, held weekly meetings, and informed the social media team about which S/P/Ss were participating in collaborative posts. Communication originated from the Irish Spotlight's Gmail account or Instagram DMs and remained professional and consistent throughout the event. The outreach team also communicated with S/P/Ss through phone calls and Zoom meetings to ensure effective communication. For each confirmed partnership agreement, deliverables were discussed with S/P/Ss and confirmed with Gregg before being signed by both parties.

## How? (Cont.)

The outreach team also reviewed past plans, business profiles, and previous correspondence with S/P/Ss to understand the most effective way to communicate with them. This helped them identify which S/P/Ss are key contributors to the event and the best way to communicate, whether via email, Instagram DMs, phone calls, or other means. Special attention was given to those who would be attending the event, whether to speak, post, or enjoy it.

On the day of the event, the whole team arrived early at Muldoon's Irish Pub to start setting up decorations. Some members checked Regal Edwards Big Newport to make sure the dancers had enough room and to get a lay of the land. The outreach team coordinated with S/P/Ss beforehand to ensure that those attending knew the schedule for the night and had their tickets. Some of the team stayed by the red carpet to organize and coordinate with photographers and videographers, as well as arriving talent and S/P/Ss. The social media team also gathered content to post during the event, showcasing the activities of the night. As guests arrived, many got their photos on the red carpet before heading into the theater. The McNulty's School of Irish Dance performed outside the theaters where our movies were shown. Three of the films were shown at Regal Edwards Big Newport, while one, *A Sip of Irish*, was shown at The LOT. During the movies, the team continued to prepare for the afterparty by setting up the walkway, finalizing details at Muldoon's, and waiting for the films and Q&As to finish so guests could be guided over. The afterparty was a success, with Muldoon's Irish Pub filled with people enjoying lively music from Craic in the Stone.

After the event, the outreach and social media team continued to engage with their audience by thanking S/P/Ss, especially those who attended, and posting and reposting content created by our S/P/Ss. Our team encountered a slight setback when retrieving photos and videos from our event, as we had a large amount of content to sort through and encountered storage limits. However, the team was able to obtain the majority of the necessary photos. The social media team will continue to post to ensure the information remains available through the spring. The outreach team will continue to coordinate with S/P/Ss to ensure the continuity of the relationship into the spring.

# Suggestions & Action Items

## Team Set up and Dynamic

One of the most significant suggestions for teams is to quickly organize your team, especially for the Fall Semester, since time will go by quickly. By assigning your team early, you will start delegating assignments to their teams. Our team of fourteen was split into two teams: Social Media and Outreach, with seven people on Social Media and six on Outreach. Each team had its own team leader, as well as an overall team leader. This allowed us to easily delegate tasks, maintain an even balance of team leaders to discuss any concerns within their teams, and have the overall team lead float between the two teams as needed.

For more details, we recommend looking at the next section for further details and advice we have for organizing and dividing the teams.

## Pre-Event Preparation

One of the biggest learnings we had was how valuable frequent meetings were for our team. Every week after class, we would have a large-group meeting to discuss our plans for the week and touch base as a team. We also created a text message group chat and a Discord channel to stay in touch and share resources; however, the in-person meetings were valuable because we could talk face-to-face. Each team also had its own meetings, but as the event day got closer, those meetings stopped, making it hard to keep up with everyone's progress. We also recommend that someone in the group take accurate notes to help keep those who could not attend up to date on what was being discussed in the meetings.

As you are about two weeks out from the event, we recommend starting to look for photographers and videographers. We posted on Instagram looking for some, and that brought in a lot of interest from students. We had a total of eight photographers and four videographers, which we found to be way too many. I would limit the event to no more than five photographers and three videographers. Make sure they understand the terms of the agreement, stay on top of them to deliver their content to you, and create a group chat with them to communicate information.

Two weeks out before the event, make sure you contact the Gregg's team members who will be helping with the Irish Spotlight event. When you speak to Gregg, ask for the team setting up the event (usually a team of interns led by someone from his team) and your event programmer, who will have information about those coming out from the film. Having this information will allow you to contact those from the films and send them your itinerary for the day, including when you want them to arrive on the carpet for interviews and photos.

# Suggestions & Action Items (Cont.)

No less than a week before the event, create an itinerary to share with SPS attendees and with those from the films who are coming out. This itinerary should include:

- What time will the carpet open for them for photos and interviews (we had them arrive 1.5 hours before the first screening) We recommend spacing arrival time by 5-10 minutes so not everyone arrives at once.)
- Information on any pre-event entertainment (we had the McNulty School of Irish Dance, which performed 15 minutes before the first screening).
- What time is the screening for the film they will be seeing.
- Any after-party information (what time the party will start & end, and what time any entertainment will be playing).

At the last meeting before the event day, you should split your team into "zones" for the event, and each person will stay in their zone until a designated time. This will ensure that everyone on the team has a designated spot where they can find them and where they will stay to complete tasks that need to be done. One of the most significant problems my team faced was that we couldn't find people during the event, and they weren't responding to text messages. Having these "zones" will allow the team leads and other team members to find their team and accomplish tasks quickly. For zones, I would recommend:

- **Zone 1:** The Red Carpet (This should be made up of some outreach team members, as well as the person who has been working with photographers and videographers)
- **Zone 2:** Theaters (This should include 3-4 spotlight team members to help guests find theaters, distribute wristbands, and assist theater staff.) They will stay in the theater until the movie is done, then guide guests to the afterparty.
- **Zone 3:** Muldoon's (These people will help put up the decorations as well as help guide guests to the entrance of Muldoon's)

## Event Day

On event day, have your team meet up at a location to go over logistics. We recommend arriving at least 1.5 to 2 hours before the red carpet opens for SPS. This will allow you to go over each team's task and what each person should accomplish in their zones.

### Zone 1: Red Carpet

Those in charge of the red carpet should arrive at the zone at least 30 minutes before the first SPS/Filmmaker call time to meet with photographers and review expectations for the carpet.

# Suggestions & Action Items (Cont.)

Depending on how many people you need to interview, I would have at least two videographers on the carpet, with two team members there ready to interview pre-selected SPS and filmmakers with the questions you sent them. The other team members will act as VIP escorts for SPS and those involved with the film, leading them to get their photos taken and, if they have one, to be interviewed. Let them know about any preshow entertainment and what theater their film will be in. Help them with any needs they may have and answer any questions they have.

One photographer and a spotlight team member need to stay positioned on the red carpet until at least 30 minutes after the last screening starts to catch any latecomers to the event. Everyone else can head to Muldoon's to help with any setup and logistics for the afterparty.

## **Zone 2: Theaters**

Those in this zone can start helping with the Red Carpet. Still, about 45-30 minutes before the first movie showing, they should make their way to the auditoriums to help distribute wristbands and let any guests know about pre-show entertainment and any Q&A sessions after the movie. These people need to stay and watch the film to let others know when it finishes, and to help guests start making their way to Muldoon's. Before each film, selected team members will give a speech. For our team, we just had the three team leads up there giving the speech.

## **Zone 3: Muldoon's**

One huge tip we have for the team is 3-4 days before the event, have a team member go to the NBFF office and collect the decorations for Muldoon's, which are stored in 5 boxes. For decorations, you will have a large amount of bunting, flags, and battery-operated candles. This team member should steam the flags and bunting and charge any batteries before the event, so on event day, all that has to be done is hang up the flags and bunting and put out the candles on the walkway. For the setup, what you will need to bring is:

- A Leaf Blower (to clear the candle-lit walkway)
- Scissors
- Painters Tape
- Steamer
- Step-stool

Those in zone 3 can help set up Muldoon's while the red carpet and screenings are happening; however, if you do all the steaming and prep work beforehand, it shouldn't take too long. After the last screening, our team gathered on the red carpet for photos of the whole team and individuals, and we started setting up the candle walkway while all the guests were in the theater.

# Suggestions & Action Items (Cont.)

## After Party Logistics

One huge new offering we had this year was a VIP room on the upper level of Muldoon's. I would recommend speaking with Gregg before the event about how he would distribute wristbands for access to this VIP room. We had a massive issue with who was allowed up there, which led to too many people being there because we had no direction on who was allowed and who was given a VIP wristband. It is up to the spotlight team to monitor the two entry points up to the upper level. I recommend pairing two people on each stair and rotating your team so everyone can have a break and enjoy the after-party.

## Post-Event

After the event, make sure you collect all of the photographers and videographers' content to send to Bill from Pencilbox. One person should oversee this process and collect all that information in one place. For social media, make sure a general thank-you post is ready 2-3 days before the event, to post the next day after the event. Then start sharing your thank-yous on social media for any SPS that was agreed in their contract. Those on the outreach send out thank-you emails to any SPS who helped with the event. Finally, have someone from social media review the images and videos and start creating content to post about the event.



*Afterparty at Muldoon's*



# Organization & Management



# Organization

## Team Summary (Fall 2025)

Irish Spotlight Team Leader: Polina Sokolova

### Social Media Team

Team Lead: Aishani Dasgupta

Genesis Gomez

Jessica Collins

Johny Steed

Caitlyn Padilla

Sarah Shiells

Megan Soled

### Outreach Team

Team Lead: Kenzie Madewell

Sofia Johnson

Sandra Thach

Bryce Busby

Sydney Bantel

Natalyn Yang

## Team Organization & Structure

This section outlines the recommended organization of the Irish Spotlight team, including key focus areas, specific roles, and different options for structuring the teams. The goal is to give future teams a clear understanding of all tasks that need to be covered and to help members choose roles based on their strengths, not just what sounds the most fun.

### At the start of the semester, it is recommended that the team:

- Hold a kickoff meeting to review all roles, responsibilities, and expectations
- Read through the Social Media and Outreach role descriptions together
- Have each member reflect on their strengths, interests, and availability before choosing a team
- Decide as a group how Social Media will be structured (role-based vs. day-based) and confirm how Outreach accounts will be divided

### To keep things running smoothly, the team should also:

- Set a regular weekly meeting time for quick updates and planning
- Use shared tools (such as Google Drive, a shared spreadsheet, and a calendar) for deadlines, sponsor tasks, and social media posts
- Assign backups for key roles or days in case someone gets sick, overwhelmed, or has scheduling conflicts
- Be willing to revisit and adjust the structure mid-semester if something isn't working (for example, redistributing workload or switching from the day-based model to the role-based model in Social Media)

Overall, the goal of this structure is not to be rigid, but to give each team a clear starting framework. As long as all roles and responsibilities are covered, communication stays consistent, and deadlines are met, future teams are encouraged to adapt this structure to fit their own working style and strengths.

# Organization (Social Media)

## Social Media Team – roles, responsibilities, and division options

The Social Media Team will be responsible for all content creation, posting, and engaging, along with coordination with sponsors, partners, and other Spotlights. Since the work can be quite intense and sensitive with regard to time, especially during the fall semester, this team will be an important one to carefully consider.

### Two possible structures for the Social Media Team:

- **Role-Based Division:** This role has members in an ongoing, specific role.
- **Day-Based Division:** Every person is “in charge” of the social media on a certain day of the week

There’s no “right” choice. Each has different strengths and weaknesses and may work differently depending on the team. We used the day-based approach in our experience and found out afterwards that it wasn’t the best for our particular group, but by that time it was hard to change. Future teams should feel comfortable trying one structure, then adjusting as needed.

### Option 1: Role Based Division

Under this system, a specific role is assigned to each member of the Social Media Team for the whole semester. This system will work well if team members have different strengths such as graphic design, video production, writing, and organizational strengths, with a preference for consistent responsibilities.

#### Team Leader (1)

- Coordinates with Outreach Team and Sponsor/Partners/Supporters for content exchange and posting information
- Manages the social media calendar and key dates, reposting, and deadlines
- Makes sure all sponsor/partner content is posted correctly and on time
- Assists team members, answers questions, and resolves issues when they arise

*Hey! You just found a four-leaf clover, may luck be on your side!*



# Organization (Social Media Cont.)

## Content Creation Team

### Graphic Designers (2-3 people)

- Create consistent designs on Facebook/Instagram posts, announcements, sponsor spotlights, and ticket information.
- Use similar branding in all graphic elements such as color schemes, fonts, and styles
- Coordinate with Team Leader to fulfill content requirements.
- Coordinate with Video Creators and Social Media Coordinators to maintain a consistent branding.

### Video Creators (1-2 people)

- Create, shoot, and edit creative videos or reels for social media platforms (Instagram and Facebook)
- Makes sure the videos go well with the message of the event, event, and overall style
- Coordinate with Graphic Designers and Social Media Coordinators for consistency.

## Content Posting Team

### Social Media Coordinators (2 people)

- Collect finalized graphics & videos from the content creation team
- Make captions, pick hashtags, and post pictures on Instagram and Facebook
- Comment and track interactions, and engagement and point out key issues to the Team Leader
- Update social media calendar and check if deadlines have not been missed

### Stories Specialists (2 people)

- Share relevant content from partners, sponsors, and the Irish Spotlight!
- Use poll questions and quizzes to interact with your audience on stories.
- Record all major story activity on a social media calendar

#### **Pros of Role-Based Division:**

- Very clear responsibilities for each role
- Allows people to focus on their strengths (designing, writing captions, making videos, etc.)
- Easier to maintain brand and design consistency

#### **Cons of Role-Based Division:**

- If someone falls behind or is unavailable, their tasks may not get covered
- Gaps in one area (e.g., video or captions) can affect overall content flow showing inconsistencies
- Less opportunity for members to try different types of social media tasks

# Organization (Social Media Cont.)

## Option 2: Day-Based Division

Under this system, every member of the Social Media Team is allocated all social media responsibilities for a given day in a week. Work is evenly given to all team members, so every team member gets experience in every field.

### **Team Leader (1):**

- Coordinates with Outreach Team and Sponsors/Partners in arranging content and deadlines
- Manages the social media calendar ensuring all dates are accounted for and deadlines are met
- Helps team members and resolves any issues in terms of scheduling and content delivery

### **(All Members of the Team, Including Team Lead)**

The team member assigned to a day:

- Develops, designs, and publishes all content for this day through posts and stories
- Writes captions, makes hashtags, and posts content on Instagram & Facebook
- Boosts engagement with followers through comments and basic interactions
- Coordinates with the Team Leader with all sponsor/partner content
- Adds updates to a social media calendar including all posts, stories, and shared content

### **Pros of Day-Based Division:**

- The workload is evenly spread among team members
- Everyone learns something over a variety of tasks (designing, posting, stories, engaging)
- "Clear accountability," where each member takes responsibility for their day
- Can be adjusted easily in case of a change in schedule (swapping days, flexibility)

### **Cons of Day-Based Division:**

- Inconsistency in visuals and posting may not be daily.
- Needs excellent communication to keep all branding, tone, and timeliness consistent (I recommend a template)
- The team will function properly only if each member follows through with their daily responsibilities
- Some tasks may be hard and may need more help or support

# Organization (Social Media Cont.)

## How to Choose a Social Media Structure?

While making a choice between Role-Based and Day-Based divisions, teams need to:

- Make an honest assessment of your strengths, weaknesses, and availability. (Example: Availability Chart, see below)
- Explore communication styles and how reliable someone is.

### Summary

A team with very specialized strengths in people (great designers, great writers) might find that a Role-Based group works better. A team where shared responsibility and getting a broad experience is valued might find a Day-Based group to be a good fit, as long as all team members are reliable and communicate well.

Most importantly, the team should not be afraid to switch the system if it doesn't work out properly. Better to switch and use what works best and avoid burnout or conflicts.

Name	Team Interest	Monday	Tuesday	Wednesday	Thurs
Kenzie* (Team Leader Outreach)	Outreach	After Class		After 100	Before
Aishani* (Social Team Leader)	Social Media	After 1245	before 645		
Polina* (Overall Team Leader)	Social Media	After Class			
Sarah	Social Media	After Class	After 645		Before
Sandy	Outreach			Before 400	
Natalyn	Outreach	After Class			After 3
Caitlyn	Social Media	After Class	After 200	After 200	After 2
Jess	Social Media		After 100	After 100	After 1
Mandy	Social Media	After Class			
Sofia	Outreach	After Class		Before 11 & After 700	
Genisis	Social Media			After 200	After 5

Availability Chart

Platform	Type	Tr Details	Name	Post date	Tr Notes	NOTES
Instagram	Feed Post	Meet The Team!	Sarah Shiells	9/15/2025	Need Headshots	-Talk to delegates arriving at Newport Beach
Instagram Facebook	Feed Post	Save The Date/Tickets on Sal	Aishani Dasgupta	9/16/2025	IMPORTANT	- Have your post ready on Canva the night before
Instagram	Story	Ticket Links (SWAP 1X)	Aishani Dasgupta	9/16/2025	IMPORTANT	- Please try to post between 10 am and 5 pm
Instagram	Feed Post	Food Post (SWAP 1X)	Megan Soled	9/17/2025	Fun post	-IMPORTANT posts must be posted ON TIME
Instagram	Feed Post Video	Visit Ireland Video	Genesis Gomez	9/18/2025	Travel	Status Content Kits Content
Instagram	Feed Post	30 Day Countdown	Jessica Collins	9/19/2025	IMPORTANT	DONE Anna Orls
Instagram	Feed Post	Last Call for Partners	Johny Steed	9/20/2025	IMPORTANT	DONE Kemma Filby
Instagram	Feed Post	Irish Drinks + Recipes	Caitlyn Padilla	9/21/2025	Fun post	DONE IrishAbroadOC
Instagram	Story	Q&A-Teakeover	Sarah Shiells	9/22/2025	Answer-Q's	DONE Kevin Ryan
Instagram	Feed Post	Whats in Our Bag (SWAP 2X)	Aishani Dasgupta	9/23/2025	Fun post	DONE CSUF BTS
Instagram Facebook	Feed Post	Sip of Irish Post (SWAP 2X)	Megan/Sarah	9/24/2025	Movie Post	DONE CelticArtsSOCAL
Instagram Facebook	Feed Post	Baite Post	Genesis Gomez	9/25/2025	Movie Post	DONE CIAC LA
Instagram Facebook	Feed Post	Christy Post	Jessica Collins	9/26/2025	Movie Post	DONE House of Ireland
Instagram Facebook	Feed Post	Unsinkable Entre. Post	Johny Steed	9/27/2025	Movie Post	DONE Margo Zelle
Instagram	Feed Post	Ticket Detail Graphic + 3 WEE	Caitlyn Padilla	9/28/2025	IMPORTANT	DONE AnnieSemenova

Social Media Calendar (as mentioned in responsibilities)

# Organization (Outreach)

## Outreach Team – roles, responsibilities, and delegation

Instead of rotating tasks, the Outreach Team is organized by assigning specific existing and potential sponsors and partners to individual team members. Each sponsor/partner has a designated point of contact who is responsible for all communication, follow-ups, and tracking deliverables. This system creates clear accountability, prevents overlap, and helps ensure that no sponsor or partner is overlooked.

### Team Leader (1 person)

- Organizes the outreach inbox (email and flagged Instagram DMs) and reviews incoming communication
- Assigns sponsors/partners to team members and ensures each has a clear point of contact
- Tracks all sponsors/partners (confirmed, pending, declined, new prospects) and monitors deadlines
- Coordinates with the Social Media Team to align content and posting schedules with sponsor commitments
- Oversees follow-ups, manages deliverables, and maintains the shared outreach spreadsheet and calendar

### All Team Members

Outreach members are each assigned a set of sponsors/partners to manage. This ensures clear accountability and prevents overlap or missed communication. Their responsibilities include:

- Manage assigned sponsors/partners, including responding to emails and DMs and following up on pending items
- Track deadlines and deliverables (tickets, logos, copy, posts) and confirm receipt of necessary materials
- Maintain relationships with returning sponsors and research new sponsorship opportunities as needed
- Collaborate with the Social Media Team to share sponsor content with correct graphics, captions, and posting instructions
- Keep accurate records and update the outreach calendar as tasks are completed

# Organization (Outreach Cont.)

## (Optional, Recommended for Fall) – Digital Media Coordinator

- Reaches out to potential photographers and videographers
- Sends partnership agreements and confirms expectations
- Creates a "shot list" to guide coverage during events (example below)
- Coordinates and assigns roles for photographers/videographers at the event
- Manages photographers and videographers during the event to ensure coverage of key moments
- Manages all digital media content after the event (collecting, organizing, and sharing files with the team)

## (Optional, Recommended for Fall) – Film VIP Contact (1-2 people)

- Reaches out to to NBFF Team to get contact information from those from the film who will be attending.
- Email the contact and ask if they would like to be interviewed on the red carpet.
- If they say yes, create questions alongside Digital Media Coordinator and send it to them beforehand, so they have it prepared.
- Few days before the event send out the itinerary to those in the film so they know when their interview is and the flow of the night.
- During the event you will act as their "guide" through the night, especially during the red carpet connecting them for their interview along with capturing the photos with the photographers.

**IRISH SPOTLIGHT**  
Photographer/Videographer Shot List  
& Master Schedule

**Event:** Newport Beach Film Festival Irish Spotlight 2025  
**Event Date:** Sunday, October 19, 2025  
**Event Time:** 3:45 PM - 11:00 PM  
**Location:** Regal Edwards Big Newport & RPX, The Lot - Fashion Island, Muldoon's Irish Pub  
**Addresses:**  
Regal Edwards Big Newport & RPX - 300 Newport Center Dr., Newport Beach, CA 92660  
The Lot - Fashion Island - 999 Newport Center Dr., Newport Beach, CA 92660  
Muldoon's Irish Pub - 202 Newport Center Dr., Newport Beach, CA 92660

**Film Screenings:**

- Baite - 5:45 pm - Big Newport, Screen 4
- Christy - 6:00 pm - Big Newport, Screen 5
- A Sip of Irish - 6:00 pm - The Lot - Fashion Island, Screen 3
- The Unsinkable Entrepreneur - 6:30 pm - Big Newport, Screen 6

**After-Party:** Muldoon's Irish Pub (8 - 11 pm)

**SCREENINGS -**

- Baite - 5:45 pm - Big Newport, Screen 4 **(THEATER CALL TIME @ 5:30)**
  - Photographers - Salvatore Boschetti & Anthony Campa
  - Videographer - Logan Moore
- Christy - 6:00 pm - Big Newport, Screen 5 **(THEATER CALL TIME @ 5:45 PM)**
  - Photographers - Laurine Allemon & Amaya Perez
  - Videographer - Devin Lim
- A Sip of Irish - 6:00 pm - The Lot - Fashion Island, Screen 3 **(SEPERATE LOCATION, MUST LEAVE EARLY, THEATER CALL TIME @ 5:45 PM)**
  - Photographers - Kyler Becite & Layo Vega
  - Videographer - Adrian Meza
- The Unsinkable Entrepreneur - 6:30 pm - Big Newport, Screen 6 **(THEATER CALL TIME @ 6:15 PM)**
  - Photographers - Branden Butler & Isabel Martinez
  - Videographer - Logan Moore

**MULDOON'S IRISH PUB AFTER PARTY - ALL PHOTOGRAPHERS + VIDEOGRAPHERS (CALL TIME @ 7:30 PM)**

**Devin Lim -**

- - Diarmuid Noyes (Lead Actor in Christy) (Already sent Questions)
- - Daniel Power (Lead Actor in Christy) (Already sent Questions)
- - Alan O'Gorman (Screenwriter for Christy) (Already sent Questions)

**Adrian Meza -**

- - Kemma Filby (Irish influencer) (Already sent Questions)
- - Anna Oris (Influencer) (Already sent Questions)
- - Tim Murthy (Irish Actor) (Already sent Questions)
- - Craig Stuart Garfinkle (Director of The Unsinkable Entrepreneur) (Already Sent Questions)

Shot List Example

# Management

## Polina Sokolova, Team Ireland Lead

Polina Sokolova is a Communications major with a concentration in Public Relations and a minor in Psychology at California State University, Fullerton. Her interests span multiple creative worlds, including film, fashion, and visual art, and she approaches her education with a curiosity-driven mindset rather than a fixed career destination. She's especially drawn to the conceptual side of visual storytelling and exploring how mood, image, and identity come together to create a distinct atmosphere. Polina's most influential academic experience came through her work with the Newport Beach Film Festival over two semesters. She first collaborated on a festival event through her Event Planning and Management course and enjoyed the process enough to continue the



the following semester while also interning with the festival. Having the chance to connect what she was learning in class to real-world practice made her studies feel more meaningful and gave her a sense of what she enjoys most - working on projects that are hands-on, creative, and full of energy. While she is still discovering her exact career path, Polina is excited to continue gaining experience through different projects and creative opportunities, using each experience to learn more about herself and where she thrives.

### **Roles and Responsibilities:**

As Team Lead for Team Ireland, Polina used her prior experience from the previous semester to provide continuity, direction, and structure for the team. Having already been involved in the foundational preparation for the Irish Spotlight, she stepped into the role with the goal of applying that background to guide her classmates and help the team begin the semester organized and prepared. Early on, she created calendars, trackers, and other tools that established a clear workflow and ensured everyone understood the project's goals, expectations,

and deadlines. As the overall team lead, Polina served as the main point of contact for both the outreach and social media team leads, coordinating communication, supporting them in managing their individual teams, and stepping in whenever additional guidance or help was needed. Throughout the semester, she led weekly meetings, monitored progress, and assisted with resolving challenges as they arose. For the business plan, Polina took responsibility for dividing the assignment into clear sections, assigning roles, and organizing the overall structure so the team could work efficiently. She also wrote key parts of the final document, including the Team Summary, Organization and Structure, and the closing letter, while overseeing the flow and consistency of the group's contributions.

# Polina's Resume

## Polina Sokolova

Los Angeles, CA | (916) 206-8248 | polina.sokolova@csu.fullerton.edu | linkedin.com/in/polina-sokolova

### EDUCATION

#### California State University, Fullerton

Bachelor of Arts in Communications, Public Relations; Minor in Psychology

**Expected graduation: May 2026**

### EXPERIENCE

#### Newport Beach Film Festival

Newport Beach, CA

#### Digital Media & Marketing Intern

Aug – Nov 2025

- Produced digital marketing content including banners, graphics, trailers, and newsletters to support ad placements and promote festival events.
- Managed brand kits, photo assets, and sponsor materials, ensuring files were formatted, labeled, and ready for digital and print use.
- Supported VIP Relations, Hospitality, and Social Media teams during festival week, assisting with talent coordination, guest experience, and live event coverage.

#### Newport Beach Film Festival | California State University, Fullerton

Fullerton, CA

#### Team Lead, Irish Spotlight

Jan – Present

- Led a 15-person student team over a 16-week project to promote and execute NBFF's Irish Spotlight, featuring 4 films and selling over 270 tickets.
- Oversaw and contributed to team operations across social media, outreach, and logistics, coordinating communications, tracking deadlines, and supporting tasks to ensure project goals were met.
- Directed event-day operations, coordinating team tasks and ensuring smooth execution of the red carpet, screenings, and post-event party, contributing to a seamless experience for attendees.

#### Elica Health Centers

Sacramento, CA | Remote

#### Care Coordinator

Jul 2023 – Present

- Conducted outbound outreach to patients for appointments and events, using professional phone etiquette, problem-solving, and persuasive communication skills.
- Managed department voicemail and email inboxes, routing messages and coordinating with internal teams to ensure timely responses and issue resolution.
- Tracked and analyzed patient data, identifying opportunities to improve workflows and collaborating with teams to implement more efficient processes.

#### CLD PR

Los Angeles, CA

#### Event Intern

June 2024

- Assisted with setup and production for a high-profile influencer gifting suite, organizing event spaces, displays, and inventory to create a polished, on-brand environment.
- Supported event-day operations by checking in guests, coordinating deliveries, and handling last-minute requests to keep the experience running smoothly.

### SKILLS

- Languages:** English (fluent), Russian (native)

# Management

## Kenzie Madewell, Outreach Team Lead

Kenzie is a 4th-year Communications major with an emphasis in Public Relations and a certificate in digital media. Throughout her time at California State University, Fullerton, she took many excellent classes that have helped her learn more about what it means to be a professional in the communications field. Some of these classes include Comm 317, which has taught her the basic digital foundations of Adobe software and has helped her with numerous projects in and out of school. Another class, Comm 469, has introduced her to crisis communication, the value of having a crisis plan, and the role of teams in a successful business. Finally, her time in Comm 497T has allowed her to gain valuable hands-on experience in planning and executing events and to understand the importance of teamwork in these efforts. Overall, Kenzie's goal is to enter the media relations and event planning field, which she has had a taste of not only in this class but



also at the Disneyland Resort, where she has worked for the past 6 years. Combining her practical experience with what she has learned in these classes has allowed Kenzie to become a well-rounded communications professional.

### Roles and Responsibilities:

As the leader of Team Outreach, Kenzie's responsibilities included helping organize the team, reaching out to the established list of Supporters, Partners, and Sponsors, reconnecting with them for the event, working alongside social media to get S/P/S post puts, and serving as the main point of contact for those involved in the film. As the team lead, one of Kenzie's first responsibilities was to take the S/P/S list left over from Spring 2025, organize it, and redistribute it to the new Fall 2025 team so everyone had an equal amount of S/P/S to work with. She also ensured that any contact going out to the S/P/S from her team was unified in

message and had a professional tone. She worked closely with the social media team lead to ensure they had all the tools and resources to create posts for their S/P/S, tailored to their page. Beyond that, she worked closely to coordinate interviews with those involved in the four films, helping generate interview questions for them and assisting with the interviews on the day of the event. She also helped create and sent out the itinerary to the S/P/S who were attending the Irish spotlight event. For the business plan, Kenzie helped write the outreach advice section, wrote the suggestions and action items, input her S/PS into the final plan, wrote her bio and responsibilities, and organized the S/P/S profiles into the final plan.

# Kenzie's Resume

## Kenzie Madewell

mackenziemadewell32@gmail.com | 949-444-1237 | Anaheim, CA

### Summary

Motivated and detail-oriented communications major with 6 years of experience at the Walt Disney Company, holding various roles in leadership, training, and event planning. Resilient leadership skills that have allowed me to create sustainable and driven operations while fostering strong interpersonal relationships with the cast.

### Education

California State University Fullerton Fullerton, CA

Expected May 2026

**Disney Aspire Program - Bachelor of Arts Communications, Public Relations**

Saddleback Community College, Mission Viejo, CA.

May 2024

**Bachelor of Arts for Transfer, Communications**

### Professional Experience

Newport Beach Film Festival, Newport Beach, California

**NBFF Irish Spotlight Outreach Team Lead**

August 2024 - Present

- Working on a 16-week project, putting on an event that involved promoting 4 Irish films, focused on reaching a total of 300 ticket sales for the event.
- Directing a team of 16 people on the best ways to reach out to over 24 supporters, partners, and sponsors for the event via email, phone call, and direct messaging.
- Producing contracts for supporters, partners, and sponsors, and ensuring that both parties maintain the agreement reached in the contracts.

Disneyland Resort, Anaheim, California

**Disney Media Rep**

December 2023 – Present

- Operating a variety of roles spanning from working 1-on-1 hosting with invited media, checking in media for day of events, to pre-event planning through coordinating spokespeople and media's schedules.
- Coordinating with the media, spokespeople, and PR partners in a high-volume and fast-paced work environment.
- Promoting a positive event experience for invited media and spokespeople by assisting up to 100 people in communication amongst media, spokespeople, and event staff through an ever-changing environment.

**Entertainment Working Lead**

May 2022 – Present

- Problem-solving for daily operational and staffing changes, supervising teams of 30+ Cast Members, aiming to exceed operational standards and Guest expectations.
- Fostering positive working relationships with neighboring lines of businesses through a focus on communication, creating a positive Cast and Guest experience, and sharing motivations and best practices for high Guest expectations and Guest count goals.
- Overseeing multiple areas during the Disney After Dark Events and setting up expectations of the operation to help curate an efficient operation without compromising the overall show.

**Traditions Facilitator**

February 2022-Present

- Facilitating a mix of scripted/non-scripted classes for 8 hours with up to 45 people in a class, in line with the global expectations set by the training operations of what it means to work for the Walt Disney Company.
- Adapting teaching styles in a classroom-like setting to fit the needs of the audience while maintaining the integrity of the material.
- Delivering content in front of a multitude of Cast Members from frontline parks to executive level, maintaining a consistently positive experience for all levels.

### Skills

Advanced in Microsoft Office, CSS  
Coding and Adobe Software

Social Media Management  
Event Planning and Execution

Media Relations  
Strong Communication Skills

# Management

## Aishani Dasgupta, Social Media Team Lead

Born in 2005 in Kolkata, India, Aishani Dasgupta later moved to and was raised in Torrance, California, and she is an emerging communications and marketing professional who is passionate in digital strategy, SEO marketing, and brand creativity. She currently resides in Ontario, California, and is a third-year student at California State University, Fullerton pursuing a BA in Communications/PR and a minor in marketing. Her academic accomplishments have landed her on the Dean's list for a few semesters and she is also part of the Fullerton Finish Scholar's Program, has been in PRSSA, which has shown her commitment to this field.

Having traveled the world, about 15+ countries visited in her lifetime, she also has proficiency in her lingual skills, knowing English, Spanish, Hindi, and Bengali giving her a multicultural perspective into her work and being able to engage with diverse audiences. She also has experience in Adobe Suite and Microsoft Office products. Looking ahead Aishani plans to build a career focused on SEO and digital-

marketing within the finance or tech industry, with deep interest in consumer/search behavior.

### Roles and Responsibilities:

As the Social Media Team Lead. She managed a social media team of 7 people, creating a content calendar, and curating content kits for various sponsors and partners, including influencers like Anna Oris and Annie Semenova (50k+ followers). She also had to communicate with the outreach team for what S/P/S wanted on their content kits or any branded content to be posted. She developed content strategies for Instagram and Facebook. Analyzed performance analytics and metrics. Her first post set a new engagement record for the @nbffirish account, demonstrating her ability to create viral and audience driven content. Throughout the entire semester, she was logged into Canva every single day. During the night of the event, her roles include delivering a speech about the event. Decorating, organizing, and also shooting content throughout the



night. Beyond social media, she also contributed to the business plan by crafting the advice sections for each semester. She also helped organize the business plan.

# Aishani's Resume



LinkedIn

## Aishani Dasgupta

adasgupta20051@gmail.com | (310) 408-0047 | Ontario, CA

### Summary

Third-year Communications major at California State University, Fullerton, pursuing a Bachelor of Arts in Communications (Public Relations) with a Marketing minor. Passionate about communication strategy, brand management, and digital storytelling. Adept at managing social media campaigns, creating compelling content, and fostering audience engagement. Committed to continuous learning, professional growth, and making a meaningful impact in the dynamic fields of marketing and public relations.

### Education

California State University, Fullerton - *Fullerton, CA* Aug 2023 - May 2027  
Bachelor of Arts in Communications (Public Relations), Minor: Marketing

- Dean's List: Fall 2024, Spring 2025
- Fullerton Finish Scholar's Program
- PRSSA: Spring 2025

### Professional Experience

Newport Beach Film Festival - *Newport Beach, CA, Fullerton, CA*

**Social Media Marketing Team Manager (Team Ireland)** Aug 2025 - Present

- Directed a 7-member social media team for the Irish Spotlight at the 26th Annual Newport Beach Film Festival.
- Designed and executed content strategy for @nbffirish on Instagram, driving audience engagement and awareness.
- Created branded assets in Canva and coordinated partnership kits for filmmakers and collaborators.
- Managed analytics reporting to measure engagement, optimize growth, and maintain consistent brand identity.

Currency Exchange International - *Ontario, CA*

**Teller** June 2025 - Aug 2025

- Provide foreign currency exchange services to individual and business customers with accuracy and efficiency.
- Handle cash transactions in multiple currencies while ensuring compliance with financial regulations and anti-money laundering policies.
- Deliver exceptional customer service by addressing inquiries, explaining exchange rates, and assisting with transaction-related issues.

### Languages

- English, Spanish, Bengali, Hindi

### Skills

Social Media Management  
Brand Strategy  
Adobe Creative Suite

Event Planning & Promo  
Customer Service  
Microsoft Office

Content Creation  
SEO Basics  
Influencer Outreach

# Management

## Sofia Johnson, Outreach Team

Sofia Johnson is currently in her senior year at California State University, Fullerton, where she is pursuing a bachelor's degree in Entertainment & Tourism, along with minors in Human Communications and Marketing. Among the most influential classes she has taken are Event Planning and Management, Multicultural Marketing, and Communications Law. The Event Planning and Management course sparked her passion for business relationship management, outreach, and event planning. As a member of Team Ireland, she successfully fostered and maintained relationships with five partners. In her Multicultural Marketing course, she worked on a research paper that analyzed the population of Orange County and the U.S., categorized by race/ethnicity and nativity, to confirm effective market strategies. Through the Communications



Law class, Sofia developed a deeper understanding of her legal rights, both as an individual and as a member of an organization, further fueling her interest in the field. Sofia aspires to work with non-profits in the future, aiming to have a positive impact on her community. She is also interested in pursuing a career that continually challenges her and allows her to grow within the public service sector.

**Roles and Responsibilities:** As a member of the Outreach Team, Sofia worked with numerous supporters, Partners, and Sponsors to secure partnership agreements that were mutually beneficial. She maintained active communication through email, Instagram direct messages, and phone calls to ensure that cross-promotion efforts, newsletters, and other promotional materials were effectively posted and engaged with. She worked closely with Annie Semenova, Margo Zelle, Conradh na Gaeilge in Los Angeles, the Celtic Bar Association of Orange County, and Irish Abroad OC. During the event, she helped

set up decorations, distributed wristbands in the theaters, directed people to the after-party, cleaned up, and did whatever else was needed to ensure the event's success. As for the final business plan, she completed the "How" portion of the Event Description, completed S/P/S profiles for her connections, and helped with organizing and proofreading the final product.

# Sofia's Resume

## Sofia Johnson

Costa Mesa, CA | (949) 697-1945 | sofiaej13@outlook.com | [www.linkedin.com/in/sofia-elena-johnson](http://www.linkedin.com/in/sofia-elena-johnson)

### EDUCATION

**California State University, Fullerton** **05/2026**  
 Bachelor of Arts in Communication, *Entertainment & Tourism*  
 Minors: *Marketing, Human Communication*  
 Dean's List, GPA 3.97

**Orange Coast College** **05/2024**  
 Associate of Arts in Communication  
 Study Abroad: Madrid, Spain **07/2023**  
 GPA 3.95

### PROFESSIONAL EXPERIENCE

**Newport Beach Film Festival | California State University, Fullerton** **08/2025 - Present**  
**Irish Spotlight - Event Planning and Management (COMM 497T)**

- *Worked on a 16-week project, directly under the CEO of NBFF, to promote an event, showing four Irish films, with a success of over 390 ticket sales.*
- *Secured and negotiated contracts for over six companies, organizations, and influencers by engaging in business relationship management to ensure mutually beneficial relationships for all parties involved.*
- *Coordinated event day activities by setting up the after-party space, handing out wrist bands, and directing participants to guarantee a successful night.*

**Poke Tiki, Costa Mesa** **07/2021 and 01/2024 - Present**  
**Cashier and Server**

- *Facilitate customers in choosing options for their palate, taking into account dietary restrictions and allergies*
- *Assist in checking out and food preparation, including portioning, stocking, and rotating food to ensure quality ingredients, with little to no cross-contamination*
- *Entrusted with closing duties: finalizing nightly till, preparing, securing, and closing the location*

**Ringler Management Services, Inc., Aliso Viejo, CA** **05/2020 - 01/2021**  
**Administrative Assistant**

- *Contributed to team success by willingly taking on additional duties: managing inventory, data entry, and maintaining records*
- *Aided in filing, scanning, and archiving over 500 files onto an online system*
- *Organized documents into years and cases for future ease of reference on the new online system*

### SKILLS

Google Workspace: Gmail, Google Drive, Google Calendar, Google Docs, Sheets, and Slides

Microsoft Suite: Word, Excel, PowerPoint, Outlook, OneNote

Adobe: Adobe Photoshop, Adobe InDesign, Adobe Illustrator

# Management

## Genesis Gomez, Social Media Team

Genesis Gomez was born and raised in Santa Ana, California on May 30, 2005. She is the youngest daughter of five to her parents Jose and Maria Gomez. During middle school, Genesis created an Instagram account where she'd post fan edits of celebrities and influencers she liked. She used platforms like Cute Cut, Videostar and she even used Adobe After Effects sometimes too. Using this range of platforms helped her learn about editing in such a broad aspect, and overall helped her skills enhance. Genesis wasn't the best, or at times even good, at making edits, but she had a lot of fun and her videos at times would rack up a couple hundred views. The actual account led to some insight on how managing a social media account worked through a business lens. Having the ability to see the account's insights and trends helped her know what edits her



followers interacted with more and seemed to enjoy.

**Roles & Responsibilities:** During the Newport Beach Film Festival, Genesis helped some classmates set up Muldoon's for the after party. She decorated the area and set up decorations such as flags, candles, and banners setting them up and building them for use in other areas. Once the films were finished, Genesis helped set up the walkway for people to use to head to Muldoons, and once the films were done, she escorted people to the after party. At the after party Genesis helped put away the walkway decor and walked around making sure people were happy making small talk and looking for any decor that was left behind, after a while she also helped guard the VIP section. Once that was all done she began helping put the decor away from the VIP area and finding any electronics that the crew may have missed. During the semester, Genesis helped film, create and make content for the NBFF Irish spotlight account creating engaging, fun, and

informational posts to reach a bigger audience. She engaged with comments, stories and people liking and sharing. Now, once the festival has finished, Genesis is helping the Plan by making the WHY section of part one, and beginning outreach marketing strategies. She is explaining why the festival was created, why it is impactful and why people should attend. Some future goals Genesis has are to acquire an internship to begin her experience in the PR field as well as finding future brands and businesses she wishes to work with. She is very excited for what the future brings and hopes to have a better grasp as to what she aspires to be and do with her major.

# Genesis' Resume

## Genesis Gomez

Mobile: (714) - 251-4151 | Email: [gengomz333@gmail.com](mailto:gengomz333@gmail.com) | LinkedIn

### EDUCATION:

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#### California State University, Fullerton

Fullerton, Ca

Expected Graduation: May 2027

Major in Communications emphasis in Public Relations

### EXPERIENCE

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#### Newport Beach Film Festival: Irish Spotlight

Fullerton, CA

Social Media Coordinator ~ September 2025 - Current

- Worked on a 16-week long project under the CEO, promoting and marketing four Irish films, with a success of over 260 tickets sold
- Created and executed content for Instagram and Facebook engaging, increasing and interacting with followers
- Supported event day operations by assisting red carpet, films and the after party, ensuing communication ran smoothly with team members

#### Starbucks

Tustin, CA

Barista ~ October 2024 - Current

- Worked as a Starbucks barista, focusing on personalization, ensuring the beverage is crafted to standard, and meets expectations
- Created a welcoming environment for other baristas and customers, and if any disagreements arose, I'd make sure to make the moment right and treat the situation with respect

#### Discovery Cube OC

Santa Ana, CA

Scheduler, Admissions ~ November 2023 - September 2024

- Created schedules at the Discovery Cube, ensuring it was effective before publishing and communicating with the employees and supervisors to verify if any changes or special events were occurring
- Spoke with a guest at Discovery Cube, understanding which museum membership fit their family best and was within their budget, explaining which membership was the best deal for them.
- Worked as a partial scheduler at Discovery Cube, timing my assignments for the day and multitasking to ensure my assignments were completed within my shift and completed correctly
- Worked as a partial scheduler at the Discovery Cube alongside the full-time scheduler, asking questions and verifying any concerns I had. Partially managed the janitors' Schedule, contacting their supervisor and any janitors who had questions.

#### Corner Bakery at The Market Place

Tustin, CA

Cashier, Expo ~ May 2022 - November 2023

- Worked as part of a team at Corner Bakery, ensuring a cohesive and smooth process of delivering food, service, and quality to customers in a timely manner.
- Worked as an expo at Corner Bakery, communicating with the chefs if any mistake was made.

### SKILLS

- 
- Fluent in English & Spanish
  - Able to multitask
  - Self disciplined
  - Flexible and easily adaptable to change

# Management

## Sandra Thach, Outreach Team

Approaching her last semester at Cal State University, Fullerton, Sandra Thach is expected to graduate in Spring 2026 as a Communications major under a Public Relations concentration. Heavily engaged in the way media trends and news flow through her obsession with social media content, making the decision to pursue communications in her formative college education seemed like the perfect path. As a Public Relations student, she has continued to discover how her productive hobbies like digital design and writing supplement her path; slowly but surely finding her footing in the industry. In a digital age that embeds the obligation to grow and create, she hopes to utilize her learnings as a function to support and expand digital media.

During her academic years at CSUF, she was an active member of the Entertainment and Hospitality Club: Behind the Scenes, as their Marketing Coordinator. She worked alongside the Board members of the club and her fellow Marketing team, tasked with creating graphics and social media content, and overseeing the official Instagram. She has also dedicated her time as a member of the Public



Relations Student Society of America on campus, networking and connecting with students and professionals alike.

**Roles and Responsibilities:** From these organizations, she learned the communicative strategies and skills needed to then support her role as an Outreach Coordinator for the 2025 Newport Beach Film Festival Irish Spotlight team through Professor Gregg Schwenk's Event Planning and Management course. Assigned to contact and confirm Supporters, Partners, Sponsors through familiar messaging channels like Gmail and Instagram, she referred to her strategic writing skills she gained at CSUF's Public Relations Writing course to help accomplish crucial agreements between organizations. On event day, she utilized her public speaking skills at the "A Sip of Irish" screening to properly introduce and represent our team, plus essential S/P/S, to viewers.

Learning how to confidently reach out to individuals and communities, she implements that same confidence in her own food account on Instagram by connecting with other foodies and content creators. Recently, she joined her friend's start-up tea shop as a marketing coord/pr outreach; coordinating potential collaborations, scheduling content creation, and recording digital media. Post graduation, she hopes to remain in these creatives through contributions to either food or entertainment marketing/communications!

# Sandra's Resume

## Sandra Thach

Cerritos, CA | 858.395.0199 | sthach0617@gmail.com | [LinkedIn](#) | [Portfolio](#)

### EXPERIENCE

- 
- Marketing Coordinator** **California State University, Fullerton**  
Behind the Scenes: Entertainment and Hospitality Management Club Feb 2025 – Present
- Assist the VP and Director of Marketing in tracking Instagram engagements and trending content through Meta Suite and analytics
  - Document and submit photo and video content for IG re-cap reels, stories and posts
  - Utilize Canva to create graphics for Instagram flyers such as our “DreamWorks Animation Tour” announcement
  - Brainstorm marketing concepts for future events such as entertainment tours, in-person panels and club socials
- Social Media Manager** **Fullerton, CA**  
Intentional Coffee Oct 2024 – May 2025
- Maintained the official Instagram account and handled promotions of the store through IG stories, reels, and posts via Canva
  - Upon manager’s request, followed a publishing schedule for peak audience interactions
  - Created the introduction to the new “Dirty Series” menu special through a short reel, boosting an increase in sales of the “Dirty Thai Milk Tea”
  - Collaborated with small-business terrarium stand, Terra Luxe Creations, and florist, Flower Bada, for a Mother’s Day Weekend Event post to garner community support

### EDUCATION

- 
- California State University, Fullerton** **Fullerton,**  
CAMajor in Communications | Public Relations Concentration Expected May 2026
- Public Relations Student Society of America | Member
  - Vietnamese Student Association | Member
  - Behind The Scenes: Management Program | Board Member - Marketing Coordinator
- Newport Beach Film Festival: Irish Spotlight** **California State University, Fullerton**  
Events Outreach Coordinator 2025 Fall Course
- Represent the Irish Spotlight team during outreach for Sponsors/Partners/Supporters (S/P/S)
  - Sustain mutual relationships between our S/P/S: Irish Arts & Entertainment and Irish Congress of Southern California
  - Send PR deliverables to our S/P/S such as media kits, flyers and press releases
  - Liase between the Outreach and Social Media teams to track obligations for our S/P/S

### SKILLS & INTERESTS

#### Food Content Creation on Social Media

##### Instagram Marketing

- Instagram/TikTok account surrounding food content (e.g., visiting restaurants, digital editing, creating posts and stories, taking photos) @/sandyumzz
- Created an Instagram reel for Long Beach’s Nonna Mercato Bakery

##### Digital Editing

- Produce social media food content creation through Canva
- Utilized Adobe software from CSUF Digital Foundations class covering Adobe Illustrator, Photoshop and Premiere Pro

#### Volunteer Work

- Assisted the speakers of events through a conference event PRSSA ICON 2024 in Anaheim, CA
  - Directed speakers to their scheduled panels
  - Networked and attended after-event socials among Public Relations students and professionals

# Management

## Natalyn Yang, Outreach Team

Natalyn Yang is a Public Relations student at California State University, Fullerton, developing a strong foundation in strategic communication, digital media, event coordination, and community-centered storytelling. As a first-generation Hmong American woman, she approaches communication with cultural awareness, empathy, and a commitment to amplifying underrepresented voices—bringing authenticity and purpose to her work.

Her professional experience spans community outreach, youth engagement, and public-facing communication within nonprofit and community-based organizations. Through these roles, she supported public service initiatives, assisted diverse populations, and contributed to workshops and events, strengthening her ability to create accessible, culturally informed messaging.

At CSUF, Natalyn has been involved with PRSSA, Her Campus CSUF, and the Newport Beach Film



Festival Irish Spotlight Team, where she has developed skills in writing, branding, sponsorship outreach, social media strategy, and collaborative project development. Creative, intentional, and detail-oriented, she brings clarity and thoughtfulness to every project she supports. Natalyn aspires to pursue a career in entertainment public relations, digital marketing, or brand communications—fields that blend strategic storytelling with cultural representation and meaningful community impact. Grounded in her values, she is committed to growth, representation, and leading with purpose.





**Roles and Responsibilities:** As a member of the Outreach Team, Natalyn collaborated with supporters, partners, and sponsors to secure mutually beneficial partnership agreements. She maintained consistent communication via email, Instagram direct messages, and phone calls to support cross-promotion efforts.

During the event, she led decoration setup at Muldoon's, distributed wristbands at theater locations, directed guests to the after-party, assisted with cleanup, and supported on-site needs to ensure a smooth event experience. For the final business plan, she completed the "What" section of the event description and developed S/P/S profiles for her outreach connections.

# Natalyn's Resume



## NATALYN YANG

-  559-944-7779
-  natalynyang17@outlook.com
-  <https://www.linkedin.com/in/natalyn-yang/>
-  Santa Ana, CA 92705

### LEADERSHIP

#### Program & Events Director

Her Campus | CSUF

- Plan and coordinate events to boost engagement and visibility
- Collaborate with board and student groups on inclusive programs
- Manage event logistics, scheduling, and budgeting

#### Outreach Committee Member

Public Relations Student Society of America (PRSSA) | CSUF

- Helped recruit and engage new members
- Assisted with event planning and promotion
- Supported campus and community outreach

### SKILLS

Event Planning & Coordination  
 Content Creation & Social Media  
 Media Relations & Storytelling  
 Strategic Communications  
 Campaign Planning  
 Multicultural Outreach  
 Community Engagement  
 Writing & Editing  
 Canva & Adobe Suite  
 Google Workspace  
 Microsoft Office Suite

### EDUCATION

**California State University, Fullerton**  
 Communications, Public Relations BA  
 Graduation 2026

**Fresno City College**  
 AA Communications  
 Graduated May 2024

### OBJECTIVE

Public Relations student at California State University, Fullerton, with leadership experience in Her Campus and PRSSA, supported by nonprofit communications and client engagement roles. Skilled in event planning, media relations, digital content creation, and multicultural outreach. Passionate about strategic communications, brand storytelling, and contributing to inclusive, impactful campaigns in entertainment, agency, and corporate settings.

### WORK EXPERIENCE

#### Newport Beach Film Festival - Irish Spotlight

California State University, Fullerton | Fullerton, CA 92831

August 2025 - Present

- Conducted outreach to Irish cultural groups and partners to boost event visibility.
- Drafted sponsorship pitches and coordinated follow-ups with potential partners.
- Managed event logistics, including décor, signage, VIP coordination, and attendee flow.
- Assisted with branded promotional assets and strategic messaging to increase online engagement.

#### Team Member

Chick-fil-A | Yorba Linda, CA 92887

August 2025 - Present

- Communicate effectively with team to meet fast-paced demands, ensuring accuracy and consistency
- Prepare quality food items by following recipes and safety standards to support brand consistency.
- Maintain sanitation and safety protocols, ensuring a clean and compliant kitchen.
- Adapt across kitchen stations, demonstrating flexibility and teamwork during peak hours.

#### Behavioral Technician

Verbal Behavior Associates | Poway, CA 92064

February 2025 - July 2025

- Support children with special needs in developing communication, self-help, social, and play skills through individualized care.
- Implement behavior plans from BCBAs, adjusting strategies to meet client-specific goals.
- Track progress by collecting behavior data and maintaining clinical notes.

# Management

## Jessica Collins, Social Media Team (Digital Media Coordinator)

Jessica Collins is a Communications and Marketing Assistant with over five years' experience in social media management, photography, journalism, and communications. After receiving her Bachelor's in Multimedia Journalism from Cal State Fullerton in 2024, Jessica returned to the university in Fall 2025 to pursue her Master's in Professional Communications. Transformative classes included COMM 325 and COMM 471, where Jessica learned hands-on, practical reporting skills in both broadcast and print journalism. COMM 325 taught her how to conduct thorough journalistic interviews in addition to increasing her confidence in filming multimedia packages and content. COMM 471 taught her how to quickly write and produce over 30+ timely news articles for Cal State Fullerton's hit newspaper, the

Daily Titan. Overall, Jessica's long-term goal is to become a communications professor and work full-time in digital media to elevate women's voices through her identity-based research and content creation.

**Roles & Responsibilities:** As the Digital Media Lead and Social Media Coordinator, Jessica's responsibilities included recruiting photographers and videographers for the festival through social media outreach in addition to creating content for the NBFF Irish Instagram account. She created multiple graphics within Canva and communicated with over 15 photographers and videographers to secure 11 people to cover the event digitally through the creation of partnership agreements. During the festival, Jessica conducted red carpet interviews with the directors, actors, and producers of the four Irish Spotlight films being presented. Additionally, she also created the shot list and master event schedule for the photographers and videographers, and made all the assignments for where each individual would be placed for the evening. She led the digital team during



the festival event on where they would be stationed in addition to adjusting during the event based on event logistic changes. She also coordinated video edit projects for two of the videographers, Adrian Meza and Devin Lim, to create recap videos based on the footage they captured to post on the NBFF Irish Instagram page. After the event, she also organized the digital media assets for future team use within the team's Dropbox and had all photographers and videographers upload their content.

# Jessica's Resume

**Jessica M. Collins**

<https://www.linkedin.com/in/jessica-m-collins> | [jessicamcollins23@gmail.com](mailto:jessicamcollins23@gmail.com)

Huntington Beach, CA 92646 | (805) 233-0008

## EDUCATION

- California State University, Fullerton (CSUF) - Fullerton, CA** *Expected May 2027*
- Master of Arts Degree in Communications, Professional Communications Concentration
- California State University, Fullerton (CSUF) - Fullerton, CA** *May 2024*
- Bachelor of Arts Degree in Communications, Multimedia Journalism Concentration
    - Summa Cum Laude; GPA: 3.92

## RELEVANT EXPERIENCE

- Associated Students Inc., CSUF – Fullerton, CA *August 2025 to Present*
- Communications Assistant**
- Compile ASI and campus student engagement events into monthly newsletters using MailChimp
  - Interview professional staff and celebrities to write event coverage press releases/news stories for ASI
  - Write student staff spotlight features to showcase campus job opportunities

- CSUF Department of Strategic Communications – Fullerton, CA *August 2025 to Present*
- Marketing & Public Relations Assistant**
- Pitch and write press releases for CSUF News and external media outlets
  - Research and compile campus media contact sheets for the Daily Titan and campus media outlets

- CSUF Transfer, Adult Re-entry, Parenting and Pregnant Center (TAPP) – Fullerton, CA *January 2024 to June 2024*
- Marketing & Communications Specialist**
- Produced and created all social media and center communications to inform over 1,200 followers and 20,000 TAPP-identifying students of 50+ campus resources
  - Administered marketing and communications training for 8+ center employees to help increase media understanding for future center promotional materials
  - Implemented Airtable content management system for 4+ channels of center communication to streamline media & brand production to increase following by 500 and earn 26,000 Instagram reel views

- Social Media Assistant** *August 2023 to January 2024*
- Designed robust Instagram graphic design posts and campus event stories for over 950+ followers to serve a campus population of over 20,000 transfer, adult re-entry, parenting and pregnant students

- The Daily Titan – Fullerton, CA *January 2024 to May 2024*
- Journalist & Assistant Layout Editor**
- Wrote 30+ timely published articles for news, lifestyle, and sports to inform a campus population of 40,000
  - Took 1000+ article photos and wrote X photo captions to make sure each article had multimedia visuals

## ORGANIZATIONS AND HONORS

- **CSUF Titan Scholars Program**, Titan Scholar *April 2023 to May 2024*
- **CSU Middle Leadership Academy**, CSUF Transfer Student Representative *August 2023 to May 2024*
- **CSUF Titan TV**, Student Production Volunteer & Broadcast Anchor *August 2022 to Present*

## SKILLS

- Computer: Microsoft Office, Google Suite, Adobe Suite, Canva, Instagram, TikTok, X, YouTube, Formstack, AP Style, Meta Business Suite, Constant Contact, Zoom Webinar, Airtable, Keynote, WordPress, Wix

# Management

## Caitlyn Padilla, Social Media Team

Caitlyn Padilla is currently a 3rd year Communications major concentrating in Public Relations and minoring in Psychology at California State University, Fullerton. Although initially uncertain about pursuing PR, she developed a strong interest in event strategy and the entertainment field through her coursework and hands-on learning. Her studies in psychology have deepened her understanding of audience behavior, communication patterns, and persuasive messaging that inform and enhance her approach to strategic communication.

During her time at CSUF, Caitlyn interned with PASA, where she contributed to planning and coordinating organizational events. Caitlyn aims to build a career in entertainment public relations, with



a particular interest in the music and film industries. Her background in content creation, social media strategy, and event coordination has given her a strong foundation in understanding what draws audiences in and how to maintain their engagement. She hopes to continue developing meaningful, story-driven campaigns that connect people to the artists, events, and experiences they care about, which has ultimately combined her creativity, communication skills, and passion for entertainment into a dynamic PR career.

### **Roles & Responsibilities:**

As part of the Social Media Team, she produced visual assets, including graphics and reel-style content, for the festival's social platforms. Her contributions supported consistent brand messaging, expanded audience engagement, and helped strengthen the event's online presence. She maintained engagement on these accounts by liking, commenting, and sharing posts for a larger audience to see. Beyond digital promotion, she also

assisted with on-site operations, preparing the venue, supporting afterparty setup at Muldoon's, and coordinating guest exit flow to ensure a seamless and professional experience.

# Caitlyn's Resume

## CAITLYN PADILLA

caitlyn.padilla0121@gmail.com | Fullerton, CA 92831 | (510)-737-8470 | [linkedin.com/in/caitlyn-padilla](https://www.linkedin.com/in/caitlyn-padilla)

### EDUCATION

#### California State University, Fullerton

Third Year, Communications Public Relations Major, Psychology Minor

### PROFESSIONAL EXPERIENCE

#### Public Relations Events Coordinator - Newport Beach Film Festival Aug-Nov 2025

- ❖ Developed and managed social media content to increase visibility for the Irish Spotlight film showcase and drive engagement and ticket sales.
- ❖ Built and maintained relationships with prospective sponsors and partners through consistent email and social outreach.
- ❖ Supported event-day operations by coordinating red carpet activities and facilitating communication between press, talent, and photographers.
- ❖ Assisted with digital recaps and post-event reports.
- ❖ Coordinated logistics for press and talent to ensure efficient event flow and an exceptional guest experience.

#### Camp Galileo Fremont, Seasonal June 2024-Jul 2024, June 2025-Jul 2025

##### Lead Instructor

- ❖ Completed an 8-week summer program for two consecutive years, delivering engaging and age-appropriate instruction aligned with camp curriculum.
- ❖ Taught hands-on building projects and led outdoor games and recreational activities for campers.
- ❖ Facilitated growth and development lessons for older campers (8th-10th grade).
- ❖ Maintained a safe, inclusive, and positive environment while ensuring adherence to program guidelines and safety standards.

### CLUBS AND ORGANIZATIONS

#### CSUF Pilipinx American Student Association Sept-Dec 2024

##### Intern

- ❖ Developed Organizational and Leadership skills in assisting the organizations board
- ❖ Assisted in planning and setting up club events including meetings, mixers, and socials
- ❖ Assisted in running Friendship Games event

### RELEVANT COURSEWORK

#### Writing for Mass Media

#### Public Relations Writing I

#### Feature Article Writing

#### Digital Foundations

#### Event Planning and Management

### RELEVANT SKILLS

#### Computer Software and Frameworks

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Microsoft Word,

# Management

## Johny Steed, Social Media Team

Johnathan Steed is a 21-year-old Public Relations major at California State University, Fullerton. Originally from Temecula, he chose Orange County for its proximity to the Los Angeles entertainment industry. At CSUF, he joined Pi Kappa Phi and founded the Monster Energy Up&Up Fullerton chapter, reflecting his interest in music and live events. Johnathan currently works full-time as Producer and Brand Campaign Manager for the Monster Energy Up&Up Festival, where he leads large-scale event productions, major marketing initiatives, and nationwide coordination. He oversees ambassador teams across the country, guides event activation and marketing efforts, and manages digital campaigns while producing sold-out shows throughout the West Coast. During events, Johnathan oversees all on-site operations, including production transitions, technical troubleshooting, and coordination with venue



teams, talent managers, and production crews. He also manages artist logistics—handling hospitality, supporting acts, contracts, guest lists, and visual asset delivery to ensure a seamless experience for both artists and audiences.

### **Roles and Responsibilities:**

Curated weekly social media content to inform the community about event updates, sponsorships, and opportunities. He was responsible for posting every Saturday and assisting with any additional last-minute needs for the festival's Instagram account. Completing posts ahead of the 1 p.m. PST optimal posting time was essential for maximizing reach and engagement. He also assisted in organizing the after-party setup for Muldoon's Irish Pub, which included placing flags throughout the venue's multiple areas with the pub's management to create a high-quality experience for guests.

# Johnny's Resume

## Johnathan Steed

1760 N Rutherford Street  
Anaheim, CA 92806  
760-871-9690  
johnysteed1@gmail.com

### EXPERIENCE

#### Monster Energy Up&Up Festival Producer & Brand Campaign Manager

December 2024- present

- Managing multiple ambassador teams nationwide year-round, providing guidance with marketing, PR, and event production strategies.
- Executed a variety of brand campaigns through signing college influencers across the country.
- Oversaw multiple digital marketing programs to support outreach and promotional efforts.
- Produced several sold-out shows across the West Coast from San Diego to Eugene, Oregon.
- Managed on-site operations during events, ensuring smooth transitions between sets and resolving technical issues in real time
- Collaborated with production crews, talent managers, and venue staff to execute seamless, high-energy shows
- Built Guest Lists for shows, ensuring all guests had proper credentials at all times
- Provided hospitality riders and prepared green rooms for headliners.
- Managed supporting acts before the event by distributing contracts and collecting visuals to send to the VJ, ensuring a seamless experience for all artists.

#### Monster Energy Up&Up Fullerton Events Director/President

December 2023- Present

- Oversee the planning and execution of large-scale electronic dance music (EDM) events at local bars and venues.
- Coordinate with artists, vendors, and venue staff to align on logistics, technical requirements, and schedules.
- Manage the event budget, ensuring all expenses are tracked and remain within financial constraints.
- Handle marketing and promotional campaigns to drive ticket sales and boost event visibility.
- Coordinate philanthropic opportunities that align with the festival's goals and the values of Greek Life.
- Maintain ongoing communication to ensure partnerships are effective and mutually beneficial.

#### Chick-fil-a Marketing Coordinator & Trainer

March 2023 - July 2024

- Managed our marketing team of 3 members on social media and public relations.
- I set timelines for content and work with management staff to push new products and promotions online.
- Completing 1-3 trainings per week, teaching customer service and technical skills, as well as improving internal performance.

### SKILLS

**Project Management:** Ability to plan, execute, and oversee complex events from start to finish.

**Communication:** Strong verbal and written communication skills for negotiating with venues, coordinating with artists, and interacting with attendees.

**Audience Engagement:** Skills in interacting with followers, managing communities, and fostering engagement.

**Strategy Development:** Expertise in developing and implementing social media strategies to achieve business goals.

### Community Service

**Pi Kappa Phi Fraternity, Zeta Rho:**  
Participated in the Ability Experience philanthropy event, organizing events and social media promotions to raise over \$10,000 for Americans with disabilities.

### Education

**California State University, Fullerton - Degree expected Spring 2026**

PR Major, Marketing Minor

# Management

## Sydney Bantel, Outreach Team

Sydney Bantel is a student at California State University, Fullerton, pursuing a bachelor's degree in Communications with an emphasis in Public Relations. She is actively involved in campus life like Public Relations Student Society of America (PRSSA), where she serves on the Sponsorship and Fundraising Committee, and as an Account Coordinator for Titan Public Relations, gaining hands-on experience in the field. Sydney plans to further her professional development with Titan Athletics, where she will have the opportunity to expand her knowledge of the marketing and advertising industry. Her passion lies in collaborating with others and building connections. She hopes to bring her strengths, dedication, and practical experience into the professional world.



### Roles & Responsibilities:

In my role hosting the Newport Beach Film Festival's Irish Spotlight, I handled sponsor outreach, and coordinated with videographers to support event coverage. I also prepared decorations by storing, transporting, organizing, and ensuring all items, such as flags, candles, and batteries, were clean, functional, and event-ready. During the event, I helped distribute wristbands, managed guest flow in both general and VIP areas. I delivered a speech at Sip of Irish, and supported attendees by answering questions.

# Sydney's Resume

## Sydney Bantel

Mobile: (714)-815-5880 | Email: sydbantel7@gmail.com | LinkedIn

### EDUCATION

**California State University, Fullerton**  
Bachelor of Arts in Communication, PR  
Minor Human Communications

Fullerton, CA  
Expected Graduation: May 2026

### EXPERIENCE

#### Hostess, Greeter

The Hilton: Monarch Bay Beach Club

Dana Point, CA  
April 2025–Present

- Serve as the first point of contact for guests, providing a warm and welcoming atmosphere aligned with luxury service standards. Oversee takeout operations and support front-of-house staff to maintain high levels of guest satisfaction.
- Manage and coordinate daily reservations, party planning, and seating arrangements to ensure seamless dining experiences. Consistently deliver attentive, detail-oriented service in a fast-paced, upscale environment.

#### Administration, Sponsorship and Fundraising

Public Relations Student Society of America

Fullerton, CA  
February 2025–Present

- Actively participate in educational panels to gain industry insights and expand knowledge.
- Engage in professional development through attendance at targeted workshops. Collaborate with fellow committee members to plan and execute PRSSA events, workshops, and networking opportunities for members.

#### Newport Beach Film Festival

Event Management Intern

Newport Beach/Fullerton  
August 2025- December 2025

- Coordinated outreach efforts by speaking directly with clients and community members. Developed and reviewed contracts while negotiating agreements with food vendors, performers, and venues.
- Collaborated with a team to support event planning and execution. Strengthened client relationships through clear communication and professional engagement.
- Have collaborated in other major events such as business parties, and weddings to ensure seamless execution.

#### Lab Technician

Stemology

Costa Mesa, CA  
September 2024 - February 2025

- Responsibilities include tracking, organizing inventory, sending shipments, and replenishing all products.
- Overall management of workspace, and assisted in marketing, and proper customer service is mandatory.

#### Host, Server, Caterer

2145 Eats

Costa Mesa, CA  
August 2022 – June 2024

- Accommodating and greeting all guests is a necessity. Responsible for coordinating seating, setting reservations, preparing all events, bussing tables, handling takeout orders, and memorizing all menu items.
- In all three positions an individual must be flexible, have a sense of urgency, social whether working with guests, coworkers, or event planners. Additionally, it's important to be attentive and have problem-solving skills.

#### Supervisor

House of Yogurt

Costa Mesa, CA  
June 2021 - November 2022

- Leading training and development sessions for new hires.
- Created welcoming environments, responsible for deliveries, maintaining yogurt machines, inventory, and opening and closing tasks. Self-discipline, sense of urgency, responsibility for the overall atmosphere of the restaurant.

### LEADERSHIP & INVOLVEMENT

#### Youth Kids Assistant

The Crossing

Costa Mesa, CA  
December 2024–April 2025

- Once every other Sunday, assist in supervising newborns to four years old ensuring a safe, nurturing environment, and maintaining daily routines.
- Organized activities like crafts, storytelling, and outdoor play while promoting learning and social development.
- I further my volunteering experience by assisting at the Christ Lutheran church during food drives and packaging meals.

#### Account Coordinator

Titan Public Relations

Fullerton, CA  
February 2025–Present 2025

- Developing social media content for brand awareness and audience engagement.
- Reaching out to potential sponsors for events, working with clients.

### SKILLS & INTERESTS

- **Skills:** Team Leadership, Strategic Planning, Sales and Interpersonal Communication
- **Languages:** English (Fluent) French (Elementary)

# Management

## Sarah Shiells, Social Media Team

Sarah Shiells is a junior at California State University, Fullerton, studying Public Relations and Cinema & Television Arts. Driven by her own creative passion and deep fascination with visual storytelling and pop culture, Sarah has built a growing portfolio across production, radio broadcasting, and digital communications. Her digital creative work began to take shape through her CSUF Titan Radio show, My Piscean Daydream, where she produced a year's worth of thoughtfully curated shows. She also designed set lists, posts, and visuals that emulated the show's dreamy, experimental sound, pioneering a distinct brand image. This, combined with her social media marketing role for the Newport Beach Film Festival's Irish Spotlight, has provided her with hands-on experience in content analytics, design, and strategy.



Thus, allowing her to collaborate with filmmakers and actors to create engaging content in support of their films and the international cultural spotlight. Additionally, CTVA 325 (Production 1) allowed her to familiarize herself with every aspect of filmmaking from pitching to hands-on experience in cinematography, editing, lighting, and sound design. This class has enabled her to pitch and produce three short films, paving the way for her to work as a PA on two projects: The Thing About Life (Spring 2025), currently screening at film festivals, and Assassins (Fall 2025).

After college, Sarah plans to continue building a career in Los Angeles within the film and entertainment industry, aiming for roles in awards publicity and FYC campaigns for major studios. However, to stay in tune with her own creative endeavors, she plans to direct and produce her own experimental feature films.

**Roles & Responsibilities:** As part of the Irish Spotlight's social media team, Sarah was in charge of posting content every Monday between 12 and 4 pm. Sarah

produced some of the spotlight's highest-performing posts and reels, with four of her posts ranking among the top five most engaged posts for the month of October. One of her proudest achievements was her "Movie Breakdown" reel idea for the Irish films Christy and Baité, in which she scripted, researched, edited, and collaborated with filmmakers and actors to create content, contributing to a significant increase in profile visits from 57,000 to 78,000. Aside from content creation, Sarah led creative strategy conversations, pitched design and layout suggestions, visited the location beforehand, conducted interviews with the talent, and provided assistance wherever possible.

# Sarah's Resume

## Sarah Shiells

• sarahshiells@gmail.com • (925)-493-9994 • 2601 E Chapman Ave Fullerton, CA 92831

### EXPERIENCE

**Trader Joe's** | Brea August 2023 - Present

*Crew Member*

- Thrive in a fast-paced, guest-focused environment, where attention to detail, clear communication, and collaboration are essential
- Build genuine connections with guests by anticipating needs, offering product recommendations, and creating memorable shopping experiences
- Assist with in-store promotional displays and signage, gaining hands-on experience in visual branding and presentation

**In-N-Out** | Livermore June 2021 - October 2022

*Associate*

- Operated diverse guest-facing stations, including cashiering and hosting, ensuring seamless service during high-volume hours
- Executed food orders efficiently, adhering to strict timing and quality standards
- Trained new associates on best practices for service flow and food preparation

### PROJECTS

**Titan Radio** | Fullerton, CA September 2024 - Present

*Radio Show Host (DJ Andromeda), "My Piscean Daydream"*

- Host and produce pre-recorded weekly shows featuring alternative rock, shoegaze, and dream pop
- Curate mood-based setlists and promotional materials using Canva to consistently express the show's creative identity and strengthen audience engagement across platforms

**The Thing About Life** | Fullerton, CA March 2025 - April 2025

*Production Assistant*

- Supported on-set production by managing equipment setup, breakdown, and assisting the crew
- Coordinated talent and track continuity while contributing to a collaborative and positive filming environment
- Expanded my understanding of film production workflows, set etiquette, and strengthened my passion for visual storytelling

### EDUCATION

**California State University, Fullerton** | Fullerton, CA August 2023 - June 2027

*BA in Public Relations & Cinema and Television Arts*

**Livermore High School** | Livermore, CA August 2019 - June 2023

*High School Diploma*

### SKILLS

- Team Collaboration
- Customer Service
- Creative Problem-solving
- Interpersonal Communication
- Audio Editing

# Management

## Bryce Busby, Outreach Team

Bryce Busby is approaching his final semester at California State University, Fullerton, where he is pursuing a degree in Communications (Entertainment & Tourism). Originally from the Bay Area, Bryce earned academic honor roll all four years of his high school career, continuing his excellence at CSUF by making the Dean's List for six consecutive semesters. Currently, Bryce works as a Produce Team Member at Whole Foods Market in Brea, while also serving as a campus ambassador for the largest college festival music tour, Up & Up Music Festival. He has successfully contributed to multiple sold shows with over 1,700 attendees through innovative local marketing initiatives. Up & Up Festival has equipped him with the skills to enhance community connections, grow brand awareness, and plan and manage live events.

Bryce has always been drawn to event planning and management, citing back to his student leadership



experience in high school. As he experimented with different communication sectors throughout his time at CSUF, Bryce immediately became infatuated with live event management during his enrollment in COMM 497T: Event Planning and Management. His Irish Spotlight Night at the Newport Beach Film Festival provided confirmation that he is on the right path in his professional career. He plans to continue exploring his interest in live event management by interning with the Newport Beach Film Festival. Hoping to gain even more knowledge and depth about the industry, Bryce is enthusiastic about applying his skills in marketing, enhancing and fostering community connections, and managing live events to contribute to the continued success of the Festival.

**Roles & Responsibilities:** During the Irish Spotlight, Bryce work with the Outreach team. He was responsible for reaching out and sustaining relationships with our supporters, partners, and sponsors. In addition to S/P/S outreach, Bryce also contacted several photographers and videographers. Serving as the Digital Media

coordinator, he assisted Jessica in managing our photographers and videographers during the spotlight. Furthermore, Bryce played a major role in event-day operations, coordinating the live performance by the McNulty School of Irish Dance preshow. Bryce also dedicated a significant amount of time to coordinating the photo booth for the after-party at Muldoon's Irish Pub. Post-event, Bryce also contributed to the final business plan by completing his assigned S/P/S profiles and section five's "Ideas For Better Use of Space" portion.

# Bryce's Resume

## Bryce Busby

• Fullerton, CA 92831 • (925)350-1748 • bcbusby00@gmail.com • [LinkedIn URL](#)

### Education

California State University, Fullerton | CA

May 2026

*Pursuing A Bachelor's Degree: Communications (Entertainment & Tourism)*

- Food Studies Minor
- Dean's List: Fall 2022, Fall 2023, Spring 2024, Fall 2024, Spring 2025

### Work Experience

Up & Up Festival | Fullerton, CA

December 2024 - Present

*Campus Ambassador (Bar Relations)*

- Spearheaded on-campus promotions and event activations, significantly boosting product adoption among students.
- Organized sold-out rally parties, leading to a victory in the pre-sale competition and enhancing ticket sales.
- Manage hospitality services and foster strong bar relationships to ensure seamless event execution
- Driving local marketing initiatives that increase brand awareness and engagement, culminating in a successful sold-out show with over 1,700 attendees.

Whole Foods Market | Brea, CA

October 2024 - Present

*Produce Team Member*

- Stocked and rotated products to maintain freshness and appearance
- Assisted customers in locating and selecting fresh produce
- Operated machinery and equipment to clean and prepare fruits and vegetables for display

Sprouts Farmers Market | Brea, CA

April 2023 - October 2024

*Produce Clerk*

- Restocked and merchandised products daily in anticipation of customer demand.
- Used friendly and knowledgeable approach to help customers with diverse needs.
- Reviewed product for freshness and rotated items with FIFO procedures to avoid losses.

### Related Coursework

- Event Planning & Management
- Digital Foundations
- Entertainment & Society
- Visual Communication

### Memberships

Member, Pi Kappa Phi

Campus Ambassador, Up&Up College Music Festival

### Skills

- Basic Adobe
- Proficient in Microsoft Word, PowerPoint, and Microsoft Outlook

# Management

## Megan Soled, Social Media Team

Megan Soled is currently completing her senior year at California State University, Fullerton, where she is studying Communications with an emphasis in Public Relations and minoring in Marketing. Megan is expected to graduate May 2026. During the Newport Beach Film Festival, Megan contributed extensively as a member of the Social Media Team, where she created graphics, reels, and feed posts designed to increase online engagement, managed red carpet operations and after party at Muldoon's, and elevated the festival's digital brand presence. Looking ahead, Megan aspires to pursue a career in fashion and beauty marketing, where she aims to leverage her experience in content creation, brand storytelling, and audience engagement. She is passionate about contributing to brands that value creativity, innovation, and strong visual identity. With a foundation in public relations and marketing strategy, Megan is dedicated to building a career where she can continue to merge aesthetic vision with impactful communication.




### Roles and Responsibilities:

Megan's work supported measurable growth in social metrics and reinforced the event's cohesive digital identity. Megan's skill in blending creativity with strategic intent allowed her to help shape content that resonated with audiences and aligned with the festival's promotional goals. In addition to her communications and marketing contributions leading up to the festival, Megan played a role in event-day operations, managing red carpet coordination, distributing wristbands to guests, and overseeing exit flow to ensure a polished and professional guest experience. Post-event, she contributed to the team's Final Business Plan, synthesizing insights from the festival and helping develop strategic recommendations for the client.

# Megan's Resume

## Megan Soled

### CONTACT

 (408) 857-2359  
 SoledMegan@gmail.com  
 www.linkedin.com/in/MeganSoled  
 2601 E Chapman Ave, Fullerton CA, 92831

### SKILLS

Exceptional communication and teamwork.

Strong work ethic and problem-solving skills.

Developing strategies and improving sales goals.

Proficient in Microsoft Suite (Excel, Outlook, Publisher) and Adobe Creative Cloud.

Media strategy and brand storytelling

### EDUCATION

**California State University, Fullerton**

**Major:** Bachelor of Arts in Communications/Public Relations  
**Marketing Minor**

**Classification:** Senior

**Expected Graduation:** May 2026

**Dean's List:** 2023-2025

### LEADERSHIP/ INVOLVEMENT

**Gamma Phi Beta CSUF**

Social Media Team –

- Managed Instagram content by planning posts/stories, creating graphics and captions, capturing event photos/videos, and analyzing engagement to grow reach and support chapter events and recruitment.

### OBJECTIVE

Driven Public Relations & Marketing major seeking a position to create impactful social media content, drive engagement across social media platforms and support daily marketing operations to help grow brand presence.

### EXPERIENCE

#### CLD PR, Los Angeles

*Public Relations and Communications Intern*

October 2025 - Present

- Support PR campaigns across Celebrity, Influencer, Media, Showroom, Events, Operations, and Business Development teams.
- Assist with talent gifting, media outreach, showroom prep, and event coordination to enhance brand visibility.
- Research potential new brands and helped with client outreach and acquisition strategies.
- Created and scheduled social media content to support client campaigns and increase brand visibility.

#### Newport Beach Film Festival, Newport, CA

*PR/Event Coordinator*

August 2025 - December 2025

- Curating and managing social media content to promote the Irish Spotlight film driving awareness and ticket sales.
- Establishing strategic relationships with potential sponsors, partners, and support through consistent social media and email outreach
- Designed and scheduled posts, stories, and reels to highlight featured films, sponsors, and behind-the-scenes moments.
- Will oversee red carpet operations day of event, maintaining coordination between press, talent, and photographers and promote a positive guest experience

#### Southern Glazers Wine & Spirits, Cerritos, CA

*Sales Intern*

June 2025 - August 2025

- Enhanced understanding of the alcohol distribution industry.
- Increased brand recognition in the marketplace.
- Establish connections between different structures within the organization.
- Developed professional awareness in the workplace.
- Field experience with multiple different selling divisions.
- Created a detailed business strategy to innovate the route to market for a selling division.

#### Ulta Beauty, La Habra, CA

*Beauty Advisor*

August 2023 - November 2023

- Advised customers on skincare, makeup, and fragrance to meet individual beauty needs.
- Maintained up-to-date product knowledge on new launches.
- Met and exceeded monthly sales targets through consultative selling.
- Assisted with inventory management, restocking, and visual merchandising.
- Processed transactions and managed returns with accuracy and professionalism.



# Marketing Strategy



# Market & Audience Analysis

The Newport Beach Film Festival (NBFF) Irish Spotlight event takes place in Newport Beach, California. Located in Southern California, the event has cultivated a following for the past 26 years. We focused on targeting our event to individuals based on their location and ties to the Irish culture. Our geographical focus is clients from all around Southern California. Ranging from Santa Barbara all the way to San Diego, and the eastern Inland Empire. To maximize attendance, we placed our main focus on individuals from Los Angeles and Orange County

Orange County is known for its diverse atmosphere and blend of cultures. This offers its visitors and residents a glimpse into the many ways of life. The Newport Beach Film Festival adds another level to this diversity in promoting its event on a larger scale with international spotlights that attract actors and filmmakers from other countries. While our primary focus is not on individuals from Ireland due to the unlikelihood of their attendance, we still want to promote our event to Irish Americans and those who are passionate about Irish culture, film, and the arts. To do this, we engaged with the Irish community located in Southern California. Along with researching key audiences such as Irish organizations, establishments, and local businesses.

While our event primarily aims its focus towards those of Irish descent, we can reach out to other demographics to maximize ticket sales. Southern California is an area where different forms of filmmaking and entertainment are produced. Filmmakers, actors, critics, and enthusiasts are major players in the industry to whom we can promote our event and expand our network. While it is important to reach out to the Irish community, it is also critical to obtain an audience that enjoys the art of film.

# Beginning Outreach

It is very important to have a great team for our Supporters, Partners, and Sponsors. These people and organizations are the ones who make the event possible. Most organizations are with us due to the amazing partnership and bond we have built over time. Helping one another by posting and supporting any events, posts, or content they create helps our festival because they will return the favor by promoting our event, posts, and any content we make. Out of the three, supporters are the biggest influence on our event and the most essential to identify. Once our team identifies who supporters are, it makes aligning partnerships and sponsors a bit easier. Creating relationships with organizations whose main audience aligns with our target attendees who will attend our event. These natural allies, which we create, boost our own event and help us gain new potential target attendees, overall increasing our event's results.

Targeting our outreach to include the Irish community, influencers, and local groups helps focus our audience on those potentially interested in the event. Irish organizations play a very important role in our S/P/S as they have a direct correlation to the Irish and Irish-American community. This helps amplify our event as their main audience connects to our target audience. As we collaborate with influencers such as Anna Oris and Kemma Filby, we gain the ability to connect influencers and online Irish creators with the film community. Their platforms create an engaging atmosphere for exposure to the NBFF and cultural events. As we tailor our content and outreach strategies to hit these groups, we can maximize the exposure the NBFF receives and reach a wide, engaged audience. Always start with a log to track S/P/S, have an excel/google sheet for confirmed and declined.

Note: Each person is delegated to certain S/P/S, so create a log, maintain confirmations and declines, and organize accordingly!

The screenshot shows a Google Docs interface with a document titled "Outreach Log". The left sidebar contains a list of document tabs, with "SOFIA" circled in red. Below it, a list of contacts is visible, with "SANDRA" and "BRYCE" also circled in red. A red arrow points from a yellow note box to the "SOFIA" entry. The main content area shows detailed notes for "SOFIA", including contact information for the Celtic Bar Association of OC and a list of outreach activities and responses.

**SOFIA**

Celtic Bar Association of OC | Sofia

- Spring offered a free ticket and a discount code
- Contacted via email on 9/16
- Follow-up email with more details scheduled for the morning of 9/22
- 9/23 called Meredith Williams, and she suggested I call Ryan
- Call Notes 9/23 with Ryan Pinkney
  - Mentioned that in the past, they promoted us in their newsletter
  - Asked if a discount code for the event can be in their newsletter for their members
  - Asked if we have a flyer - told them we have 4 for each of the movies
  - We both said we would look at previous newsletters, and he will get back to me by the end of the day
  - They have a monthly meeting, but said that since they are a niche group, it might be better to post their name, "Celtic Bar Association of OC," when doing cross-promotion instead of promoting an event
- 9/23 sent a follow-up email confirming what we discussed in the call
- Confirmed partnership agreement terms
- 9/25 sent partnership email
- 9/29 received signed partnership agreement!
  - Sent them content for the newsletter and discount code to hopefully get out 3 email blasts.
- 10/2: Ryan sent out CBA email newsletter/blast
- 10/2: posted on Instagram and Facebook for them

Conradh na Gaeilge | Sofia

- They were unresponsive to any attempts at communication made in Spring 2025
- 9/17: Contacted via email and Kristin Bodt <[indigocrosley@gmail.com](mailto:indigocrosley@gmail.com)> (as she has replied in the past and is the secretary listed on the website) with information regarding the event
- 9/22: sent messages through their email and chat box
- 9/23 Call Notes with Caitriona Weafer

# Beginning Social Media

The Fall Team should focus on event-driven content by spending about 80% of their posts promoting the upcoming event and the other 20% on cultural, lifestyle, or extra material. Countdowns, reminders, performer or vendor spotlights, behind-the-scenes previews, and important ticket or venue information are all examples of event-centered posts.



Using different types of content, like main feed posts, stories, reels, and interactive features like Q&As, polls, links, countdowns, or "This or That" graphics, is important to keep the feed interesting. It's more important to post regularly than to be perfect, so try to post at least five times a week. If you include stories and interactive features, five to seven posts a week is best. Tools for scheduling, like google calendar, can help keep things on track. Posting is important, but so is engagement. Everyone on the team should like posts from their own accounts, leave comments that are at least five words long, and share content to their stories. The Social Media subgroup should do more than just post. They should also respond to comments, ask interesting questions in captions, share story mentions, and interact with other Spotlight accounts that are related to theirs. Supporting each other is important because more engagement means more visibility.

Make sure that all team members are logged into the Facebook and Instagram accounts and that everything is up to date and working before you plan any content. This means updating old profile information, checking bios, links, and profile pictures, and going through direct messages or comments to see if there are any questions, partnership requests, or important inquiries that need answers or follow-up.

# Beginning Social Media (Cont.)

After the Outreach and Social Media teams have split up their tasks, the Social Media team should start making plans for content, setting up schedules, and keeping an eye on publishing. Getting started early helps avoid confusion and keeps things running smoothly. Looking at the social media calendars of past teams can help you figure out what kinds of posts work and what kinds of posts you should stay away from. The team should also look ahead to important dates to see which posts need to go live at certain times. Early brainstorming sessions can help you come up with ideas, and figuring out who can help with photography, videography, editing, or graphics will make the process go more smoothly.

To stay organized and keep things consistent across platforms, you need to make a social media calendar. This calendar should keep track of all the posts that have already been made and those that are coming up. It should also be planned two to three weeks ahead of time so that there is time to make changes and better coordination. It should include the platform (Instagram, Facebook, or both), the date of the post, the team member in charge, the type of content, and a short description of the post. Every piece of content needs to be shared on both platforms. The team member should have their post finished by the night before. The formatting, like tags, captions, hashtags, image sizes, or video lengths, needs to be changed to fit the needs and features of each channel and make sure it aligns with the feed. Once the post is created it should be shared with the social media team lead to approve it.

It is highly recommended to give each team member a specific day to post so that responsibilities are clear and there is no overlap. For example, one person might always post on Tuesdays and another might always post on Fridays. This system makes people responsible, keeps things clear, and spreads the work out evenly. If someone can't post on their designated day, this also allows the team member to switch with a different team member's day.

For social media posts, and to maintain consistency, have a template ready so team members can follow.



See Social  
Media  
Calendar  
Breakdown  
(Next Page)

# Beginning Social Media (Cont.)

## Social Media Breakdown

Platform: Google Sheets

1	Platform	Type	Tr Details	Name	Post date	Tr Notes
2	Instagram	Feed Post	Meet The Team!	Sarah Shiells	9/15/2025	Need Headshots
3	Instagram Facebook	Feed Post	Save The Date/Tickets on Sal	Aishani Dasgupta	9/16/2025	IMPORTANT
4	Instagram	Story	Ticket Links (SWAP 1X)	Aishani Dasgupta	9/16/2025	IMPORTANT
5	Instagram	Feed Post	Food Post (SWAP 1X)	Megan Soled	9/17/2025	Fun post
6	Instagram	Feed Post Video	Visit Ireland Video	Genesis Gomez	9/18/2025	Travel
7	Instagram	Feed Post	30 Day Countdown	Jessica Collins	9/19/2025	IMPORTANT
8	Instagram	Feed Post	Last Call for Partners	Johny Steed	9/20/2025	IMPORTANT
9	Instagram	Feed Post	Irish Drinks + Recipes	Caitlyn Padilla	9/21/2025	Fun post
10	Instagram	Story	Q&A Takeover	Sarah Shiells	9/22/2025	Answer Q's
11	Instagram	Feed Post	Whats in Our Bag (SWAP 2X)	Aishani Dasgupta	9/23/2025	Fun post
12	Instagram Facebook	Feed Post	Sip of Irish Post (SWAP 2X)	Megan/Sarah	9/24/2025	Movie Post
13	Instagram Facebook	Feed Post	Baite Post	Genesis Gomez	9/25/2025	Movie Post
14	Instagram Facebook	Feed Post	Christy Post	Jessica Collins	9/26/2025	Movie Post
15	Instagram Facebook	Feed Post	Unsinkable Entre. Post	Johny Steed	9/27/2025	Movie Post
16	Instagram	Feed Post	Ticket Detail Graphic + 3 WEE	Caitlyn Padilla	9/28/2025	IMPORTANT
17	Instagram	Video Feed Post	Promotion Reel	Sarah Shiells	9/29/2025	Promo
18	Instagram	Feed Post	Looking for Photographers	Megan/Jessica	9/30/2025	Story or feed
19	Instagram	Feed Post	Compare CA with Ireland	Aishani Dasgupta	10/1/2025	Pictures
20	Instagram	Feed Post	Throwback Thursday	Genesis Gomez	10/2/2025	Use previous yrs P
21	Instagram	Feed Post	Fun Fact Friday	Jessica Collins	10/3/2025	Fun post
22	Instagram Facebook	Video Feed Post	Muldoon's Video	Johny Steed	10/4/2025	Fun post
23	Instagram Facebook	Feed Post	2 Weeks Post	Caitlyn Padilla	10/5/2025	IMPORTANT

The Platform used for the Social Media Calendar is Google Sheets with the [Social Media template](#). It is broken down into many columns, the platform something was posted on, the type of content, the details about it, the name of the person who posted on the designated day (we did the designated day role option), post date, and notes.

These are also [screenshots of the notes](#) displayed on the site of the table that you may add to help remind your teammates of deadlines or rules, and the [orange columned table](#) on the bottom is a checklist for content kits where you connect with S/P/S

NOTES
-Talk to delegates arriving at Newport Beach
- Have your post ready on Canva the night before
- Please try to post between <b>10 am and 5 pm</b>
- "IMPORTANT" posts must be posted <b>ON TIME</b>

Status	Content Kits	Content	Captions
DONE	Anna Oris	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DONE	Kemma Filby	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DONE	IrishAbroadOC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DONE	Kevin Ryan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DONE	CSUF BTS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DONE	CelticArtSOCAL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DONE	CIAC LA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# Content Strategy

Now that you have a firm understanding of your market's demographic, audience, and important S/P/S, you can now implement the methods Fall 2025 used to have a successful social media page.

## Stalk @NBFFIRISH:

After receiving the login information to Canva and all social media accounts in-class, take some time to peruse how previous team members approached aesthetics and or central themes for posting. Take time to read a couple captions and notice the caption structure and hashtags used. As you scroll through the years, you'll notice each year has a different creative approach. Feel free to take inspiration and put yourself in the shoes of a viewer, cherry-pick what you like and pin-point what you strongly dislike. As you analyze your likes and dislikes, check-out how the audience received each post using insights!

### INSIGHTS:

Insights will display important data, including the number of views, shares, interactions, new followers gained or lost, and more. This is valuable information that shows you exactly how your audience is engaging with your posts and interacting with your page. Furthermore, identifying the days/times that are peak for your audience can be used to your advantage to gain engagement from future followers as well. This is crucial to track daily, if not multiple times a day, but you'll end up wanting to because it's fun (and you're competitive like me)!

#### Sep. 8

**Professional dashboard**  
 ↗ 3.3K views in the last 30 days.

#### Oct. 4

**Professional dashboard**  
 ↗ 56.9K views in the last 30 days.

#### Oct. 27

**Professional dashboard**  
 ↗ 78.6K views in the last 30 days.

#### Nov. 10

**Professional dashboard**  
 60.3K views in the last 30 days.

#### Dec. 18

**Professional dashboard**  
 7.1K views in the last 30 days.

After "Thank You" posts go out in mid-November, you'll see a significant drop-off. It's still important to post engaging content.



# Content Strategy (Cont.)

## INSTAGRAM CONTENT CREATION:

Now that you and your social media team have collectively decided on an aesthetic, when each team member will post and at what time, you'll need to start pushing content immediately! So, let's begin to think about what you as an individual will post and how to come up with your own cool, innovative ideas:

## I DON'T KNOW WHERE TO START:

Well, your first step is to look at the past plans of previous years and collect ideas for basic grid posts, such as Meet The Team, Save The Date, and basic advertisements. This will give you some time to get familiar with your S/P/S' and who they are, what they're about, and what they generally post.



## I WANT MORE IDEAS:

To build a good marketing message and culture, research topics, themes, or companies that are either directly or indirectly related to what your company sells or does. In this case, it's building a following and selling tickets for the Irish Spotlight.

**Search Words & Topics:** Newport Beach Film Festival, Irish Film Festival, Movie Festival, Irish Films, Irish Storytelling, Irish Podcast, Irish Folklore, Irish History, Irish Music, Irish Restaurants, Pop Culture, Movie Genres, Film Critics, BTS festival content, etc.

**Search Profiles:** NBFF's Tik Tok & Instagram, TheFridaCinema, Letterboxd, Criterion Collection, A24, SonyPictures, Mubi, Pitchfork, GenuineIrish, CSUF Fashion Club, TitanRadio, etc.

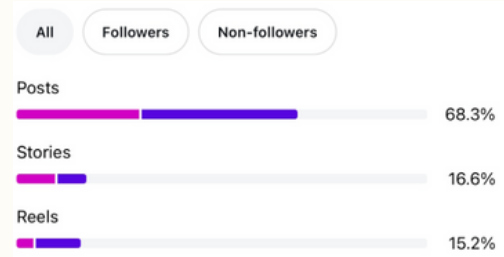
By doing this, you are viewing content and marketing that is already performing very well and receiving high engagement. Now, you just need to fine-tune the research and make it applicable to the Spotlight. Again, by putting yourself in the shoes of the demographic in question, you can incorporate relevant trending materials to create reels, stories, and grid posts related to the Irish Spotlight.

\*\*Remember that each creative and unique piece of content you make is a new addition to your portfolio. Time and effort count.

# Content Strategy (Cont.)

## WHAT'S THE BEST WAY TO SHARE MY GREAT IDEA?

After researching past plans, Fall 25' found that daily grid posts are of the utmost importance as they maintain audience engagement. Reels are useful because they generate the most engagement from new audiences, and daily story posts should complement the content posted that day. Here is a snapshot of our content performance recorded from September 19 -December 17.



## HOW DO I GENERATE THE MOST ENGAGEMENT?

- Create a unique and aesthetic visual that resonates with your target audience, and have this ready before your posting day
- Even better, create content in collaboration with S/P/S so they can repost it
- Post 5-7x a week consistently during peak engagement hours (check your insights, but typically it's around noon)
- Alert your teammates and other spotlights 15-30 minutes before you post your content
- Once posted, engage with the post immediately on your personal account and then share the post with friends, family, and secondary accounts (spams/burners) to manipulate the algorithm
- Repost all content from Instagram and transcribe it into a Facebook post
- Engage with other posts from filmmakers, actors, and S/P/S while you wait for comments to trickle in
- After, check your analytics and analyze what worked and what didn't work

## HOW DO WE HAVE 3.2K FOLLOWERS?

The Irish Spotlight has a high follower count because students from previous years to the present have made an effort to follow the spotlight on their personal social media accounts.

In addition, consistent liking, commenting, and reposting from the team over the semester has significantly increased engagement and reach. It is incredibly important that everyone makes this collective effort.

## HOW DO WE MAINTAIN MOMENTUM?

Before the semester comes to a close, the social media team will develop pre-scheduled posts that will be posted throughout the Winter and Summer breaks

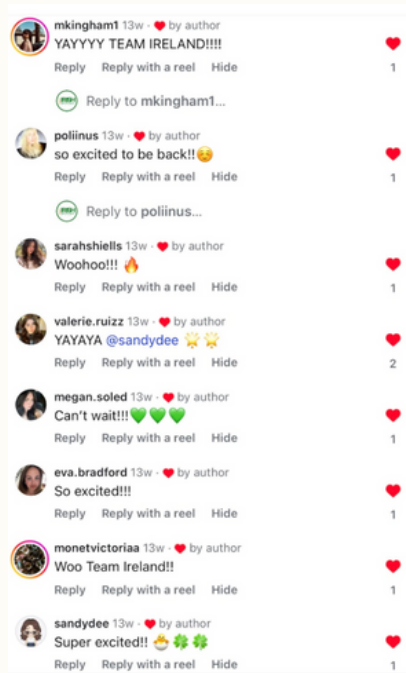
for pre-scheduling posts, please pick one of these dates and let me know.

- Friday 12/19 - "happy holidays"
- Friday 12/26
- Friday 1/2 - "happy new years"
- Friday 1/9
- Friday 1/16
- Friday 1/23
- Friday 1/30

the ones that don't have a "theme" can be anything fun. some ideas are: winter in ireland, irish winter food, fashion, traditions, etc., music, travel

# Content Strategy (Cont.)

## GRID POSTS



The highest performing post on the entire account is Fall 25's "Meet The Team" post. It was posted at 1:00 p.m. on a Monday, which is a high-engagement time and day. The graphic was also simplistic and aesthetically pleasing to the eye. However, what primarily drove its engagement to 9k+ views was that everyone liked, commented, and shared the post to their personal Instagram stories. This drives engagement because followers from personal accounts will click on the story or reposted content out of curiosity, and if it resonates, they may like, comment, and even follow.

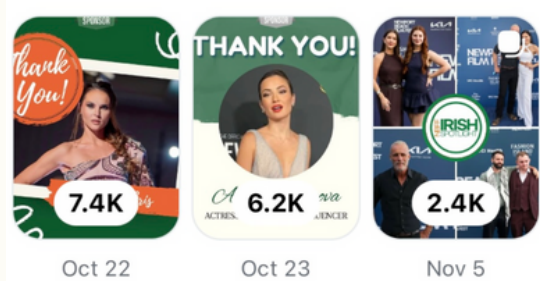
## CONTENT KITS

Content kits are generalized, ready-to-use materials for cross-promotion with S/P/S. Located in the Fall 25' folder, you will find an assortment of graphics, pre-made captions, and hashtags to use at your disposal. However, please make an updated graphic. This particular content kit generated 9k+ views and reached 4,000 profiles.



## THANK YOU POSTS:

After the event is over, you'll want to work with your team to start curating "Thank You" posts to thank your S/P/S. This not only helps showcase the event but it also strengthens your ties.



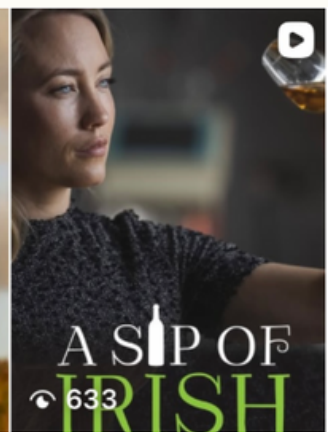
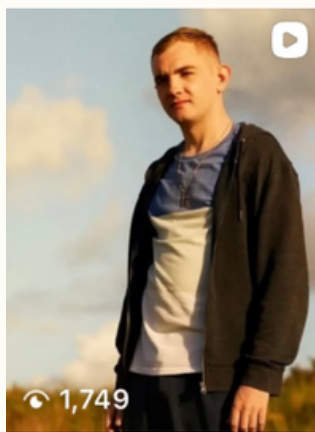
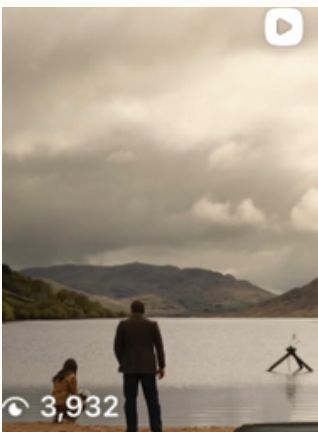
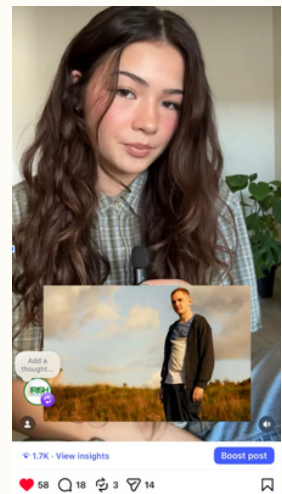
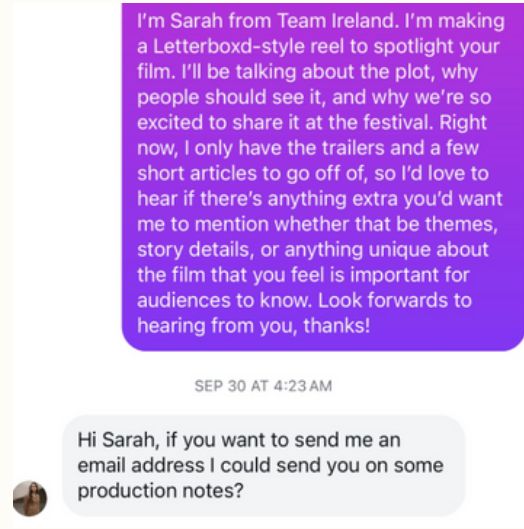
# Content Strategy (Cont.)

## REELS:

For Fall '25, reels generated a significant amount of engagement from new audience members.

They also paved the way for social media team members to collaborate with filmmakers and actors. Here's how we did it:

- Before you do anything, research articles and anything you can find out about the films
- Reach out to filmmakers with a kind, compelling message about your idea. They'll most likely agree to the promotional video and provide you with all the necessary information
- Read the information and formulate a script
- Gather graphics and photos from their film's Instagram and or trailer
- Borrow a plug-in microphone from a friend and hit record
- Edit on CapCut!



# About our Partners (S/P/S)

There were three key marketing strategies we employed alongside our partners. The first one was social media deliverables, designed to showcase the event and the partnerships to the local Irish-American community, bringing attention to the Newport Beach Film Festival. These deliverables were scheduled to be posted both before the event on the day of, creating anticipation for viewers, and creating FOMO on the day of.

The second key marketing strategy was using important Instagram marketing campaigns. These campaigns consisted of save-the-date announcements, film highlights, and film teasers. These pieces of content were often posted as collaborations between our partners and the main Newport Beach Film Festival Irish account. The partners Instagram pages also contained our ticket link, either in the captions, bios, or stories. These campaigns all tied well into our own social media campaign leading up to the event.

The third key marketing strategy employed was brand image and consistency. Keeping a consistent set of digital assets for our partners was important as creating a cohesive image on socials was key to attracting viewership and viewer loyalty. These digital assets included vector images, png's, captions, and mp4 videos. Having consistent branding throughout our partner's content not only brought us more engagement and following, but it also allowed our partners content to look more official and unified.



*Hey! You just found another four-leaf clover, Sláinte!*



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# S/P/S Profiles

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Confirmed

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# Confirmed

## Anna Oris



**Full Name of Organization:** Anna Oris  
**Website:** [Anna Oris Instagram](#)  
**Contact Person:** Anna Oris  
**Phone Number:** (424) 407-6923  
**Email:** anna.orisik@gmail.com  
**Address:** N/A  
**Type of Organization:** Influencer  
**Team Contact Name/Number:** Kenzie Madewell | (949) 444-1237  
**Status:** Confirmed

**Full Description of Organization:**

Anna is an influencer, actress, singer, model, and producer with a large Instagram following. Due to her large following and many events, she is involved in the film industry. She is a partner who is able to spread the word about our event to a large group of people.

**Why are we working with them? :**

We have worked with Anna in the past, and her social media reach is extensive, with her average cross-post reaching well over 1k each time.

**Size of Social Media as of (12/9/2025):**

Instagram: 124k

**What are they doing for the event?:**

For Anna, when I got in contact with her, she already shared the two posts she had posted with us per our agreement over the summer. We sent Anna a Meet Our Sponsor post, which she collaborated on for her page, and it got 8.3k views. She also posted on her stories about our ticket sales and the films we will be showcasing. Beyond that, she posted about her experience at opening night and our event, and collaborated on her individual thank-you post, all of which got between 3k and 5k views.

# Confirmed (Cont.)

## Anna Oris

### What are we doing for them? :

On our end, we gave Anna two opening-night tickets, as well as two tickets to the movie screening of her choice at the Irish Spotlight event. We also promised her name in our program, in the thank-you speech, and a separate thank-you post on our social media. Both events of the contract were held up for the event this year.

### Special Notes:

Anna is a lovely person to work with, and she is on top of all of her stuff. She was on time for the event, and her social media outreach is a huge plus for our overall event. I highly recommend working with her next year. I would love to utilize her more, especially for social media promotion. I would love to get her closing-night tickets, along with what we did this year with her, to increase social media exposure on her page.

**The Spring team should try to get her to post more for our event in her contract and we can offer her more (such as possibly closing night tickets). Talk to Gregg about expanding our partnership with Anna.**

# Confirmed (Cont.)

## Anna Oris S/P/S Agreement

The 26th Annual Newport Beach Film Festival - October 16th - 23rd, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: Anna Oris  
EMAIL: anna.orisik@gmail.com  
EVENT: 2025 Newport Beach Film Festival Irish Spotlight

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- Three (3) social media posts promoting the NBFF Irish Spotlight
  - 2 posts before start of Newport Beach Film Festival
  - 1 post day of Irish Spotlight - Sunday, October 19

**SPOTLIGHT TO PROVIDE:**

- Two (2) free tickets to the film screening of the partner's choice
- Two (2) free tickets to the Newport Beach Film Festival opening night gala
- "Thank you" post on Irish Spotlight Instagram and Facebook

Sponsor/Partner Representative:  \_\_\_\_\_

Spotlight Event Representative: Alexis Naucler \_\_\_\_\_

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Confirmed

## Kemma Filby



**Full Name of Organization:** Kemma Filby  
**Website:** [Kemma Filby Instagram](#)  
**Contact Person:** Kemma Filby  
**Phone Number:** N/A  
**Email:** kemmafily@gmail.com  
**Address:** N/A  
**Type of Organization:** Influencer  
**Team Contact Name/Number:** Kenzie Madewell | (949) 444-1237  
**Status:** Confirmed

**Full Description of Organization:**

Kemma is an Irish Actor, producer, and influencer who was born in Dublin, Ireland, and is now based in LA. She has a small but loyal following on Instagram and has strong connections to the Irish-American community

**Why are we working with them? :**

We have worked with Kemma in the past, and she has a strong passion for Irish culture, cares deeply for the community, and showcases that on her social media.

**Size of Social Media as of (12/9/2025):**

Instagram: 6.8k

**What are they doing for the event?:**

Under our agreement with Kemma, she would help promote our spotlight across social media, post/share our content, and attend the NBFF Irish spotlight event. She did post on her stories when I sent her content to share, and she also did a wrap-up thank-you post on our social media for us.

# Confirmed (Cont.)

## Kemma Filby

### What are we doing for them? :

On our end, we gave Kemma two opening-night tickets, as well as two tickets to the movie screening of her choice at the Irish Spotlight event. Before the event we did a post for meet the sponsors and highlight Kemma. We also promised her name in our program, in the thank-you speech, and a separate thank-you post on our social media. Both events of the contract were held up for the event this year.

### Special Notes:

Kemma is a lovely person to work with, but at times can be hard to reach. Since we did not have her phone number, the only way I could get in contact with her was through email or DM I found that she responded better to DM. However, I recommend getting her phone number so I can contact her more easily. Beyond that, due to how vague the contract was, I felt like she was underutilized.

**The Spring team should try to get her to post more for our event in her contract and we can offer her more (such as possibly closing night tickets). Talk to Gregg about expanding our partnership with Anna.**

# Confirmed (Cont.)

## Kemma Filby S/P/S Agreement

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: Kemma Filby  
EMAIL: kemmafily@gmail.com  
EVENT: 2025 Newport Beach Film Festival Irish Spotlight

### SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- Promote Irish Spotlight event to followers : Instagram, Facebook, Twitter
- Post/Share Content of our event to Social Media
- Attend Newport Beach Film Festival Irish Spotlight Event on Sunday, October 19th, 2025.

### SPOTLIGHT TO PROVIDE:

- Promote and share any content for Kemma Filby on Instagram, Facebook, and Twitter.
- Create and post a Sponsor Spotlight for Kemma Filby on our social media (Instagram and Facebook).
- Include Kemma Filby in Sponsor and Partners Greeting at Film Screening of the Irish Spotlight.
- Provide Kemma Filby 2 tickets for Film Screening and Post-Party.

Sponsor/Partner Representative: *Kemma Filby*

SpotlightEventRepresentative: \_\_\_\_\_

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2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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NewportBeachFilmFestivalTaxID #33-0886863

# Confirmed Craic in the Stone



**Full Name of Organization:** Craic in the Stone  
**Website:** [Craic in the Stone](#)  
**Contact Person:** Scott Well  
**Phone Number:** (714) 655-8015  
**Email:** scottbwell@gmail.com  
**Address:** N/A  
**Type of Organization:** Band  
**Team Contact Name/Number:** Kenzie Madewell | (949) 444-1237  
**Status:** Confirmed

**Full Description of Organization:**

Craic in the Stone is a SoCal Irish Folk and Rock band. They are female-fronted and perform at many local venues across Southern California.

**Why are we working with them? :**

We have worked with Craic in the Stone in the past, and they are wonderful to work with and great performers. Many of those who have attended our event really enjoyed their performance. (Why did we choose them? What benefit do they have to promoting your Spotlight? Have we worked with them before? What it an effective partnership?)

**Size of Social Media as of (12/9/2025):**

Instagram: 2k  
Facebook: 503

**What are they doing for the event?:**

For our agreement with Craic in the Stone, they will provide entertainment at Muldoon's Irish Pub for our event. They also promoted their performance on their social media and website.

# Confirmed (Cont.)

## Craic in the Stone

### What are we doing for them? :

On our end, we didn't have any definite agreement that was settled. When I spoke with Scott, everything was good on their end; however, they received complimentary food from our event.

### Special Notes:

Scott was lovely to speak to, and they were a massive hit at our event. We could see if they could post about our event more on their social media in exchange for us posting about them. This could be a more mutually beneficial relationship between the two of us.

I spoke to one of the band members that I know personally, and she said they would love to get more exposure on social media. I encourage the spring team to leverage this partnership to create a contract in which we post more about them on social media, and they post more about our event on theirs. They have a loyal fanbase who frequent Muldoon's, so it might be a great crowd to work with. Ask Gregg before continuing.

# Confirmed (Cont.)

## Craic in the Stone S/P/S Agreement

The 26th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Craic in the Stone

**EMAIL:** [scotbwell@gmail.com](mailto:scotbwell@gmail.com)

**PHONE:** 714-655-8015

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

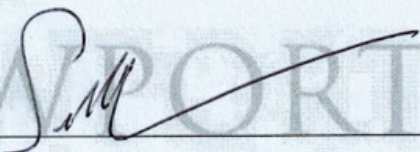
**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- Provide the Newport Beach Film Festival with live entertainment at the after-party at Muldoon's Irish Pub.

**SPOTLIGHT TO PROVIDE:**

- TBD. Someone will contact you in early September to go over further details.

Scott Well Sign Here: \_\_\_\_\_



Spotlight Event Representative: Olivia Morris

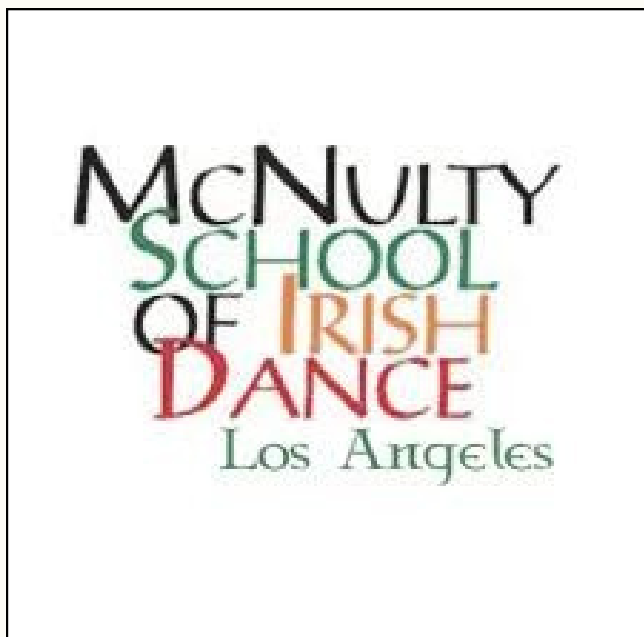
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2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Confirmed

## The McNulty School of Irish Dance



**Full Name of Organization:** The McNulty School of Irish Dance

**Website:** [The McNulty School of Irish Dance Website](https://www.mcnultyirishdancers.com/)

**Contact Person:** Erin Scott-Haines

**Phone Number:** (310) 304-7474

**Email:** mcnultyirishdancers.LA@gmail.com

**Address:** 318 Avenue I, #690 Redondo Beach, CA 90277

**Type of Organization:** School of Irish Dancers

**Team Contact Name/Number:** Bryce Busby | (925) 350-1748

**Status:** Confirmed

### Full Description of Organization:

The McNulty School of Irish Dance offers traditional soft and hard-shoe Irish step and Ceili classes for all ages, with a primary focus on youth. Participants learn traditional Irish songs, partake in interactive activities focused on history and geography, and have daily Irish language lessons.

### Why are we working with them? :

The NBFF Irish spotlight has chosen to continue our longstanding partnership with the McNulty School of Irish Dance because they provide entertainment for our guests before screenings. Their performances, usually put on by several students of the school, give a brief 15-20 minute performance in the lobby of the Big Edwards Newport Theater as guests slowly filter into their individual theaters. Their performance promotes excitement at the beginning of the spotlight while highlighting traditional Irish dance.

### Size of Social Media as of (11/30/2025):

Instagram: 1,212 followers

Facebook: 562 followers

### What are they doing for the event?:

The McNulty school of Irish dance sent five youth dancers and one youth instructor to perform traditional soft and hard-shoe Irish Step for audiences as they prepared to enter their respective theaters. The fifteen (up to twenty five) minute performance took place at the bottom of the escalators in the main lobby of the Big Edward Newport Theater. The students provided their own traditional music and choreographed performance. Erin was not present for the performance but

# Confirmed (Cont.)

## The McNulty School of Irish Dance

iiinformed our spotlight team that her trusted instructor could handle the brief but exciting performance. Upon arrival, I directed the dancers to their designated location, and they began warming up outside before their performance at 5:30. After their performance, the dancers requested a picture on the red carpet to complete their attendance at our spotlight. The McNulty School of Irish Dance was a very easy partnership to collaborate with, and Erin was more than happy to continue the longstanding partnership that showcases their school, dancers, and culture.

### **What are we doing for them?:**

The Irish Spotlight simply had to coordinate the details with Erin, and they were more than willing to come perform. As previously mentioned, the only thing we provided for the school was a discount code that could be applied by any member of the school if they wished to attend our event.

### **Special Notes:**

The only thing I would say that could be improved in the future is either moving their "stage" slightly over. As guests descended the escalators, the lobby became quite crowded to provide enough space for the dancers to perform. An alternative option would be to rope off the "stage" area, allowing guests to move more freely around the lobby without worrying about interfering with the performance. However, this would have to be coordinated with the theater beforehand to set up the required ropes.

# Confirmed (Cont.)

## The McNulty School of Irish Dance S/P/S Agreement

### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** The McNulty School of Irish Dance – Erin Scott-Haines

**EMAIL:** mcnultyirishdancers.LA@gmail.com

**EVENT:** 2025 Newport Beach Film Irish Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- 5 to 15 minute performance beginning at 5:30 inside the Regal Edwards Big Newport Theater
- Providing their own music
- Entertainment for red carpet event

**SPOTLIGHT TO PROVIDE:**

- Name in event
- \$5 off ticket promo code (Irish2025)

Sponsor/Partner Representative: \_\_\_\_\_

Spotlight Event Representative: Bryce Busby

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# Confirmed

## Photobooth Squared



**Full Name of Organization:** Photobooth Squared

**Website:** [Photobooth Squared Website](#)

**Contact Person:** Jason Perry

**Phone Number:** (949)278 - 2233

**Email:** photoboosthsquared@gmail.com

**Address:** N/A

**Type of Organization:** Photobooth

**Team Contact Name/Number:** Bryce Busby | (925) 350 - 1748

**Status:** Confirmed

### Full Description of Organization:

Photobooth Squared provides mobile photobooth rentals dedicated to capturing lasting memories of clients' events. Offering a wide array of services from customizable photo templates, premium prints, personalized green screen backgrounds, social media integration, and a diverse selection of props and backdrops.

### Why are we working with them?:

The Irish Spotlight has worked with Photobooth Squared several times before this year's 2025 spotlight. A photobooth is a fun, interactive element that provides another layer of depth for our guests during the afterparty at Muldoon's. We chose to work with Photobooth Squared again because previously, Jason had partnered with us for only two tickets to the NBFF opening night in exchange. However, this year, Jason insisted that moving forward, he would like to receive payment for his services despite an already established relationship. He offered a \$600 discount for his services at our

# Confirmed (Cont.)

## Photobooth Squared

event, cutting the price from \$900 to \$300 for the night. Overall, working with Jason was extremely challenging, as he was difficult to contact and maintain contact with, making it difficult to discuss event details. Moving forward, I would recommend finding another mobile photobooth service if the next Irish Spotlight event desires an interactive element, such as a photobooth, for their afterparty.

### Size of Social Media

Instagram: 243 followers

Facebook: 206 followers

### What are they doing for the event?:

Photobooth Squared provided a photobooth setup outside the entrance of Muldoon's, which was free to use for all guests attending the Irish Spotlight afterparty. Attendees were able to use props and get instant 4x6 printouts. Although I appreciate the addition of an interactive element for guests to enjoy during the afterparty, the partnership was not worth the amount of effort for the payoff.

### What are we doing for them?:

The NBFF Irish Spotlight paid Jason \$300 for his lackluster services.

### Special Notes:

First, Jason is extremely difficult to get in contact with. Previous business plans had mentioned this difficulty, and Jason's preferred method of contact is through the phone. However, it took me an unreasonably long time to eventually get in contact with Jason after multiple phone calls and voicemails a day; he finally responded. After the partnership was established, he remained extremely slow to respond to texts. Even during the day of the event, he lacked communication until the last hour. Furthermore, in previous years, Jason was willing to set up his photobooth for free in exchange for two tickets to the opening night of the NBFF. However, this year he requested \$300 for his services, which was a \$600 discount from his base services price of \$900. In addition, Gregg requested that his photostrips come with a custom NBFF Irish Spotlight background. The NBFF graphic design team offered to develop and send a custom background for Jason to use, but he was incredibly slow in responding and providing the exact measurements for the team to work with. When he finally set up the photobooth, the promised photostrips were out the window, and the photobooth instead printed blank border 4x6 pictures. Finally, Jason constantly had an excuse for his delayed response, calling me an hour before the start of the afterparty, stating how his "car broke down on the freeway on his way to Muldoon's" and that he "hoped he could still make it to our event." Even when he finally set up the photobooth outside Muldoon's Irish Pub, the promised "professional attendant" who was supposed to help guests with props and

# Confirmed (Cont.)

## Photobooth Squared

provide service simply disappeared for longer than half the event. Jason eventually received his payment from the NBFF and promptly left at the closure of our afterparty.

Photobooth Squared is not worth the hassle of its services. For the same experience, students can get a much better and easier partner who is willing to support our event. Throughout the entire partnership, it felt like Jason did not want to work with the Irish Spotlight. However, if that was the case, I wish he had explicitly declined our offer, as it would have saved our team time and money that could have been focused on other areas of our event.

**Overall, Jason was extremely difficult to communicate and collaborate with. My advice for future Irish spotlights is to, unfortunately, find an alternative photobooth if they still desire to have this element at their afterparty. While I believe a photobooth is a great addition to the afterparty, this partnership was unreasonably complicated for what we received in return.**

# Confirmed (Cont.) Photobooth Squared S/P/S Agreement

## 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Photobooth Squared – Jason Perry

**EMAIL:** photobooshsquared@gmail.com

**EVENT:** 2025 Newport Beach Film Irish Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- 3-hour photobooth service (7:30-10:30)

**SPOTLIGHT TO PROVIDE:**

- Name in event
- \$199 quoted payment

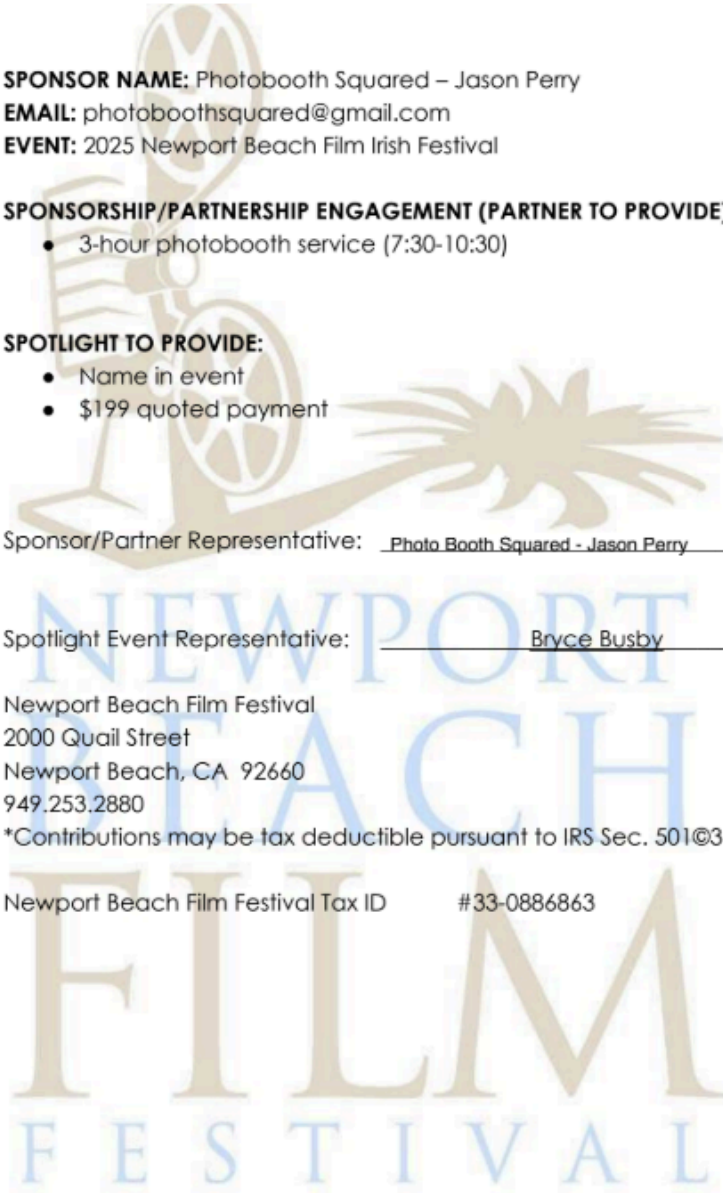
Sponsor/Partner Representative: Photo Booth Squared - Jason Perry

Spotlight Event Representative: Bryce Busby

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2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863



# Confirmed

## CSUF: Behind The Scenes



**Full Name of Organization:** CSUF: Behind the Scenes

**Website:** [CSUF: BTS Website](#)

**Contact Person:** Hannah Mazengia

**Phone Number:** +1 (206) 504-8584

**Email:** csuf.bts@gmail.com

**Address:** N/A

**Type of Organization:** CSUF Club

**Organization:** Entertainment and Hospitality Management

**Team Contact Name/Number:** Sandra Thach  
| (858) 395-0199

**Status:** Confirmed

### Full Description of Organization:

Behind the Scenes (BTS) offers Entertainment and Hospitality Management students at Cal State Fullerton opportunities to meet and network with professionals and build a community with other students within the concentration. The club offers tours that encourage students to go "behind the scenes" and explore the workplace. BTS also brings in guest speakers for panels covering topics across the industry. Career enrichment opportunities include workshops provided by Career Services designed for helping students navigate their internship and job search process.

### Why are we working with them?:

BTS serves as a bridge to connect students and cinema lovers alike to our event. With their social media and school campus presence, they are the perfect target audience for the Newport Beach Film Festival. As a club that also specializes in professional development, our event allows their club members a foot in the door within the film and entertainment industry.

### Size of Social Media as of (11/30/2025)

Instagram: 2,070 followers

# Confirmed (Cont.)

## CSUF: Behind The Scenes

### What are they doing for the event?:

Promoting our flyer on their social media page through initial post and IG stories leading up to the event in efforts to raise more engagements for ticket sales.

### What are we doing for them?:

Providing them information about our event, including a 10-15% ticket discounts for their members.

### Special Notes:

Behind the Scenes have been extremely open and kind in every exchange through our email. They have done their best to accommodate our agreement and have been efficient with their communication.



*How they Promoted The Irish Spotlight & other Spotlights*

# Confirmed (Cont.)

## CSUF: Behind The Scenes S/P/S Agreement

**2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT**

**SPONSOR NAME:** California State University, Fullerton - Behind the Scenes:  
Entertainment and Hospitality Management Club  
**EMAIL:** csuf.bts@gmail.com  
**PHONE:** (206) 504-8584

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- One Instagram post with details of the movies, location, tickets, date

**SPOTLIGHT TO PROVIDE:**

- Discounted Tickets for their Newsletter by next week

Sponsor/Partner Representative: Hannah Mazengia

Spotlight Event Representative: Sandra Thach

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2000 Quail Street  
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949.253.2880

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# Confirmed

## Annie Semenova



**Full Name of Organization:** Annie Semenova

**Website:** [Annie Semenova Instagram](#)

**Contact Person:** Annie Semenova

**Phone Number:** (310) 706 - 8711

**Email:** [semenovaannie@gmail.com](mailto:semenovaannie@gmail.com)

**Address:** N/A

**Type of Organization:** Influencer

**Team Contact Name/Number:** Sofia Johnson  
| (949) 697 - 1945

**Status:** Confirmed

### Full Description of Organization:

Annie Semenova is an actress, producer, and influencer with a large social media following. Annie also owns an acting school called Unity Acting School and has attended numerous events within the film industry.

### Why are we working with them?:

Annie Semenova has attended Newport Beach Film Festival events in the past as a guest of one of our long-term S/P/Ss, Anna Oris. Anna Oris recommended her, and she has a large following on Instagram. We were also looking to partner with more influencers to increase our social media traction.

### Size of Social Media:

Instagram: 71.9K followers

Facebook: 2.4K followers

### What are they doing for the event?:

Promoted partnered posts in late September, one on Instagram and Facebook on October 12th, a post on Opening Night (October 16th) on Instagram, one reel recapping their experience at Opening Night on October 18th, a final post on October 17th, and any other material or content sent to them.

# Confirmed (Cont.)

## Annie Semenova

### **What are we doing for them?:**

In return, the Irish Spotlight provided two tickets to Opening Night, the Brazilian Spotlight (as they were unable to attend our event), and two tickets to the Closing Night Reception. We promoted them and their school (Unity Acting School) on both our Instagram and Facebook through "Meet Our Partner" posts and "Thank you" posts. They were mentioned in the event day pamphlet and provided with a discount code to promote at their school or in their newsletter. The partnership agreement was not signed but verbally agreed upon over the phone.

### **Special Notes: (Please be detailed):**

Annie was a great partner. They were extremely responsive and enthusiastic about being a part of the Newport Beach Film Festival. Many of our partnered posts got over 6,000 views due to her large following. However, she will be partnering with Team Korea next year, as she is part-Korean and feels a stronger connection to them.

# Confirmed (Cont.)

## Annie Semenova S/P/S Agreement

### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: Annie Semenova  
EMAIL: semenovaannie@gmail.com  
PHONE: (310) 706-8711

EVENT: 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

#### SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- Total of seven (7) social media posts:
  - o One (1) partnered post, ASAP
  - o A post one week prior - Sunday, October 12, on Instagram
  - o A post one week prior - Sunday, October 12, on Facebook
  - o A post day of Opening Night - Thursday, October 16th, on Instagram
  - o One (1) reel on Instagram recapping the experience at Opening Night (16th), posted no more than two days (17th or 18th) after the event.
  - o A post two days before the event - Friday, October 17, on Instagram
  - o Reposting of any content sent to a partner via Instagram DMs.
- Email marketing letter, which will include:
  - o Irish Spotlight press release and graphics
  - o Discount code for Irish Spotlight

#### SPOTLIGHT TO PROVIDE:

- Two (2) tickets to Opening Night of NBFF
- Two (2) tickets to the Brazilian Spotlight
- Two (2) tickets to Closing Night Reception
- Promotion of the partner and the partner's acting school on Instagram and Facebook
- "Thank you" post on Irish Spotlight social media accounts.
- Mention in the event day pamphlet.
- A discount code for the Irish Spotlight event that can be used in the email blast/newsletter and at the partner's acting school.

PLEASE REFER TO PAGE TWO (2) TO SIGN.

# Confirmed

## Irish Congress of Southern California



**Full Name of Organization:** Irish Congress of Southern California  
**Website:** [Irish Congress of Southern California Website](#)  
**Contact Person:** John Hyatt  
**Phone Number:** 619 - 300 - 4936  
**Email:** icscmedia317@gmail.com  
**Address:** N/A  
**Type of Organization:** San Diego Parade Event Organization  
**Team Contact Name/Number:** Sandra Thach | (858) 395-0199  
**Status:** Confirmed

**Full Description of Organization:**

Irish Congress of Southern California is a non-profit organization that gathers funds to support the parade and Irish festival within San Diego. Through event revenue, donations, and grants, they continue to fund their events year to year.

**Why are we working with them?:**

Although ICSC is further south than our main demographic, we still continue to seek Irish communities who are interested in celebrating Irish culture through cinemas. ICSC works to bring together Irish communities in order to elaborate on a yearly parade and festival unique to their heritage. With their media coverage, we can expand our target audiences who are interested in Irish festivities and in exchange show support to theirs.

**Size of Social Media as of(11/30/2025):**

Instagram: 1,478 followers  
 Facebook: 2.9K followers

**What are they doing for the event?:**

Promoting our event through their Instagram, sharing information about our event and leading more traffic to our own Instagram page.

**What are we doing for them?:**

In exchange for their amazing support, we agreed to share their own flyers for their SD St. Patrick's Day parade during the start of the NBFF events in order to reach bigger viewership.

# Confirmed (Cont.)

## Irish Congress of Southern California

### Special Notes:

The Spring team reached out earlier, but he had not fully completed the agreement. After following-up in September, he had not responded as well up until I called him directly through his phone number. Following the phone call, we discussed what types of social media posts would work best, and since then he has been extremely communicative through email. If there are moments of urgency, I would recommend calling him, he picked up his cell pretty swiftly and had continued to show great interest in supporting the NBFF Irish Spotlight. Also, for future social media outreach, ask to promote our event through their Facebook as well as Instagram.

**Spring Team:** He sent us graphics along with a caption to post for their event on 3/14/26. You can find the information in the folder in the email labeled "Irish Congress of Southern California". Please make sure that you post that ASAP for them. Thank you!

*Ooh, this one's quite important and also on Pi Day! Good luck!*





# Confirmed

## Margo Zelle



**Full Name of Organization:** Margo (Zelle) Neuberger

**Website:** [Margo Zelle Instagram](#)

**Contact Person:** Margo Zelle

**Phone Number:** (361) 945-4020

**Email:** margo@margozelle.com

**Address:** N/A

**Type of Organization:** Influencer

**Team Contact Name/Number:** Sofia Johnson | (949) 697-1945

**Status:** Confirmed

### Full Description of Organization:

Margo Zelle is an Irish American composer, arranger, singer, and influencer based in Los Angeles.

### Why are we working with them?:

Margo Zelle has attended the Newport Beach Film Festival Irish Spotlight for many years, and we have always loved working with her. As a long-time partner based in OC and an influencer with a decent following, she was one of the first on the contact list.

### Size of Social Media as of (12/9/2025):

Instagram: 17k

Facebook: 7.2K

TikTok: 59.1k

### What are they doing for the event?:

They posted five times for the Irish Spotlight, with posts going up on October 3rd, 5th, 12th, and 19th.

### What are we doing for them?:

The Irish Spotlight Team provided a free ticket and a "Thank you" post.

### Special Notes:

Margo doesn't always respond quickly, so messages may need to be resent or reminders may have to be given. She responds more quickly to Instagram DMs than she does to emails, and she doesn't respond to calls. She also posts only to her story, not to her feed. We were able to meet briefly at the event, and she was extremely sweet. As a young artist and influencer, she is extremely busy, so please send things ahead of time and remind her the day before, and she will gladly do it.

# Confirmed (Cont.)

## Margo Zelle S/P/S Agreement

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: Margo Zelle  
EMAIL: margo@margozelle.com  
PHONE: (361) 945-4020

EVENT: 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- Five (5) social media posts promoting the NBFF Irish Spotlight
  - o Save the Date - ASAP
  - o 2 weeks prior - Sunday, October 5
  - o 1 week prior - Sunday, October 12
  - o Day of event - Sunday, October 19
  - o Event recap - after the event

SPOTLIGHT TO PROVIDE:

- One (1) free ticket to the film screening of the partner's choice
- "Thank you" post on Irish Spotlight Instagram and Facebook

Sponsor/Partner Representative: Margo (Margo Zelle) Neuberger

Spotlight Event Representative: **Sofia Johnson**

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Confirmed

## Conradh na Gaeilge Los Angeles



**Full Name of Organization:** Conradh na Gaeilge Los Angeles

**Website:** [Conradh na Gaeilge Los Angeles Website](#)

**Contact Person:** Caitriona Weafer

**Phone Number:** (818) 642-3814

**Email:** cnaglosangeles@gmail.com

**Address:** N/A

**Type of Organization:** Cultural

**Team Contact Name/Number:** Sofia Johnson | (949) 697-1945

**Status:** Confirmed

### Full Description of Organization:

Conradh na Gaeilge (aka The Gaelic League) is a cultural organization that is dedicated to preserving and promoting the Irish language and culture. Conradh na Gaeilge has an LA branch with which the Irish Spotlight has worked with before. Conradh na Gaeilge Los Angeles offers Irish language classes online and a community for those wanting to connect to their Irish roots.

### Why are we working with them?:

Conradh na Gaeilge Los Angeles is a cultural and language organization. Not only do they have connections to people with Irish roots, but they also have members who speak the Irish language. One of the films showing, *Báite*, was in Irish, so they were a great asset this year.

### Size of Social Media as of (12/09/2025):

Instagram: 230

Facebook: 1.3k

# Confirmed (Cont.)

## Conradh na Gaeilge Los Angeles

### What are they doing for the event?:

Conradh na Gaeilge Los Angeles added our event information to their newsletter, promoting specifically Báite, the Irish language film. They posted on our behalf on Facebook on October 12th and October 17th, and on Instagram on October 13th. They also brought some Irish language pamphlets to the theatre.

### What are we doing for them?:

The Irish Spotlight provided two free tickets to Báite, a discount code for the newsletter, and a "Thank you" post on Instagram and Facebook.

### Special Notes:

The details for Conradh na Gaeilge Los Angeles from Spring 2025 were outdated, requiring research to obtain their current contact information. I was able to find information for Cairíona Weafer, and she later connected me to Arge O'Neil. I would recommend starting communication early, as there is a significant lag between messages. Cairíona responds well to phone calls, but be sure to send a follow-up email with a summary of everything discussed and decided upon during the call as a reference. It's also easier to send an email with all the necessary content for posts and be very detailed and specific in communicating with them. It took over a month to get the contract signed or acknowledged. Cairíona was worried about it being legally binding. I explained that she doesn't need to sign it; the partnership agreement is just to make sure we are both on the same page. About two weeks later, we were able to continue with our deliverables, and she ultimately signed it. I met Cairíona at the Irish Spotlight event, and she was extremely sweet and lovely to work with despite the initial confusion. We talked for a while at the after-party at Muldoon's, and she is a wonderful person.

# Confirmed (Cont.)

## Conradh na Gaeilge Los Angeles S/P/S Agreement

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: Conradh na Gaeilge Los Angeles (Gaelic League LA)  
CONTACT: Caitríona Weafer  
EMAIL: cnaglosangeles@gmail.com  
PHONE: (818) 642-3814

EVENT: 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- One (1) time through your newsletter
- 1 week prior - Sunday, October 12, on Facebook
- Two (2) days before the event - Friday, October 17, on Facebook
- One (1) time on Instagram
- Irish language pamphlets for the spotlight event

SPOTLIGHT TO PROVIDE:

- Two (2) free tickets to the film screening of the partner's choice
- Discount code for newsletter
- "Thank you" post on the Irish Spotlight's Instagram and Facebook page

Sponsor/Partner Representative: *Vincent Weafer*

Spotlight Event Representative: Sofia Johnson

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Confirmed

## The Celtic Bar Association of Orange County



**Full Name of Organization:** The Celtic Bar Association of Orange County

**Website:** [Celtic Bar Association of Orange County Website](#)

**Contact Person:** Ryan Pinkney

**Phone Number:** (714) 907-1021

**Email:** ryan@ryanpinkneylaw.com

**Address:** N/A

**Type of Organization:** Business

**Team Contact Name/Number:** Sofia Johnson | (949) 697-1945

**Status:** Confirmed

### Full Description of Organization:

The Celtic Bar Association of Orange County is a legal group that brings greater awareness of Celtic culture and history within the OC legal community.

### Why are we working with them?:

The group holds monthly meetings at Muldoon's Irish Pub, which is also the venue for our after-party. Many members are local residents or have a strong connection to the area, with Irish and Celtic heritage. This background makes them excellent partners to collaborate with.

### Size of Social Media as of (12/09/2025):

Instagram: 34 (just created in the fall)

Facebook: 383

### What are they doing for the event?:

They highlighted a promotion in their newsletter about the Irish Spotlight event and the films being showcased.

### What are we doing for them?:

The Irish Spotlight offered discount codes in their newsletter and partnered on Instagram and Facebook posts.

### Special Notes:

Ryan Pinkney was a pleasure to work with. He responds quickly to emails and phone calls. Since they are a smaller group, they don't have a wide reach, but it is still beneficial to engage in cross-promotion with them since they are based in Orange County.

# Confirmed (Cont.) The Celtic Bar Association of Orange County S/P/S Agreement

## The 25th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Celtic Bar Association of Orange County  
**CONTACT:** Ryan Pinkney  
**EMAIL:** ryan@ryanpinkneylaw.com  
**PHONE:** (949) 691-5633

**EVENT:** 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- Promotion in their newsletter

**SPOTLIGHT TO PROVIDE:**

- discount code for newsletter
- partnered post on Irish Spotlight's Instagram and Facebook

**Sponsor/Partner Representative:**   
Ryan Pinkney, President, Celtic Bar Association

**Spotlight Event Representative:** Sofia Johnson

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863



# Confirmed

## Contemporary Irish Arts Center Los Angeles



**Organization:** Contemporary Irish Arts Center Los Angeles

**Website:** [Contemporary Irish Arts Center LA Website](http://ContemporaryIrishArtsCenterLA.com)

**Person to contact:** Matthew Nevin

**Number:** N/A

**Email:** Matthew@ciacla.com

**Address:** N/A

**Type of Organization:** Arts and Entertainment

**Student Contact:** Sydney Bantel | (714) 815-5880

**Status:** Confirmed

**Full Description of Organization:**

CIACLA is a non-profit 501(c)(3) arts organization that promotes Contemporary Irish Culture and helps local communities in Los Angeles through a transdisciplinary, diverse programme in collaboration with local and worldwide cultural connections.

**Size of Social Media as of 12/8/2025:**

Instagram: 2.7k  
 Facebook: 2.1K

**Why are we working with them?:**

Another nonprofit arts group that promotes Irish culture in Southern California is CIACLA. Our audience is their audience. We have worked with them before, and it was effective since they promoted the Irish Spotlight on their Instagram.

**What are they doing for the event?:**

One Post Exchange. Matthew will provide the post. We will post in February or March of 2026.

**What are we doing for them?:**

One Post Exchange. We provide Matthew with one post with the most engagement before October 19th, 2025

# Confirmed (Cont.)

## Contemporary Irish Arts Center Los Angeles

### Special Notes:

### Please HANDLE WITH CARE

After reconnecting with CIACLA, we got a strange response to our partnership agreement from Matthew. After reviewing a few email exchanges dating back to 2019, we discovered that there was some animosity on the CIACLA side, believing that our team was not doing much to support their event.

After digging through Instagram, we found that our team was promoting their events more than their team was. We attempted to set up a Zoom meeting, but Matthew was too busy to attend, so Gregg stepped in and did a 1-on-1 meeting with him. We agreed to do one post each; they posted for us on 10/13/25, and we will post for them in February/March of 2026 with a post provided to us. That is our only obligation to this S/P/S, and if we work them again, do not go beyond one post each.

**Spring Team, before connecting with this partner, please connect with Gregg to see if he would like to continue working with CIACLA for the 2026 event. We do have to post for his event per our 2025 agreement, but please speak to Gregg about any future partnerships.**

# Confirmed (Cont.)

## Contemporary Irish Arts Center Los Angeles

### S/P/S Agreement

**2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT**

**SPONSOR NAME:** Contemporary Irish Arts Center Los Angeles

**EMAIL:** matthew@ciacla.com

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- **One Post Exchange.** We provide Matthew with one post before October 19th 2025

**SPOTLIGHT TO PROVIDE:**

- **One Post Exchange.** Matthew will provide the post. We will post in February or March

Sponsor/Partner Representative: \_\_\_\_\_



Spotlight Event Representative: Sydney Bantel

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Confirmed

## House of Ireland



**Organization:** House of Ireland

**Website:** [House of Ireland Website](#)

**Person to Contact:** Erin Ratelle

**Number:** (619) 234-0739

**Email:** info@houseofireland.org

**Address:** 665 Pan American Rd W, San Diego, CA 92101

**Type:** Cultural/Educational

**Student Contact:** Sydney Bantel | (714) 815-5880

**Status:** Confirmed

### Full Description of Organization:

The House of Ireland is located in San Diego's historic Balboa Park and is dedicated to Irish Culture, language, and legacy through interactive displays and community events. It's a volunteer-run program which promotes frequent open houses, cultural exhibitions, school field trips, and special events to its local community.

### Size of Social Media as of (12/08/2025):

Instagram: 660

Facebook: 1.4k

### Why are we working with them?

Since the House of Ireland is a reputable cultural organization that actively supports Irish heritage, language, and community involvement in Southern California, we collaborate with them. Their presence in Balboa Park and their commitment to commemorating Irish traditions connect with our objective to enhance Irish culture at the Newport Beach Film Festival.

### What are they doing for the event?:

House of Ireland posted one post on their social media before our spotlight event, as well as put information about the event in their newsletter.

### What are we doing for them?:

We will do a post exchange with them, with House of Ireland providing the post for us to share.

# Confirmed (Cont.)

## House of Ireland

**Special Notes:**

They have a newsletter that goes out at the beginning of each month; however, they do not publish one during the summer and resume publication in September. If you are to send something to their newsletter, make sure it reaches them no later than mid-September so they can share it.

**Also, connect with them during the spring if there are any events we can share with them, since we did not receive anything to post during the Fall Semester.**

# Confirmed (Cont.)

## House of Ireland S/P/S Agreement

### The 25th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

#### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** House of Ireland

**EMAIL:** info@houseofireland.org

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

#### SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- One Post Exchange. We provide Erin with one post before October 19<sup>th</sup> 2025
- Erin Has provided the Spotlight in her Newsletter.

#### SPOTLIGHT TO PROVIDE:

- One Post Exchange. Erin will provide the post.

Sponsor/Partner Representative:



Spotlight Event Representative: Sydney Bantel

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Confirmed

## Kevin Ryan



**Full Name of Organization:** Kevin Ryan

**Website:** [Kevin Ryan Instagram](#)

**Contact Person:** Kevin Ryan

**Phone Number:** N/A

**Email:** kevin@kjrentertainment.com

**Address:** N/A

**Type of Organization:** Irish Actor

**Team Contact Name/Number:** Kenzie Madewell | (949) 444-1237

**Status:** Confirmed (ish)

### Full Description of Organization:

Kevin Ryan is an Irish actor based in Los Angeles, with a strong connection to the Irish-American and film communities in both Los Angeles and Dublin.

### Why are we working with them? :

Kevin has a large following on Instagram and can help reach a wide audience based in SoCal who are part of the Irish and film communities. We have not worked with him before, so he would be a great asset to our event and would help expose it to a new audience.

### Size of Social Media as of (11/21/2025):

Instagram: 46.3k

### What are they doing for the event?:

For our event, I sent Kevin a few graphics over Instagram direct messages. He posted them to his story, and we reshared them on ours. This happened a few times, and we got great exposure from his social media.

### What are we doing for them? :

On our end, we offered to post anything for him if he would like and to let us know. This is something the spring team will need to keep an eye out for in future partnerships.

# Confirmed (Cont.)

## Kevin Ryan

### Special Notes:

The reason I put Kevin under confirmed(ish) is that there was no formal agreement signed between the two of us. He was very responsive on DM, and I was able to send out a contract to him and his agent. However, they never got back to me via email, but he still posted for our event. He was out of the country filming in Ireland, so next year he might be able to attend our event in person. This could be a very beneficial relationship if handled correctly.

For the Spring team, reconnect with him via DM on Instagram and see if he would like to do a more formal partnership with our team. He would be a great asset to leverage to reach a new audience and spread the word about our event.

**NO FORMAL AGREEMENT**

# Confirmed

## Irish Arts and Entertainment



**Full Name of Organization:** Irish Arts and Entertainment

**Website:** [Irish Arts and Entertainment Website](#)

**Contact Person:** Jim McDonough

**Phone Number:** (951) 216 - 1493

**Email:** jmcdonough44@gmail.com

**Address:** N/A

**Type of Organization:** Newspaper

**Team Contact Name/Number:** Sandra Thach | (858) 395 - 0199

**Status:** Confirmed

### Full Description of Organization:

Irish Arts & Entertainment provides the Irish American community with a monthly digital magazine for viewers to discover everything surrounding Irish culture with an emphasis on arts and entertainment. Along with embedding a broad range of Irish interests, they specialize in listing local and regional Irish cultural events and performances

### Why are we working with them?:

Irish Arts & Entertainment serves to celebrate Irish culture which is in alignment with the centerpiece of the Irish spotlight. Through their magazine, we can reach our target audiences who are interested, who want to learn more, or have access to attend our event. Curated to pique the interests of their viewers, our event is on the same level scale.

# Confirmed (Cont.)

## Irish Arts and Entertainment

### Social Media Outreach:

Earlier in the Spring, our predecessor's team had reached out to him to discuss an exchange of promoting our event on a page of their magazine. Plus, discounted ticket codes to our event exclusively for their readers. I followed-up via email in September and continued to update him through phone calls and text. As a long-time supporter of the NBFF Irish Spotlight, Jim was very understanding about our time, moments when we needed to clarify with Gregg, and the run of the show. In addition to the magazine agreement, we asked for Jim to provide us a speaker to represent Irish Arts & Entertainment which he happily provided.

**Speaker Name:** Lorraine Chambers

**Email:** [lorraine92627@gmail.com](mailto:lorraine92627@gmail.com)

**Phone Number:** (949) 378 - 3912

### Size of Social Media as of (11/30/2025):

N/A

### What are they doing for the event?:

Promoting our event in their magazine, spreading word of our event plus details and information.

### What are we doing for them?:

Providing them a speaker the night of the event and discounted ticket codes to our event.

### Special Notes:

Jim really puts the effort in maintaining our relationship with the organization and has been extremely communicative through both email and text. If you have any pressing questions or details, the best way to reach him would be through a phone call. He prefers that being his point of contact after the initial email. He is super nice and has continued to be a reliable supporter. We do not have a partnership agreement from him, so make sure you get one for spring.

**NO FORMAL AGREEMENT**

# Confirmed

## Irish Abroad OC



**Full Name of Organization:** Irish Abroad OC

**Website:** [Irish Abroad OC Instagram](#)

**Contact Person:** Irish Abroad OC

**Phone Number:** N/A

**Email:** N/A

**Address:** N/A

**Type of Organization:** Social Media Account

**Team Contact Name/Number:** Sofia Johnson | (949) 697 - 1945

**Status:** Confirmed(ish)

### Full Description of Organization:

Irish Abroad OC is an account that re-posts all things related to the Irish language, media, arts, and events happening in Orange County.

### Why are we working with them?:

They share information about Irish events taking place in Orange County, which is helpful as we aim to connect with people in OC who have Irish roots.

### Size of Social Media as of (12/09/2025):

Instagram: 2.3k

### What are they doing for the event?:

They posted about the Irish Spotlight and the films that were being shown. They also added a link to the NBFF's page to buy tickets in their Linktree.

### What are we doing for them?:

They asked for nothing in return. They just like to post things for their community.

### Special Notes:

We communicated on Instagram DMs. We offered to post something in return, but since they mainly repost content, they declined. They are confirmed-ish since there was no signed partnership agreement, but they still posted on our behalf. **NO FORMAL AGREEMENT**

# Confirmed

## Irish Abroad OC



**Full Name of Organization:** The Big Irish Fair

**Website:** [The Big Irish Fair Website](#)

**Contact Person:** Griffin Healy

**Phone Number:** (310) 650-5875

**Email:** grifhealy41@hotmail.com

**Address:** N/A

**Type of Organization:** Cultural

**Team Contact Name/Number:** Natalyn Yang | 559-944-7779

**Status:** Confirmed(ish)

### Full Description of Organization:

The Big Irish Fair is a cultural/entertainment event celebrating Irish heritage, featuring music, dance, cultural displays, food, apparel, and more. As a public-facing fair, it can draw people interested in Irish culture, community events, and heritage celebrations.

### Why are we working with them?:

Since their audience overlaps with ours, people interested in Irish heritage, culture, and community events, partnering with them can help amplify outreach for our Spotlight event by tapping into their network of attendees. They have already established trust within the community and have gained visibility, making them a valuable promotional partner.

### Size of Social Media as of (12/09/2025):

N/A

### What are they doing for the event?:

Ask them to share our event flyer/information via their channels (Facebook event page, Instagram post or story).

### What are we doing for them?:

In return, we offered free and discounted tickets, as well as cross-promotion on our Spotlight accounts.

### Special Notes:

Griffin is no longer running the Big Irish fair, and informed me that he has retired. We would recommend reaching out in the Spring to see if they would be interested in working with us in the future. **NO FORMAL AGREEMENT**

# Confirmed

## Ireland in LA



**Full Name of Organization:** Ireland in LA

**Website:** [Ireland in LA Website](#)

**Contact Person:** Ella Taylor

**Phone Number:** N/A

**Email:** ella.taylor@dfa.ie

**Address:** Suite 1440 6300 Wilshire Boulevard Los Angeles, CA 90048

**Type of Organization:** Irish Consulate

**Team Contact Name/Number:** Natalyn Yang | 559 - 944 - 7779

**Status:** Confirmed(ish)

### Full Description of Organization:

Ireland in LA is the consulate that works closely with Ireland's Embassy and other state agencies to help promote Irish culture and develop and deliver economic growth and jobs for Ireland.

### Why are we working with them?:

As the consulate in Los Angeles they are one of the supporters who want to help promote and showcase Irish Culture all over Southern California. The NBFF is one of the few California coastal showcases that has a dedicated night to Irish culture and creativity. Thus both of our goals align well to celebrate Irish culture through film, arts and community connection.

### Size of Social Media (as of date):

Instagram: 3K

### What are they doing for the event?:

Initially agreed that we would cross promote online before and on the day of spotlight. The Consulate General attended and spoke before each of the movies.

### What are we doing for them?:

We cross-promoted on our social media accounts.

### Special Notes:

The organization initially responded, and a Zoom meeting was held to discuss cross-promotion efforts, including online promotion and the offering of discount codes and complimentary tickets for the organization's affiliates. However, following the meeting, Ella did not respond despite multiple follow-up attempts. Despite these communication challenges, the organization and its affiliates still shared posts on their social media platforms, attended the event, and showed support for the spotlight. They are listed as confirmed-ish since there was **NO FORMAL AGREEMENT**.

# Confirmed

## The Irish Outreach Center



**Organization:** Irish Outreach Center

**Website:** [Irish Outreach Center Website](#)

**Person to contact:** Cathay Ward

**Phone number:** (619) 291-1630

**Email:** [help@irishoutreachcenter.org](mailto:help@irishoutreachcenter.org)

**Address:** 2725 Congress Street, Suite 2G, San Diego, CA 92110

**Type of Organization:** Media/Newsletter

**Student Contact:** Sydney Bantel | (714) 815-5880

**Status:** Confirmed(ish)

### Full Description of Organization:

The Irish Outreach Center, a non-profit, supports the Irish community in San Diego and Southern California. Since 1999, they continue to assist recent immigrants, families, the elderly, and those of Irish origin with services ranging from immigration and legal aid to counseling and social integration. They work together with partners to build a strong sense of community via cultural, social, and humanitarian initiatives that honor Irish heritage.

### Size of Social Media as of (12/08/2025):

Instagram: 612

Facebook: [4.5K](#)

# Confirmed (Cont.)

## The Irish Outreach Center

### Why are we working with them?

The Irish Outreach Center and the Irish Spotlight both focus on preserving and celebrating Irish culture, making this a great opportunity to work together. Both organizations establish an area where Irish Americans may interact, honor their culture, and get a flavor of Ireland in California.

### What are they doing for the event?

Cathay did not sign the partnership agreement, but she did publish a "save the date" in her newsletter 2 weeks before the event.

### What are we doing for them?:

Cathay did not sign her agreement; however, she did follow through with her end of the deal. We have her a \$5 discount code for her newsletter subscribers, her brochures to be handed out at the event, and we posted a thank you post on our Instagram and Facebook.

### Special Notes:

Cathay prefers to communicate through phone calls rather than emails. We recommend following up with an email after phone calls to confirm and have a record of what was discussed. She is very kind and has worked with us in the past. She did not sign an agreement, so make sure she does for the next event.

**NO FORMAL AGREEMENT**



No Response



# No Response

## Shahira Barry



**Full Name of Organization:** Shahira Barry

**Website:** [Shahira Barry Instagram](#)

**Contact Person:** Shahira Barry

**Phone Number:** N/A

**Email:** N/A

**Address:** N/A

**Type of Organization:** Influencer

**Team Contact Name/Number:** Kenzie  
Madewell | (949) 444-1237

**Status:** No Response

### Full Description of Organization:

Shahira is an Irish influencer who is living in Los Angeles. She has a large Instagram following and could help expose our event to new eyes.

### Why are we working with them? :

Shahira has a large following and can help bring in a younger audience to the event that influencers tend to bring. Not to mention, she has a large social media following which would be great to help promote our event.

### Size of Social Media as of (12/9/2025):

Instagram: 100k

### What are they doing for the event?:

N/A

### What are we doing for them? :

N/A

### Special Notes:

Both Spring and Fall 2025 have reached out to Shahira, but she has not responded. While she might be a great asset, given the lack of response, it might be time to find another influencer to partner with for our event.

# No Response

## Emer Kinsella



**Full Name of Organization:** Emer Kinsella

**Website:** [Emer Kinsella Instagram](#)

**Contact Person:** Emer Kinsella

**Phone Number:** N/A

**Email:** N/A

**Address:** N/A

**Type of Organization:** Musician

**Team Contact Name/Number:** Kenzie Madewell | (949) 444-1237

**Status:** No Response

### Full Description of Organization:

Emer is a composer, violinist, and immersive performer who is based out of Los Angeles and has connections to the Grammy and music industry in LA.

### Why are we working with them? :

Emer is well-connected in the Irish-American Community here in Los Angeles and in the music industry. Having them as part of our event would bring in a new audience.

### Size of Social Media as of (12/9/2025):

Instagram: 3.8k

### What are they doing for the event?:

N/A

### What are we doing for them? :

N/A

### Special Notes:

Both Spring and Fall 2025 have reached out to Emer, but they have not responded. While they might be a great asset, given the lack of response, it might be time to find another person to partner with for our event.

# No Response

## Adventures in Orange County



**Full Name of Organization:** Adventures in Orange County

**Website:** [Adventures in Orange County Website](#)

**Contact Person:** Joceline

**Phone Number:** N/A

**Email:** [joceline@adventuresinoc.com](mailto:joceline@adventuresinoc.com)

**Address:** N/A

**Type of Organization:** Influencer/Blog

**Team Contact Name/Number:** Bryce Busby | (925) 350-1748

**Status:** No Response

**Full Description of Organization:**

Adventures in OC is run by Joceline, who explores family fun, events, dining, and more in Orange County. She posts reels going around beautiful Orange County to influence audiences and share fun experiences with her viewers.

**Why are we working with them? :**

We attempted to work with Adventures in OC to promote our Irish Spotlight as another fun event for Orange County residents to explore.

**Size of Social Media as of (11/30/2025):**

Instagram: 23.8K followers

Facebook: 47 followers

**Special Notes:**

Adventures in OC never responded to my emails attempting to set up a partnership. However, Joceline still posts almost daily on her Instagram account, so she most likely was not interested in participating. We would recommend reaching out again just in case.

# No Response

## Ireland Week



**Full Name of Organization:** Ireland Week

**Website:** [Ireland Week Website](#)

**Contact Person:** Buzz Neil-Maxwell

**Phone Number:** N/A

**Email:** [buzz@irelandweek.com](mailto:buzz@irelandweek.com)

**Address:** N/A

**Type of Organization:** Arts, Culture, and Tech Festival

**Team Contact Name/Number:** Bryce Busby | (925) 350-1748

**Status:** No Response

**Full Description of Organization:**

Ireland Week is LA's biggest Irish arts, culture, and tech festival, celebrating traditional Irish culture. Aimed at connecting modern Ireland through music, theater, comedy, family sports days, and more.

**Why are we working with them?:**

We attempted to work with Ireland Week because we have a common goal of showcasing and connecting Irish culture.

**Size of Social Media as of (11/30/2025):**

Instagram: 1,912 followers

Facebook: 2k followers

**Special Notes:**

Ireland Week never responded to my emails. However, I believe they never replied because the last mention of Ireland Week was from May 5th to 13th, 2024. I do not believe that Ireland Week continues to operate as a festival or at all.

# No Response

## Rose Academy of Irish Dance



**Full Name of Organization:** Rose Academy of Irish Dance

**Website:** [Rose Academy of Irish Dance Website](https://www.roseacademyofirishdance.com)

**Contact Person:** Patricia Rose

**Phone Number:** N/A

**Email:** [patricia.roseacademy@gmail.com](mailto:patricia.roseacademy@gmail.com)

**Address:** N/A

**Type of Organization:** Arts, Culture, and Tech Festival

**Team Contact Name/Number:** Bryce Busby  
| (925) 350-1748

**Status:** No Response

### Full Description of Organization:

The Rose Academy of Irish Dance is an Irish Dance institution that offers traditional Irish Dance lessons for boys, girls, and adults. Located in the Rancho Penasquitos area of San Diego, the Rose Academy strives to teach its students the highest level of Irish dance and culture from all experience ranges.

### Why are we working with them?:

We attempted to work with The Rose Academy of Irish Dance because we have a common goal of showcasing and connecting Irish culture.

### Size of Social Media as of (11/30/2025):

Instagram: 1,279 followers

Facebook: 912 followers

### Special Notes:

We received no response after attempting to contact The Rose Academy of Irish Dance. I believe this is because the academy is located unreasonably south of Newport Beach, and the distance from Orange County to San Diego would be too great for only a simple performance. I only received an automated response from The Rose Academy of Irish Dance and nothing further. We would have liked to hopefully either seen a performance from the academy's dancers or social media promotion.

# No Response

## Irish America Magazine



**Full Name of Organization:** Irish America Magazine

**Website:** [Irish America Magazine](#)

**Contact Person:** Mary Cucinell

**Phone Number:** N/A

**Email:** [maryc@irishamerica.com](mailto:maryc@irishamerica.com)

**Address:** N/A

**Type of Organization:** Magazine/Journalism

**Team Contact Name/Number:** Sandra Thach  
| (858) 395-0199

**Status:** No Response

### Full Description of Organization:

Irish America magazine is the leading national glossy publication of Irish interest in North America.

### Why are we working with them?:

Irish America Magazine highlights Irish culture in order to educate Irish Americans about their special heritage. They pursue celebrations of all Irish achievements within their publications which includes entertainment and film-related industries. With the themes of their magazines, NBFF Irish Spotlight would contribute as a huge indicator of Irish accomplishments to share throughout their audiences. As a magazine that rewards Irish celebrations, their ideals align with ours when it comes to giving a spotlight on Irish culture.

### Size of Social Media as of (11/30/2025):

Instagram: 3,143 followers

Facebook: 11k followers

### Special Notes:

No prior success in contact since the Fall 2024 team.

# No Response

## The Irish Center of Southern California



**Full Name of Organization:** The Irish Center of Southern California

**Website:** [The Irish Center of Southern California Website](#)

**Contact Person:** Bridget Hana

**Phone Number:** (310) 946-6386

**Email:** [info@irishcenter.org](mailto:info@irishcenter.org), [eirebt@yahoo.com](mailto:eirebt@yahoo.com) (personal),  
[irishcentersocal@gmail.com](mailto:irishcentersocal@gmail.com) (NEW)

**Address:** N/A

**Type of Organization:** Center, Newsletter

**Team Contact Name/Number:** Sandra Thach | (858) 395-0199

**Status:** No Response

### Full Description of Organization:

The Irish Center of Southern California, Inc. promotes Irish culture and supports our local Irish and Irish-American community. The primary aim of the Center is to acquire a multi-purpose facility including a theater, library, social hall, museum and meeting rooms. The facility will be used for lectures, concerts, socials, plays and classes in Irish music, language and dance. The Center hopes that the facility will provide a physical "center" for their community.

### Why are we working with them?:

The Irish Center of Southern California is established as an Irish-American community center based in Los Angeles, aiming to converge and unite Irish-Americans all across Southern California to gather together and celebrate their culture. They have garnered their target audiences through monthly newsletters highlighting events and opportunities for their readers to interact with their Irish heritage. As the Irish Spotlight, we can support the SoCal Irish community and extend the organization's goal by welcoming another space where Irish culture can be honored.

# No Response (Cont.)

## The Irish Center of Southern California

**Size of Social Media as of (11/30/2025):**

N/A

**What are they doing for the event?:**

N/A

**What are we doing for them?:**

N/A

**Special Notes:**

We would recommend checking their website as their last newsletter seems to have been sent out in 2021. Also, try to contact them through their new email. The email on the outreach log was out of date but previous correspondence seems to have been made through the personal email attached, so make sure to communicate through that one as well.

# No Response

## Setanta Gaelic Football and Surf Club



**Full Name of Organization:** Setanta Gaelic Football & Surf Club

**Website:** [Setanta Gaelic Football & Surf Club Website](#)

**Contact Person:** N/A

**Phone Number:** N/A

**Email:** N/A

**Address:** N/A

**Type of Organization:** Sports Club

**Team Contact Name/Number:** Natalyn Yang | (559) 944-7779

**Status:** No Response

### Full Description of Organization:

This club is intended for individuals interested in Gaelic football (an Irish sport) and surfing, combining athletic and cultural community. This club attracts people of Irish decent of those who are interested in Irish culture and sports.

### Why are we working with them?:

Their members likely overlap with our target demographic. A partnership with this club could help spread the word about our event and cross-promote over social media. Also, involving a sports/social club lends a social credibility to our Spotlight event, making them appeal not only culturally but also socially.

### Size of Social Media as of (12/09/2025):

N/A

### What are they doing for the event?:

N/A

### What are we doing for them?:

N/A

### Special Notes:

Both the Spring and Fall semesters have attempted to reach out with no response.

# No Response

## The Irish Herald



**Full Name of Organization:** The Irish Herald

**Website:** [The Irish Herald Website](#)

**Contact Person:** Sean Canniffe

**Phone Number:** (415) 609-1860

**Email:** [editor@irish-herald.com](mailto:editor@irish-herald.com)

**Address:** The Irish Herald 223 Victoria Road Burlingame, CA 94010

**Type of Organization:** News organization

**Team Contact Name/Number:** Natalyn Yang | (559) 944-7779

**Status:** No Response

### Full Description of Organization:

The Irish Herald covers Irish news, diaspora news, cultural events, and community happenings. As a media outlet, they publish news, event announcements, feature stories, and reach readers interested in Irish culture, community issues, and related topics.

### Why are we working with them?:

Media coverage with a relevant outlet can greatly expand reach of the Irish Spotlight especially among Irish communities, diaspora, and people interested in Irish culture. A media partner would lend to publicity, legitimacy, and may attract attendees beyond our personal networks.

### Size of Social Media as of (12/09/2025):

Facebook: 970

### Special Notes:

There was no response despite multiple email outreach attempts. The listed phone number is no longer in service, suggesting the organization may no longer be operating.

# No Response

## Celtic Arts Center of Southern California



**Organization:** Celtic Arts Center of Southern California

**Website:** [Celtic Arts Center of Southern California Website](#)

**Person to contact:** Tom Louie

**Number:** (323) 513-6284

**Email:** freepacific@gmail.com

**Address:** 5062 Lankershim Blvd. #3003 North Hollywood, CA 91601

**Type:** Entertainment/Community Arts

**Student Contact:** Sydney Bantel | (714) 815-5880

**Status:** No Response

### Full Description of Organization:

The mission of the Celtic Arts Center of Southern California is to preserve and promote Irish heritage in the visual arts, dance, music, and theater. It plays a crucial role in the Irish community in Southern California as a communal activity and educational venture that offers an opportunity for cultural interchange and personal growth as an arts organization.

### Size of Social Media as of (12/08/2025):

Instagram: 291

Facebook: 1K

### Why are we working with them?

The Irish Spotlight and the Celtic Arts Center of Southern California would benefit from partnering to promote Irish culture and heritage. Both organizations have deep community ties and cultural influence, which would help us reach a dedicated audience that shares a passion for Irish heritage and art.

### What are they doing for the event?

N/A

### Why are we working with them?:

N/A

### Special Notes:

We reached out to them this semester, but there was no response. We recommend reaching out to them in the future.

# No Response

## Gals that Brunch South OC



**Organization:** Gals that Brunch South OC

**Website:** [Gals that Brunch South OC Website](#)

**Person to contact:** Emsly-Jane

**Number:** N/A

**Email:** [emslyjane@gmail.com](mailto:emslyjane@gmail.com)

**Address:** N/A

**Type:** Women's Community Organization

**Student Contact:** Sydney Bantel | (714) 815-5880

**Status:** No Response

### Full Description:

Gals That Brunch is a global movement for women's communities that centers around the concept of brunch and creates spaces for support, connection, and belonging. Their objective is to create a "positive, authentic and empowering atmosphere" where women from all walks of life can meet, make friends, and find community in their city.

### Size of Social Media as of (12/08/2025):

Instagram: 2784

Facebook: 351

### Why are we working with them?

Given their strong platform and importance in community connection, they would be a great fit to bring another unique demographic to NBFF. Since they have an established network in South OC, especially with women and stay-at-home moms, it would allow us to get more people, especially families, to come to our event who are local to the area.

# No Response (Cont.)

## Gals that Brunch South OC

**What are they doing for the event?**

N/A

**What are we doing for them?**

N/A

**Special Notes:**

We've honestly messaged them several times. It looks silly. If you are going to message them, we recommend trying a different strategy. Try sending them a video of the NBFF, or articles informing them which celebrities will be attending. They may potentially enjoy that information. Try appealing to their interests. How can you make their sorority-like group appeal to the NBFF, specifically the Irish Spotlight? It would be great to bring in a new demographic to the Irish Spotlight.

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Declined

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# Declined

## The Friendly Sons of St. Patrick



**Full Name of Organization:** The Friendly Sons of St. Patrick

**Website:** [The Friendly Sons of St. Patrick Website](#)

**Contact Person:** Jim Kilgore

**Phone Number:** (619) 823-3533

**Email:** [jim.kilgore@cox.net](mailto:jim.kilgore@cox.net)

**Address:** N/A

**Type of Organization:** Cultural

**Team Contact Name/Number:** Sofia Johnson | (949) 697-1945

**Status:** Declined

### Full Description of Organization:

The Friendly Sons of St. Patrick is located in San Diego and is a community that hosts events and fundraisers for its members through social, cultural, athletic, and charitable activities.

### Size of Social Media as of (12/09/2025):

Instagram: 497

Facebook: 1.1k

### What are they doing for the event?:

N/A

### What are we doing for them?:

N/A

### Special Notes:

They declined, claiming that since they are in San Diego, their community wouldn't travel to Newport Beach for this event and therefore, it was "outside of their mission". May get a similar response in the future, but still might want to reach out just in case.

# Declined

## Irish Echo Newspaper



**Full Name of Organization:** Irish Echo Newspaper

**Website:** [Irish Echo Newspaper Website](#)

**Contact Person:** M Finch

**Phone Number:** (212) 482-4818

**Email:** [mfinch@irishecho.com](mailto:mfinch@irishecho.com)

**Address:** 165 Madison Avenue, Suite 200, New York, NY 10016

**Type of Organization:** Newspaper

**Team Contact Name/Number:** Bryce Busby | (925) 350-1748

**Status:** Declined

### Full Description of Organization:

The Irish Echo is an Irish American weekly Newspaper based in New York with a 50-state subscription base. The national tabloid distributes its papers every Wednesday in major American cities and online. Focused on Irish-related culture and community, the Irish Echo is the most widely read Irish American Newspaper in the United States.

### Why are we working with them?:

We attempted to work with the Irish Echo to help promote our Irish Spotlight. The Irish Echo and our NBFF Irish Spotlight both focus on showcasing Irish culture and heritage for Irish Americans to participate in. The Irish Echo could have informed audiences in the Southern California area about the opportunity to attend our Irish Spotlight.

### Size of Social Media as of (11/30/2025):

Instagram: 5,327 followers

Facebook: 9.1k followers

### What are they doing for the event?:

N/A

### What are we doing for them?:

N/A

# Declined (Cont.)

## Irish Echo Newspaper

### Special Notes:

After sending an email to the Irish Echo, I was promptly met with an automated response stating "Address not found." After receiving the automated response, I called the listed phone number. The receptionist who answered the phone informed me that there was no "M Finch" who worked at the Irish Echo, and they were not willing to partner with our Irish Spotlight. We had planned to do a cross-promotion for our event and the Irish Echo, but they declined somewhat respectfully.

When attempting to email the Irish Echo newspaper during Spring 2025, they also received an automated response stating "address not found." I recommend that the next Irish spotlight team still attempt to contact the Irish Echo, as they appear to be an incredibly established and prominent news outlet that can significantly benefit the spotlight's publicity. However, rather than trying to email the old email provided by previous teams, I recommend attempting to contact another individual listed on their website to establish a relationship or call.

# Declined

## CSUF Public Relations Student Society of America



**Full Name of Organization:** CSUF PRSSA

**Website:** [CSUF PRSSA Website](#)

**Contact Person:** Angela Wang

**Phone Number:** N/A

**Email:** N/A

**Address:** N/A

**Type of Organization:** Student Organization

**Team Contact Name/Number:** Natalyn Yang | (559) 944-7779

**Status:** Declined

### Full Description of Organization:

CSUF PRSSA is the student chapter of the national public relations organization. They offer students at CSU Fullerton opportunities to learn about PR, journalism, communications, and networking. They host events, workshops, and have access to social media channels and a student network.

### Why are we working with them?:

They can assist with promotion among university students by reaching younger audiences or students interested in culture and media. They may help with marketing, outreach, or organizing event-related communication.

### Size of Social Media as of (12/09/2025):

Instagram: 2,678

### What are they doing for the event?:

NA

### What are we doing for them?:

N/A

### Special Notes:

The spring class may want to reach out to the board and see if they are interested in working with us for the event next year.

# Declined

## Loyola Marymount University Irish Studies



**Loyola  
Marymount  
University**

**Full Name of Organization:** Loyola Marymount University Irish Studies

**Website:** [Loyola Marymount University Irish Studies](https://www.lmu.edu/irish-studies)

**Contact Person:** Victoria Graf

**Phone Number:** (310) 701-3417

**Email:** [victoria.graf@lmu.edu](mailto:victoria.graf@lmu.edu)

**Address:** Loyola Marymount University, Los Angeles, CA

**Type of Organization:** University / Academic Department / Cultural Studies

**Team Contact Name/Number:** Natalyn Yang | (559) 944-7779

**Status:** Declined

### Full Description of Organization:

Loyola Marymount University Irish Studies is an academic program managed by LMU focusing on Irish language, culture, literature, history, and diaspora studies. The program hosts lectures, cultural events, academic seminars, and community outreach, attracting students interested in Irish heritage or global studies.

### Why are we working with them?:

Partnering with an academic program may bring a younger audience to our Spotlight event. Their student body and faculty may have interest in Irish culture, giving us another channel to reach a more scholarly or culturally invested audience. Also, the program may be eager to collaborate on cultural events, boosting turnout and diversity of attendees.

### Size of Social Media as of (12/09/2025):

Instagram: 48.3k

Facebook: 48k

### Special Notes:

Victoria was contacted as a potential sponsor for the Spotlight and initially expressed strong interest. However, she requested that her organization's logo be included on Irish Spotlight promotional materials, such as flyers, and displayed at the event. Professor Gregg later informed me that the minimum cost for logo placement on promotional items would range from \$7,000-\$10,000. Due to these costs, the organization ultimately declined. We recommend contacting them in the future, as they showed initial interest.

# Declined

## Erin McLaughlin - The SoCal Gal



**Full Name of Organization:** Erin McLaughlin – The SoCal Gal

**Website:** [Erin McLaughlin Instagram](#)

**Contact Person:** Erin McLaughlin

**Phone Number:** N/A

**Email:** [hello@thesocalgal.com](mailto:hello@thesocalgal.com)

**Address:** N/A

**Type of Organization:** Influencer

**Team Contact Name/Number:** Natalyn Yang | (559) 944-7779

**Status:** Declined

### Full Description of Organization:

Erin McLaughlin is an Irish community advocate and influencer focusing on Irish community support. Erin films and posts travel and lifestyle content in Los Angeles and has a decent following on Instagram.

### Why are we working with them?:

Since Erin has a large following and is a trusted travel and lifestyle guide on social media, collaborating could help bring larger and more diverse communities to our event.

### Size of Social Media as of (12/09/2025):

Instagram: 150k

### What are they doing for the event?:

N/A

### What are we doing for them?:

N/A

### Special Notes:

Erin was contacted to explore the possibility of her participation as a potential S/P/S for the Spotlight, given her role as an Irish influencer with a large Instagram following. After several email discussions, she and her management ultimately declined, as they required a fee for cross-promotion.



# Photographers



# Photographers

## Salvatore Boschetti

**Full Name of Organization:** Salvatore Boschetti

**Website:** [Salvatore Boschetti Instagram](#)

**Contact Person:** Salvatore Boschetti

**Phone Number:** 786.402.4973

**Email:** studio.di.boschetti@gmail.com

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Salvatore is a student photographer who specializes in portraits, sports, and landscape photography. He has shot content for the Newport Beach Film Festival in addition to local LA and OC events.

### Why are we working with them?:

Salvatore has worked with the festival before and is an experienced photographer who reached out to us to work our event.

### Social Media Outreach:

Salvatore reached out to us via email after we posted the opportunity on our social media.

### Size of Social Media as of (11/30/25):

Instagram: 737 followers

### What are they doing for the event?:

Salvatore took hundreds of pictures for our event and edited a couple before sending them over for our all-access, unwatermarked use.

### What are we doing for them?:

Salvatore gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Salvatore likes working with the festival and is reliable with communication, as well as takes great photos, so please ask him to participate in next year's festival.

# Confirmed S/P/S Agreement Salvatore Boschetti

## The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Vista Di Salvatore  
**EMAIL:** [studio.di.boschetti@gmail.com](mailto:studio.di.boschetti@gmail.com)  
**PHONE:** (786)-402-4973

**EVENT:** 2025 Newport Beach Film Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: \_\_\_\_\_ Salvatore Boschetti \_\_\_\_\_

Spotlight Event Representative: \_\_\_\_\_ Sandra Thach \_\_\_\_\_

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Photographers

## Kyler Becite

**Full Name of Organization:** Kyler Becite

**Website:** [Kyler Becite Instagram](#)

**Contact Person:** Kyler Becite

**Phone Number:** (669) 274-8613

**Email:** kylerbecite@gmail.com

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Bryce Busby

**Status:** Confirmed

### Full Description of Organization:

Kyler is a student photographer who specializes in event photography. He has experience working in the music scene, capturing photos for Monster Energy's Up & Up College Music Festival and other festival experiences.

### Why are we working with them?:

Kyler is a personal friend of mine, and we also work together for Up & Up Music Festival. He is extremely professional and experienced in his work. I personally knew Kyler would excel at this role, and he was more than willing to come help us with our Irish spotlight.

### Size of Social Media as of (11/30/25):

Instagram: 1,897 followers

### What are they doing for the event?:

Kyler took hundreds of pictures for our event and edited a couple before sending them over for our all-access, unwatermarked use.

### What are we doing for them?:

Kyler gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Kyler most likely will not partner with next semester's Irish Spotlight since he was doing a personal favor for his friends. However, it never hurts to try to contact him and see if he is open to partnering again. He is one of the best photographers I know, and his work is only the highest quality; any event would be lucky to have him.

# Confirmed S/P/S Agreement

## Kyler Becite

The 25th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Kyler Becite  
**EMAIL:** kylerbecite@gmail.com  
**PHONE:** (669)274-8613

**EVENT:** 2025 Newport Beach Film Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: \_\_\_\_\_



Spotlight Event Representative: \_\_\_\_\_

Bryce Busby

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax-deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Photographers

## Amaya Perez

**Full Name of Organization:** Amaya Perez

**Website:** [Amaya Perez Instagram](#)

**Contact Person:** Amaya Perez

**Phone Number:** 661.400.8886

**Email:** amayacreative17@gmail.com

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Amaya is a student photographer who specializes in studio arts & photo communications. She has experience working for the festival, in addition to landscape and portrait photography.

### Why are we working with them?:

Amaya reached out to cover the festival and worked other events for the festival so we trust her imagery and understanding of the organization to capture it correctly.

### Social Media Outreach:

Amaya simply took pictures for our event without any social media partnership agreements.

### Size of Social Media as of (11/30/25):

Instagram: 176 followers

### What are they doing for the event? :

Amaya took hundreds of pictures for our event and edited a couple before sending them over for our all-access, unwatermarked use.

### What are we doing for them?:

Amaya gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

She can be hard to get a hold of and is best reached through social media, not email.

# Confirmed S/P/S Agreement Amaya Perez

## The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Amaya Perez  
**EMAIL:** amayacreative17@gmail.com  
**PHONE:** 661.400.8886

**EVENT:** 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED FOOTAGE FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- HANDS-ON EXPERIENCE IN THE EVENTS FIELD AND MATERIAL FOR THE VIDEOGRAPHER'S PORTFOLIO
- FREE ENTRY TO THE EVENT
- \$5 DISCOUNT CODE FOR FAMILY AND FRIENDS

**Sponsor/Partner Representative:** Amaya Perez

**Spotlight Event Representative:**

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax-deductible pursuant to IRS Sec. 501©3

# Photographers

## Branden Butler

**Full Name of Organization:** Branden Butler

**Website:** [Branden Butler Instagram](#)

**Contact Person:** Branden Butler

**Phone Number:** 562.665.4887

**Email:** brandenadambutler@csu.fullerton.edu

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Branden is a student photographer who specializes in portrait photography. He has experience working through his own photography business.

### Why are we working with them? :

He reached out to cover the event, and we wanted to give him a chance as we needed more photographers.

### Size of Social Media as of (11/30/25):

Instagram: 56 followers

### What are they doing for the event? :

Branden took hundreds of pictures for our event and edited a couple before sending them over for our all-access, unwatermarked use.

### What are we doing for them?:

Branden gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Branden would be open to working the festival again so he is a good contact to ask.

# Confirmed S/P/S Agreement

## Branden Butler

The 25th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: **Branden Butler**  
EMAIL: **brandenadambutler@gmail.com**  
PHONE: **5626654887**

EVENT: **2025 Newport Beach Film Festival**

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: **Branden Butler**

Spotlight Event Representative: \_\_\_\_\_Jessica Collins\_\_\_\_\_

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax-deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Photographers

## Laurine Allemon

**Full Name of Organization:** Laurine Allemon

**Website:** [Laurine Allemon Instagram](#)

**Contact Person:** Laurine Allemon

**Phone Number:** 657.319.6734

**Email:** laurine.allemon@csu.fullerton.edu

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Laurine is a student photographer who specializes in event photography. She has experience working through her own photography business.

### Why are we working with them?:

She reached out to cover the event, and we wanted to give her a chance as we needed more photographers. She is reliable and has a great camera for event photography.

### Size of Social Media as of (11/30/2025):

Instagram: 25 followers

### What are they doing for the event? :

Laurine took hundreds of pictures for our event and edited a couple before sending them over for our all-access, unwatermarked use.

### What are we doing for them?:

Laurine gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

She would be open to doing the event again and is worth asking for next year's event.

# Confirmed S/P/S Agreement Laurine Allemon

The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Laurine Allemon

**EMAIL:** laurine@allemon.com

**PHONE:** +1(657)319-6734

**EVENT:** 2025 Newport Beach Film Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: \_\_\_\_\_ Laurine Allemon 

Spotlight Event Representative: \_\_\_\_\_ Jessica Collins

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Photographers

## Isabel Martinez

**Full Name of Organization:** Isabel Martinez

**Website:** [Isabel Martinez Instagram](#)

**Contact Person:** Isabel Martinez

**Phone Number:** 909.512.2626

**Email:** zz-ismartinez@fullerton.edu

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Isabel is a student photographer who specializes in event photography. She has experience working through her own photography business.

### Why are we working with them?:

She is a close friend of Jessica's and did it for Jessica. She is reliable and has a great camera for event photography.

### Size of Social Media as of (11/30/25):

Instagram: 25 followers

### What are they doing for the event? :

Isabel took hundreds of pictures for our event and edited a couple before sending them over for our all-access, unwatermarked use.

### What are we doing for them?:

Isabel gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

She is **NOT** open to doing the event again unless Jessica attends.

# Confirmed S/P/S Agreement

## Isabel Martinez

The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

**2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT**

**SPONSOR NAME:** Isabel Martinez  
**EMAIL:** is.mart@outlook.com  
**PHONE:** (909) 512-2626

**EVENT:** 2025 Newport Beach Film Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: Isabel Martinez

Spotlight Event Representative: Jessica Collins

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Photographers

## Layo Vega

**Full Name of Organization:** Layo Vega

**Website:** [Layo Vega Instagram](#)

**Contact Person:** Layo Vega

**Phone Number:** N/A

**Email:** leonelvega494@gmail.com

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Bryce Busby

**Status:** Confirmed

### Full Description of Organization:

Layo is a student photographer who captures media recreationally, but he requested the opportunity for a more professional role so he can begin building his portfolio and establishing his professional credentials.

### Why are we working with them? :

Layo is a personal friend of mine who has been capturing media for a couple of years. We attempted to sign as many photographers as possible because, in previous years, some teams had an already limited number of photographers, who bailed at the last minute before their event. Layo captured media with Kyler to add to his professional portfolio.

### Size of Social Media as of (11/30/25):

Instagram: 1,329 followers

### What are they doing for the event? :

Layo took hundreds of pictures for our event and sent over all-access, unwatermarked images for our use.

### What are we doing for them?:

Layo gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Layo may want to consider working with the NBFF and/or the Irish Spotlight again to gain even more portfolio experience. He mentioned to me that he enjoyed his time and appreciated the opportunity to gain more professional photography experience.

# Confirmed S/P/S Agreement

## Layo Vega

**The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025**

**2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT**

**SPONSOR NAME:** Layo Vega  
**EMAIL:** leonelvega494@gmail.com  
**PHONE:** (650)281-3333

**EVENT:** 2025 Newport Beach Film Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS-CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: \_\_\_\_\_ Leonel Vega

Spotlight Event Representative: \_\_\_\_\_ Bryc Busby

\*Contributions may be tax-deductible pursuant to IRS Sec. 501(c)(3)

Newport Beach Film Festival Tax ID #33-0886863

**SPOTLIGHT TO PROVIDE:**

# Photographers

## Anthony Campa

**Full Name of Organization:** Anthony Campa

**Website:** [Anthony Campa Instagram](#)

**Contact Person:** Anthony Campa

**Phone Number:** N/A

**Email:** anthonyc2402@gmail.com

**Address:** N/A

**Type of Organization:** Photographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Anthony is a student photographer who captures media recreationally, but he requested the opportunity for a more professional role so he can begin building his portfolio and establishing his professional credentials.

### Why are we working with them? :

He reached out to cover the event, and we wanted to give him a chance as we needed more photographers. He is reliable and has a great camera for event photography and videography.

### Size of Social Media as of (11/30/25):

Instagram: 141 followers

### What are they doing for the event? :

Anthony took hundreds of pictures and video clips for our event and sent over all-access, unwatermarked images for our use.

### What are we doing for them?:

Anthony gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Anthony may want to consider working with the NBFF and/or the Irish Spotlight again to gain even more portfolio experience. He also captured videography content for us so he can either which was extremely helpful.

# Confirmed S/P/S Agreement Anthony Campa

The 25th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME: Anthony Campa  
EMAIL: anthonyc2402@gmail.com  
PHONE: (909) 630-4244

EVENT: 2025 Newport Beach Film Festival

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: \_\_\_\_\_



Spotlight Event Representative: \_\_\_\_\_ Jessica Collins

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

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# Videographers

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# Videographers

## Adrian Meza

**Full Name of Organization:** Adrian Meza

**Website:** [Adrian Meza Instagram](#)

**Contact Person:** Adrian Meza

**Phone Number:** N/A

**Email:** [adrian.phone.am@gmail.com](mailto:adrian.phone.am@gmail.com)

**Address:** N/A

**Type of Organization:** Videographer

**Team Contact Name/Number:** Sydney Bantel & Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Adrian is a videographer with experience in sports, film festival, and event videography. He has his own videography business.

### Why are we working with them? :

Adrian is a personal friend of Sydney's who was one of the first contacts she thought of when we were attempting to partner with videographers. Adrian's portfolio work is excellent at capturing our events and editing content into easily digestible social media content.

### Size of Social Media as of (11/30/25):

Instagram: 1,393 followers

### What are they doing for the event? :

Adrian captured B-roll throughout the duration of our event and also recorded every speech before the screenings.

### What are we doing for them?:

Adrian gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Adrian is likely to partner with NBFF or the Irish Spotlight again, as he was a personal friend who wanted to attend our event in addition to capturing videography for the Korean and Brazilian Spotlight. However, it never hurts to reach out and ask if he would be willing to participate again to capture the media. In the future, when creating a partnership agreement, I would recommend explicitly stating that we would like to also receive and edit video in addition to capturing footage.

# Confirmed S/P/S Agreement

## Adrian Meza

### The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

**2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT**

**SPONSOR NAME:** Adrian Meza

**EMAIL:** adrian.phone.am.@gmail.com

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

**EVENT:** 2025 Newport Beach Film Festival Irish Spotlight

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- **One Post Exchange.** We provide Matthew with one post before October 19th 2025

**SPOTLIGHT TO PROVIDE:**

- **Discount codes for friends and family**
- **Free entry to event**



Sponsor/Partner Representative: \_\_\_\_\_

Spotlight Event Representative: Sydney Bantel

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Videographers

## Logan Moore

**Full Name of Organization:** Logan Moore

**Website:** [Logan Moore Instagram \(Personal\)](#) & [Logan Moore Instagram \(Photography\)](#).

**Contact Person:** Logan Moore

**Phone Number:** N/A

**Email:** 12loganmoore@gmail.com

**Address:** N/A

**Type of Organization:** Videographer

**Team Contact Name/Number:** Bryce Busby

**Status:** Confirmed

### Full Description of Organization:

Logan is a student videographer who captures media for various events and edits short videos. He is also a part of Up & Up Music Festival, where he captures video content of our events and edits videos for social media.

### Why are we working with them? :

Logan is a personal friend of mine who was one of the first contacts I thought of when we were attempting to partner with videographers. Logan's portfolio work is excellent at capturing our events and editing content into easily digestible social media content.

### Size of Social Media as of (11/30/25):

Instagram: 1,815 followers

### What are they doing for the event? :

Logan captured B-roll throughout the duration of our event and also recorded every speech before the screenings.

### What are we doing for them?

Logan gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Logan is unlikely to partner with NBFF or the Irish Spotlight again, as he was a personal friend who wanted to attend our event. However, it never hurts to reach out and ask if he would be willing to participate again to capture media. In the future, when creating a partnership agreement, I would recommend explicitly stating that we would like to also receive and edit video in addition to capturing footage.

# Confirmed S/P/S Agreement Logan Moore

## The 25th Annual Newport Beach Film Festival - October 17<sup>th</sup> - 24<sup>th</sup>, 2025

### 2025 SPONSORSHIP/PARTNERSHIP AGREEMENT NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

**SPONSOR NAME:** Logan Moore  
**EMAIL:** 12loganmoore@gmail.com  
**PHONE:** (925)453-9728

**EVENT:** 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED FOOTAGE FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- HANDS-ON EXPERIENCE IN THE EVENTS FIELD AND MATERIAL FOR THE VIDEOGRAPHER'S PORTFOLIO
- FREE ENTRY TO THE EVENT
- \$5 DISCOUNT CODE FOR FAMILY AND FRIENDS

**Sponsor/Partner Representative:** Logan Moore \_\_\_\_\_

**Spotlight Event Representative:** Bryce Busby \_\_\_\_\_

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

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Newport Beach Film Festival Tax ID #33-0886863

# Videographers

## Devin Lim

**Full Name of Organization:** Devin Lim

**Website:** [Devin Lim Instagram](#)

**Contact Person:** Devin Lim

**Phone Number:** N/A

**Email:** [devinlim5@csu.fullerton.edu](mailto:devinlim5@csu.fullerton.edu)

**Address:** N/A

**Type of Organization:** Videographer

**Team Contact Name/Number:** Jessica Collins

**Status:** Confirmed

### Full Description of Organization:

Devin is a videographer with experience in sports, film festivals, and personal cinematic videography. He has his own videography business.

### Why are we working with them? :

Devin reached out to cover the event. Devin's portfolio work is excellent at capturing our events and editing content into easily digestible social media content.

### Social Media Outreach:

Devin was solely responsible for capturing media at our event, with social media partnership to create an event recap video for the Instagram page after the event. He was added as a collaborator for his own recap video.

### Size of Social Media as of (11/30/25):

Instagram: 169 followers

### What are they doing for the event?:

Devin captured B-roll throughout the duration of our event and also recorded every speech before the screenings.

### What are we doing for them?:

Devin gained portfolio experience and received complimentary entrance to our event and after-party at Muldoon's Irish Pub.

### Special Notes:

Devin is likely to partner with NBFF or the Irish Spotlight again, as he was someone who wanted to attend our event. However, it never hurts to reach out and ask if he would be willing to participate again to capture media. In the future, when creating a partnership agreement, I would recommend explicitly stating that we would like to also receive and edit video in addition to capturing footage.

# Confirmed S/P/S Agreement

## Devin Lim

### The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

**2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT**

**SPONSOR NAME:** Devin Lim  
**EMAIL:** devinlim5@csu.fullerton.edu  
**PHONE:** N/A

**EVENT:** 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

**SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):**

- ALL-RIGHTS CLEARED UNWATERMARKED FOOTAGE FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

**SPOTLIGHT TO PROVIDE:**

- HANDS-ON EXPERIENCE IN THE EVENTS FIELD AND MATERIAL FOR THE VIDEOGRAPHER'S PORTFOLIO
- FREE ENTRY TO THE EVENT
- \$5 DISCOUNT CODE FOR FAMILY AND FRIENDS

**Sponsor/Partner Representative:** Devin Lim

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Location Selection

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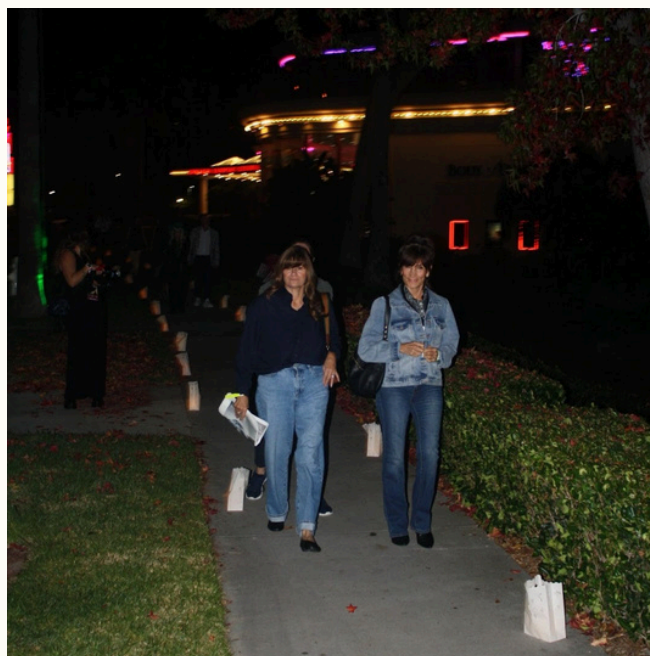


# Venue Layout

The physical layout of the Newport Beach Film Festival's Irish Cultural Day is expansive, yet thoughtfully designed to encourage interaction and audience engagement. Upon arrival, guests enter through the theater's primary driveway and proceed toward the main entrance, where the red carpet and step-and-repeat backdrop are prominently positioned. Members of the media line both sides of the carpet, and as special guests arrive, the natural flow of the event guides attendees toward the secondary entrance.

Beyond this entrance, guests encounter a volunteer check-in area, along with escalators leading to Auditoriums four through six, where three of the four Irish cultural film premieres are screened. At this level, the concessions stand remains fully staffed, offering refreshments throughout the screenings.

Following the film premieres, guests exit through a third access point adjacent to the auditoriums, leading them onto a sidewalk path toward Muldoon's Irish Pub. The walk is approximately two minutes and is illuminated by candlelight, creating a warm transition from theater to after-hours festivities.



# Venue Layout (Cont.)

Upon entering Muldoon's, guests are welcomed through the pub's grand entrance and into the central patio area, where live Irish music by Craic in the Stone enhances the inviting and celebratory atmosphere. To the left of the patio, a private room hosts the official Irish Afterparty, complete with a cash bar, catered small bites, and intentionally limited seating to encourage social interaction.

Outside the main entrance to Muldoon's, a staircase leads VIP guests to an upper-level lounge. This exclusive space features its own dedicated bar and provides a relaxing viewpoint from which VIP attendees can unwind and enjoy the afterparty experience in a more intimate setting.



# Flow of The Night Schedule

For Fall 26' it is crucial to have a clear, concise plan of their important night a week in advance. This is to ensure there is no confusion amongst team members and all materials and decorations are secured upon arrival. The two classes leading up to the big night, Gregg will discuss all the materials needed, such as leaf blowers and lanterns to decorate the pathway from Muldoon's to the theatre, as well as decorations like flags and candles to decorate the backroom of Muldoon's. At least two people will need to pick up these materials at \_\_\_\_\_. Team leads will need to set a time that all team members are expected to arrive before the event begins, and this time must be honored. It is not a good look when photographers and videographers arrive before team members do. Team leads will also need to divide the team into two groups beforehand, with one group stationed at the theatre and the other at Muldoon's, setting up. Team leads should also divide up responsibilities so that there is no confusion and people are not just standing around. Once Muldoon's is done setting up, everyone will reconvene at the theatre.

This year, Fall 25' decided to meet at the theatre two hours before the event began. Upon arrival, team members will be given their badges. During prep, those stationed at the theatre will be ensuring everything is in order with videographers and photographers, staff members and NBFF interns, and making the actors and directors comfortable. Those stationed at Muldoon's will set up flags and decorations in the back room and working with the owner to make sure everything is okay. Before the event, I would contact the owner to ensure they're aware of the planned decorations, as there was a miscommunication during Fall '25 that delayed setup.

Once the event begins, team members will greet guests, actors, and directors in front of the theatre, where the backdrop and carpet are located. This is when people will begin to take photos in front of the wall, and interviews conducted by the social media team take place. There will be some downtime to take photos yourself and with friends as the McNulty Dance School prepares for their performance, downstairs on the right side of the theatre. Once it is time, team members will escort guests up the stairs to check in with staff waiting at the top and then proceed to view the performance once inside. After that, guests will attend their showtimes, while team members set up the lantern walkway and take some downtime. Once the showings are over, team members will communicate to all attendees to make their way over to Muldoons, following the lantern-lit path. From then on, everyone enjoys themselves, with great food and live music. Also, at least two people will need to guard the upstairs area of Muldoon's, as it is a VIP area and only accessible to those with wristbands. Team members should rotate out every 30 minutes. Finally, about 20 minutes before Muldoon's closes at 11:00 pm, you and your team members should start cleaning and packing up. It took Fall 25' around an hour to close out.

The overall atmosphere is not as stressful once you are at the event and carrying out the step-by-step plan mapped out in the past plans. All your hard work leading up to the event will show for itself, and you will enjoy yourself and some good food at Muldoon's later. Have fun!

# Look for Your Evening

An evening at the Newport Beach Film Festival calls for a look that's elevated, polished, and something that fits the event's sophisticated yet coastal-cool atmosphere. The dress code leans toward formal or business-casual, giving you the freedom to feel comfortable while still looking refined and camera-ready.



## For Women:

Cocktail dresses are the standout recommendation for the night. Think elegant dresses that hit around the knee or ankle. Mid-calf. A chic midi or modern mini can also feel appropriate depending on the design. Fabrics like satin or a subtle shimmer elevate the look without feeling overly formal. Colors can range from timeless blacks to softer colors inspired by Newport's beachside setting, such as navy, champagne, or sunset corals.

Accessories should complement rather than overwhelm. A structured bag, simple jewelry, and natural makeup is recommended. When it comes to footwear, heels are classic, but dressy sandals are equally appropriate especially for an event with a Southern California vibe. Just make sure they're refined and comfortable enough to carry you through photos, setting up, mingling, and walking around the venue.

Hair and makeup can be glamorous but shouldn't feel overly dramatic. Soft waves, sleek ponytails, or elegant updos pair beautifully with cocktail attire. Makeup that glows under event lighting. Think subtle highlight, defined eyes, and a refined lip strikes the perfect balance.

# Look for Your Evening (Cont.)

## For Men:

Men should aim for a look that blends sophistication with ease. A dress shirt paired with a jacket is the foundation. You can choose a classic blazer or a more fashion-forward tailored jacket; something that feels intentional but not overly formal. Solid colors such as charcoal, navy, or black work well, though textured fabrics or subtle patterns add personality without looking out of place.

A tie is not necessary. A crisp shirt with an open collar can feel modern and appropriately relaxed for Newport's coastal glamour. Pair this with well-fitted dress pants.

Footwear matters more than many realize: nice dress shoes such as loafers complete the outfit. Make sure they are polished and in good condition but are comfortable. Belts and accessories should match the overall tone of the outfit; understated is best.

## The Overall Vibe:

The Newport Beach Film Festival is stylish but not intimidating. Think "effortlessly refined" rather than "ultra-formal." Guests should look polished and put together, but still relaxed enough to enjoy a night of film, conversation, and celebration. Choose pieces that reflect your personality while staying within the elegant, business-casual-to-formal range. The goal is to look like you belong on the red carpet, even if the mood is a little more coastal chic than black-tie glamour.



# Suggestions for Better Use of Space

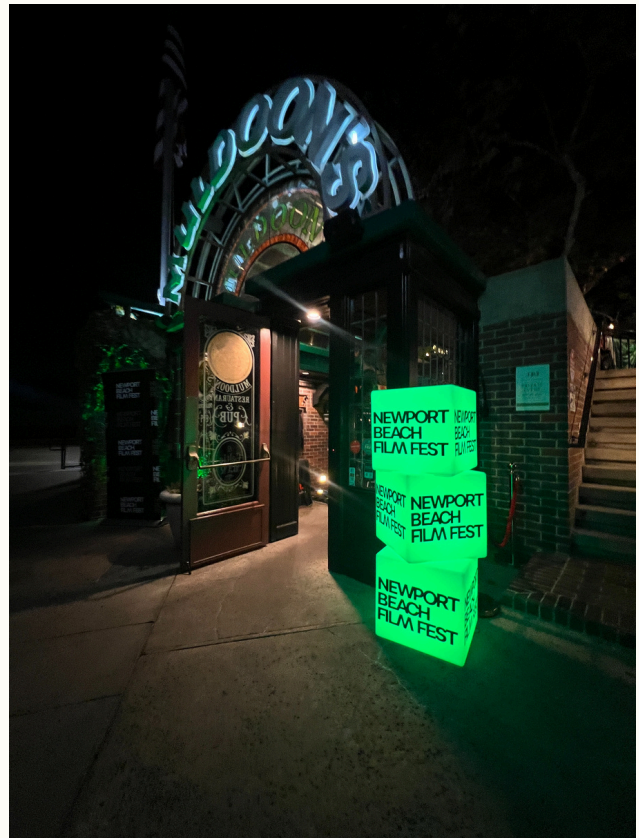
Overall, the layout of the NBFF Irish Spotlight is close to perfect. However, there are a few key areas that could be improved upon for future semesters to refine the event's flow. Initially, a simple solution that would significantly enhance the flow of the red carpet would be music. For this year's Irish Spotlight, the red carpet was moved outside to the front of the Big Edward Newport Theater. After discussing with Gregg, we all agreed as a team that this was a significant improvement for the placement of the red carpet. In previous years' spotlights, the red carpet was located directly at the bottom of the escalator's descent inside the theater's lobby. However, because the red carpet was now located outside, there was a painfully obvious lack of ambiance. A simple speaker playing traditional Irish tunes placed outside would solidify the space as the main entrance and beginning of our Irish Spotlight. We noticed that guests were often confused upon arrival due to the lack of a welcoming environment, with only group members and photographers present.

Furthermore, without the red carpet at the bottom of the escalators, the main lobby became the stage for the McNulty School of Irish Dance to perform. The fifteen-minute performance started promptly at 5:30 and welcomed guests as they descended the escalators to enter their respective show in one of three theaters. Guests were thrilled to see the performance and hear traditional Irish music; however, the bottom of the escalators soon became extremely crowded. Guests, group members, and volunteers struggled to get from the escalators to the concession booth, bathrooms, and theaters. I would recommend that future spotlights move the performance either back closer to concessions or to rope off the area that the dancers were using as a "stage." Guests were concerned about walking across the lobby because there was no clear line defining the space required for the dancers to perform. To my surprise, along with my other group members, the dancers came significantly further out than initially expected, creating a cramped and crowded space against the wall where the audience was both viewing the performance and shuffling through the crowd to get from one side of the theater to the other.

The afterparty at Muldoon's was chaotic to say the least. While I believe the addition of a photobooth adds a fun, interactive element for guests to experience while at the afterparty, the location was subpar. If the next spotlight wishes to partner with a photobooth service, we also highly recommend avoiding Photobooth Squared for the reasons previously mentioned. However, I believe that if a photobooth is placed inside the bar, it would not only be utilized more by guests, but would also add to the environment we wanted to create during our afterparty. Most guests entered Muldoon's and did not leave the main building until they were heading home for the night. The photobooth was used by a very limited number of individuals, mostly because it was out of sight and out of mind for most guests. The photobooth has been set up inside in previous year's spotlights, but Mary, the owner of Muldoon's, requested we put it outside this year to test out the location. Upon your arrival, discuss with Mary what she would like to do, but try to recommend that we place the photobooth somewhere inside the venue to maximize its use.

## Suggestions for Better Use of Space (Cont.)

Finally, this year, Muldoon's allowed the NBFF to use their newly renovated upstairs private suite. The entrance to the private suite was located directly to the right of the main bar entrance, up the stairs. Team members and NBFF Interns were stationed at the bottom of the stairs to escort qualified VIPs and guests up. The suite was intended to be exclusively for the spotlight's featured filmmakers, actors, their families and friends, and select S/P/S. However, we quickly ran out of VIP wristbands, and VIP guests were requesting to bring up anyone and everyone they knew. NBFF interns requested access to the exclusive space, in addition to the guests who were simply interested in seeing the new space, which created a complicated entry system for the team members who were stationed at the bottom. Overall, the upstairs space can be a major privacy bonus for our spotlight filmmakers during the afterparty; however, a strict list of wristbands needs to be handed out to VIP members, accompanied by very strict entry rules. Especially before guests begin consuming alcoholic beverages, to avoid even further confusion.





# Appendix





# Timeline of Our Event

Time	Description
3:45 pm	ALL PHOTOGRAPHERS + VIDEOGRAPHERS ARRIVE
4:00 - 4:30 pm	Event check-in, badge pickup, test shots + equipment setup (Irish Spotlight Team group photo)
4:30 pm - 5:30 pm	RED CARPET (including recording and shooting interviews)
5:20 - 5:45 pm	McNulty Irish Dancer performance, PHOTOGRAPHERS & VIDEOGRAPHERS HEAD TO ASSIGNED SCREENINGS
5:45 pm	<ul style="list-style-type: none"> <li>• Baite Film Starts- 5:45 pm - Big Newport, Screen 4</li> <li>• FILM + PHOTOGRAPH ENTIRETY OF SCREENING</li> <li>• WELCOME SPEECHES</li> </ul>
6:00 pm	<ul style="list-style-type: none"> <li>• Christy - 6:00 pm - Big Newport, Screen 5</li> <li>• A Sip of Irish - 6:00 pm - The Lot - Fashion Island, Screen 3</li> <li>• FILM + PHOTOGRAPH ENTIRETY OF SCREENING</li> <li>• WELCOME SPEECHES</li> </ul>
6:30 pm	<ul style="list-style-type: none"> <li>• The Unsinkable Entrepreneur - 6:30 pm - Big Newport, Screen 6</li> <li>• FILM + PHOTOGRAPH ENTIRETY OF SCREENING</li> <li>• WELCOME SPEECHES</li> </ul>
7:30 pm	ALL PHOTOGRAPHERS & VIDEOGRAPHERS TO MULDOON'S IRISH PUB FOR PRE-AFTER PARTY SHOTS
8:00 pm	MULDOON'S AFTER PARTY EVENT / FOOD SERVICE BEGINS
8:00 pm	CRAIC IN THE STONE BAND BEGINS
10:00 pm	Food service completes, band concludes
11:00 pm	Event officially concludes

*You found the last clover!! An té a bhíonn síúlach, bíonn scéalach!*

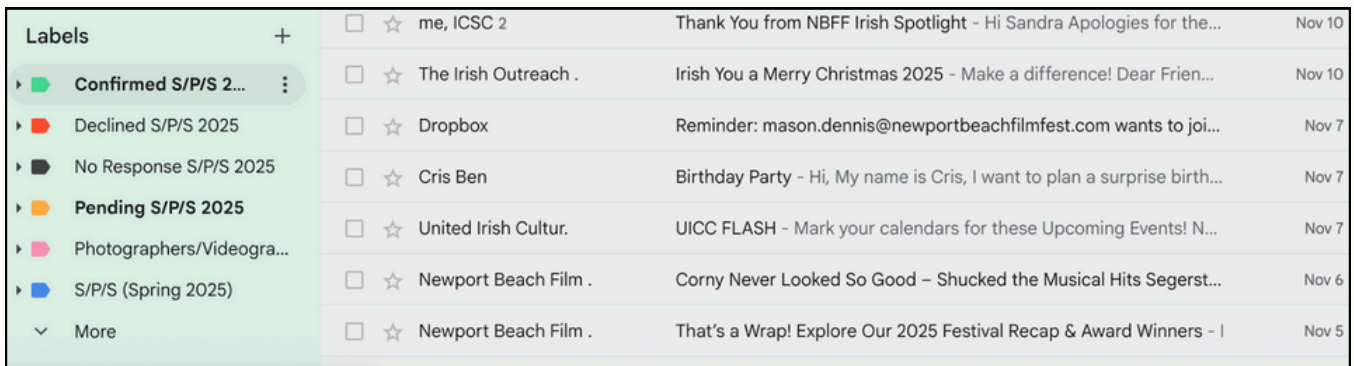


# Outreach S/P/S Organization

For the S/P/S profiles the team lead found it best to create an excel sheet and organize the S/P/S profiles by if they have confirmed, responded, or declined to assist with our event with color coordination to match. This Excel sheet contained all the information for the S/P/S including their contact information and any updated notes with tasks and conversation the outreach team had with the S/P/S. While tedious to create it is a great way to keep everything organized and updating information in real time for the team.

Organization	Confirmed, Pending Confirmation, Pending Response	To Do	Contact Name	Email	Number	Outreach Member	Notes	Website
Irish Arts and Entertainment	CONFIRMED	Send Jim Bens and PR for him to include in his news letter	Jim McDonough	mcodonough4@gmail.com	(951) 216-1493	Sandy	Sent out an email informing about the PR on Monday (10/17)	<a href="https://www.irishartsandentertainment.com/">https://www.irishartsandentertainment.com/</a>
McNulty School of Irish Dance	CONFIRMED	Follow up with them to confirm if they still want to perform	Erin Scott-Haines	erinhaines14@gmail.com	(814) 836-2544	Bryce	signed partnership agreement - 10/1	<a href="http://www.mhsheningsangeles.com/">http://www.mhsheningsangeles.com/</a>
Anna Orlis	CONFIRMED	Send Anna any social media files to post on her page	Anna Orlis	anna.orlis@gmail.com	(424) 437-6923	Kenzie	Wants to attend A sip of Irish	<a href="https://www.instagram.com/annaorlis_official/">https://www.instagram.com/annaorlis_official/</a>
Craig in the Stone	CONFIRMED	Follow up to see if they are still in after speaking with Gregg	Scott Weil	scottweil@gmail.com	(714) 655-8015	Kenzie	Waiting on signature for partnership agreement	<a href="https://craiginthestone.com/">https://craiginthestone.com/</a>
CSUF BTS	CONFIRMED	Have them post in late August about the festival (might need to send what signed partnership) need to send materials for her to post.	Hannah Macangala	hmacofmarketing@gmail.com	N/A	Sandy	Waiting on signature for partnership agreement, will finalize everything at NIA	<a href="https://business.liferock.edu/management/management-hospitality-management/adsdept/">https://business.liferock.edu/management/management-hospitality-management/adsdept/</a>
Margo Zelle	CONFIRMED	signed partnership) need to send materials for her to post.	Margo Zelle	margozelle@gmail.com	(361) 945-4020	Sandy	needs to sign partnership agreement	N/A
Katrina Filby	CONFIRMED	Waiting on signed partnership form, ask if we can share anything on her social media and discount code for newsletter	Katrina Filby	katrinafilby@gmail.com	N/A	Kenzie		N/A
Celtic Bar Association of Orange County	CONFIRMED		Ryan Pinkney	ryan@ryanpinkney.com	(714) 907-1521	Natalyn	meets on the third Tues of every month @ 7:30pm reached out via DM 9/29, followed up via DM, awaiting reached out on 10/17 via Insta DMs, agreed to repost us, just waiting on	<a href="https://celticbarassociation.org/">https://celticbarassociation.org/</a>
Ireland LA	CONFIRMED	Reach out via email/IG DM/website posted for us but didn't seem interested in signing agreement	Ella Taylor	ella.taylor@tla.ie	N/A	Natalyn		<a href="https://www.IrelandLAViaUSA.com/">https://www.IrelandLAViaUSA.com/</a>
Irish Abroad OC	CONFIRMED(ISH)	signed agreement and has posted many times for us	N/A	N/A	N/A	Sofia		<a href="https://www.instagram.com/irishabroadoc/">https://www.instagram.com/irishabroadoc/</a>
Anna Semanova	CONFIRMED	Speak via DMs and sent out agreement in email waiting	Anna Semanova	semanovaa@gmail.com	(312) 706-8711	Sofia	Reached out on 9/16 he got back to us and will be sending out agreement signed. Posts aren't waiting for him to	<a href="https://www.instagram.com/annasemanova/">https://www.instagram.com/annasemanova/</a>
Kevin Ryan	CONFIRMED(ISH)	Follow up with matt to confirm if they are willing to post on social media for	Kevin Ryan	kevin@kryan.com	(312) 594-5094	Kenzie	Confirmed, partnership agreement signed. Posts aren't waiting for him to	<a href="https://www.instagram.com/kevinryan/">https://www.instagram.com/kevinryan/</a>
Contemporary Irish Arts Center LA	CONFIRMED	Send them partnership agreement form and verify with Gregg, Asa, Erin	Matthew Nevin	matthew@ciacta.com	(819) 234-0739	Sydney	Confirmed, partnership agreement signed. Posts aren't waiting for him to	<a href="https://ciacta.com/files/">https://ciacta.com/files/</a>
House of Ireland	CONFIRMED	signed a partnership agreement	Erin Rattelle	erir@houseofireland.org	(818) 642-3814	Sydney	Confirmed, partnership agreement signed. Posts aren't waiting for him to	<a href="https://www.houseofireland.org/">https://www.houseofireland.org/</a>
Conradh na Gaeilge LA	CONFIRMED	Speak with Gregg about partnership form follow up	Carliona Wealer, Ange O'Neill	carliona@conradhna.com	(949) 327-2233	Sofia	in charge of social media and	<a href="https://conradhna.com/">https://conradhna.com/</a>
Photo Booth Squared	CONFIRMED	Follow up email, ask if there is anything we can share on social	Jason Perry	shobob@jasonperry.com	619-300-4999	Bryce	Followed up and offered to re-send the form plus social media agreement	<a href="http://www.photoboothsquared.com/">http://www.photoboothsquared.com/</a>
Irish Congress of Southern California	PENDING RESPONSE	Contact to see if they are still operating	Buzz Neil-Maxwell	buzz@iranianweek.com	N/A	Bryce		<a href="https://www.instagram.com/iranianweek/">https://www.instagram.com/iranianweek/</a>
Shahira Barry	PENDING RESPONSE	Reach out again via DMs	N/A	N/A	N/A	Kenzie		
Emer Kinella	PENDING RESPONSE	Reach out again via DMs	N/A	N/A	N/A	Kenzie		<a href="https://emerkinella.com/">https://emerkinella.com/</a>
Adventures in Orange County	PENDING RESPONSE	Reach out again via email	Joceline	joceline@adventuresinoc.com	N/A	Bryce	Was reached out by FA 2024 and SP 2025 with no success	<a href="https://www.instagram.com/adventuresinoc/">https://www.instagram.com/adventuresinoc/</a>
Irish America Magazine	PENDING RESPONSE	Reach out again via email	Mary Cucinell	maryc@irishamerica.com	N/A	Sandy		<a href="https://www.irishamerica.com/wh-are-we/">https://www.irishamerica.com/wh-are-we/</a>
Rose Academy of Irish Dance	PENDING RESPONSE	Reach out again via email	Patricia	patricia.roseacademy@gmail.com	N/A	Bryce		<a href="https://www.roseacademyofirishdance.com/">https://www.roseacademyofirishdance.com/</a>
The Irish Center of Southern California	PENDING RESPONSE	Reach out again via email	Bridget Hana	irishcenterocal@gmail.com (NEW)	(312) 946-6386	Sandy	Scheduled email for 9/19 @ 8am, pending response, will F/U Monday	<a href="https://www.irishcenter.org/">https://www.irishcenter.org/</a>
Big Irish Fair	RESPONDED	Send Greg any updated social media files to post on social media	Griffin Healy	griffinhealy1@gmail.com	(312) 650-5875	Natalyn	Scheduled email for 9/19 @ 8am, pending response, will F/U Monday	<a href="http://www.bigirishfair.com/">http://www.bigirishfair.com/</a>
The Irish Herald	NOT RESPONSIVE	Reach out again via email and website	Sean Carroll	sean@irishherald.com	863-344-3765	Natalyn	Scheduled email for 9/19 @ 8am and submitted inquiry form via their website.	<a href="http://www.irishherald.com/">http://www.irishherald.com/</a>
Satanta Gail's Footbal & Surf Club	NOT RESPONSIVE	Email has not worked by contacting them on Facebook				Natalyn	9/18 contacted and received message "address not found"	<a href="https://www.instagram.com/satantagail/">https://www.instagram.com/satantagail/</a>
Irish Echo Newspaper	PENDING RESPONSE	Reach out again via email	M Finch	mfinch@irishecho.com	(212) 482-4818	Bryce	Scheduled email for 9/19 @ 8am and will call in the morning, responded	<a href="https://www.irishecho.com/">https://www.irishecho.com/</a>
Loyola Marymount University Irish Studies	DECLINED	Reach out again via call	Victoria Graf	vgraf@lmu.edu	(312) 701-3417	Natalyn	Scheduled email for 9/19 @ 8am and will call in the morning, responded	<a href="https://lmu.edu/irishstudies/">https://lmu.edu/irishstudies/</a>
CSUF ETC	DECLINED	Reach out via IG DM				Natalyn	9/22- texted one of their Execs & DM'd IG page, awaiting response 9/24	
CSUF PRSSA	DECLINED	Follow up via DM to see if they are willing to partner with us	Angelina Wang and Grace Moin	angelina11@csuf.fullerton.edu	N/A	Natalyn	Personally DM'd CSUF PRSSA president, Angie on IG, awaiting	<a href="https://www.csufssa.org/">https://www.csufssa.org/</a>
Erin McLaughlin - Irish Community Advocate (Influencer)	DECLINED	Reach out again via DMs and email	Erin McLaughlin	erinh@irishcultural.com	N/A	Natalyn	Scheduled email for 9/19 @ 8am, pending response, will F/U Monday	N/A
The Friendly Sons of St. Patrick, San Diego	DECLINED	Since they are San-Diego based, they said OC is outside of their mission. Have a list of films for news letter and possible discount code (Speak with Asa what outreach/opportunities they have for us and if	Jim Kilgore	jim.kilgore@csuf.net	(818) 825-3533	Sofia	Declined as we are not within their mission	<a href="https://www.friendlysons.org/">https://www.friendlysons.org/</a>
The Irish Outreach Center	NOT RESPONSIVE	Ask what outreach/opportunities they have for us and if	Cathy Ward	ward@irishoutreachcenter.com	(819) 291-1630	Sydney	Does not respond to emails must call and then follow up with conversation in a email form, and then followed up in an email to Sam. No response. Don't	<a href="https://www.irishoutreachcenter.org/">https://www.irishoutreachcenter.org/</a>
Celtic Arts Center of Southern California	NOT RESPONSIVE	Reach out again via DMs and email	Tom Louie	tlouie@celticarts.com	323-513-0284	Sydney	Emailed, still no response.	<a href="http://www.celticartscenter.com/Main.htm">http://www.celticartscenter.com/Main.htm</a>
Sals that Branch South OC	NOT RESPONSIVE	Reach out again via DMs and email	Emily-Jane Briggs	emjbriggs@gmail.com	N/A	Sydney	Emailed, still no response.	<a href="http://www.salsatbranch.com/">http://www.salsatbranch.com/</a>

Beyond just the Excel Sheet the team lead also organized the folders in the gmail account to keep track of the emails from S/P/S, so we did not have to go digging through the email to find a certain S/P/S. If someone is tech savvy enough you can even create rules to have emails go directly to the folder, we just didn't have time in the Fall to do so.



# Advice (Outreach)

## Spring Outreach Team:

Use this time to reconnect with the confirmed Supporters, Partners, and Sponsors that supported us this past year's event. See the section on them, with notes left by our team. Don't be discouraged if they don't get back to you right away; many don't plan this far ahead and may not agree to an event so far in advance. However, please leave detailed notes of your conversations with those SPS so the Fall team can follow up. This could be done either through a log of your conversations or through a follow-up email; however, please just leave a trail for the Fall team to follow so they can maintain constant messaging through conversations. This includes the best way to contact them and leaving their name, email, phone number, and any important information the fall team may need. For any partnership agreements, make sure you run them by Gregg before sending them out.

Also, use this time to look up any new potential SPS for the Fall team to work with. Though Team Ireland has had a consistent SPS list over the years, working with influencers has really helped push the dial to reach a new, younger demographic for the NBFF. Use this time to find those influencers who are interested in film or have a strong connection to Ireland to work with and promote the event. The fall team will not have much time to look for new SPS and will be relying on the list you created.

## Fall Outreach Team:

Fall, you will be hitting the ground running. Do not waste time contacting the SPS left by the Spring team. Many of those who did not respond in the Spring will now respond. Don't be discouraged if you have to contact them multiple times; communication can get lost in inboxes or voicemails. One thing we found that helped our team was organizing our SPS into those who have confirmed, those pending confirmation, and those who didn't respond in an Excel Doc and color coordinating them. We then split our team evenly amongst those SPS and started contacting them by their preferred method of communication.

One of the most significant pieces of advice is to make sure that your SPS are signing the Partnership agreement, either the one you or the spring team sent out. We had a few cases where SPS did not sign a contract, which caused issues down the line for the event. Get in contact with Gregg's team, especially those who are setting up the event information and those from the films who will be coming out of the team. This will allow you to share your itinerary with them and to contact those from the film to interview for the red carpet, if you so choose to do so. Also, find someone on your team who is responsible and responsive to reach out to photographers and videographers. This person will need to set up a way to get all of their photos and send them to Bill from Pencilbox. We do not recommend having more than 4-5 photographers and 3 videographers. We had eight photographers and four videographers, and that was way too many for our event.

# Advice (Social Media)

## Spring Social Media Team:

The spring semester should focus on laying the groundwork for the team's social media, this is the best time to experiment, plan, and strengthen the workflow for your team. Spring is not as fast paced as fall semester but it is good to start early. The job for the social media team in the Spring is to establish the identity of NBFF Irish, to figure out a central theme, a color palette, and how often the team posts. For sponsors that we have had in the past (example: Anna Oris, Kemma Filby, etc) once you have an agreement signed with them for partnership, please start making a content kit early on or at least a template. A content kit is basically a bunch of posts you may make on your designated editing app (example: Canva) that the partner wants, for example if an influencer wants a thank you post, a countdown post, or a sponsor post all at once, you make that kit for them and make a file out of it and send it to them. Since this semester is not when the NBFF event happens, you are laying the foundation for the fall semester. Posting less is also acceptable here compared to fall when everything is fast paced. Please also post on Facebook simultaneously as we had a problem with not many posts on Facebook.

Please decide your team structures, in Fall of 2025, we had a structure where someone was designated to a day and would post then, this did not work too well because some people would post at a time where engagement was not very high, or forget to post, or just always give their day away to someone else who took two times the workload. Our personal recommendation is that the team should work with roles instead of designated days. Always, always, and always reach out to your outreach team to confirm content kits or other content they may need. At the beginning of the semester please organize the handoff materials like passwords, emails, and any document related to the class in a folder in Google Drive. Use this semester to see what social media posts do best and give that advice to the fall semester.

## Fall Social Media Team:

The fall semester is when things may get a bit tricky since everything is fast paced and very event-focused, this is the semester when the Newport Beach Film Fest takes place. Your job is to bring the most engagement and consistency to the socials. Please also communicate with sponsors and partners and reach out to the Outreach team for details. Your main goals should be that the content should be posted in a timely manner. This semester moves very fast, so consider posting more often, missed posts can directly hurt engagement, assign deadlines, and if someone can't post, PLEASE COMMUNICATE ASAP. This is a major problem we have faced in Fall 2025, miscommunication. We have had people not make their content on time and give an excuse on the day they were supposed to post, not communicating for days at a time, not following a central theme, and swapping posts on the day of.

# Advice (Cont.)

It is always good to have your post done at least the night before the deadline for the post and send it to your team lead for approval. Try to follow the visual theme, concept, and color scheme from spring. Consistency keeps the account looking professional and cohesive. Use the engagement peak hours wisely, another thing we lacked this Fall 2025 semester. Peak engagement hour is around lunch time so between the hours of 11 am to 3 pm, people had posted at 11 pm at night, please try to avoid that. Reply to comments, like, and share within 5 minutes of posting to boost engagement and track down the analytics of the post. We had a social media calendar on Google Sheets (you can also use Loomly or Excel) which highlighted who is posting on what day and what the content is and the importance, we recommend this! Like, follow, and comment from your own social media accounts. Also ask other NBFF spotlight teams to do the same. Please also post simultaneously on Facebook. In fall of 2025, we had a day based posting approach where a person was designated to a day, however with miscommunication, failure to follow deadlines, and many other reasons people struggled to post consistently daily on time, so we recommend you try out the role based option first. Below we have two descriptions of approaches:

Whoever is the Social Media team lead(s), please make sure you have mostly open availability when it comes to social media. From the social media team lead's perspective, you may have to take on tasks at random times. We recommend downloading Canva on your phone to make edits on the go. Don't be afraid to be assertive in case something goes wrong. One major mistake Fall 2025 team lead has done has taken a lot of workload from struggling team members, so make sure to spread out work evenly and communicate. Make sure to communicate with the outreach team lead and the overall team lead. Lastly, please create a content calendar ASAP early in the semester, so you can plan out posts, this was for fall 2025. Also, keep track of your content kits and whoever is responsible for it, we recommend making a template for posts and content kits.

# Advice (Digital Media)

## Spring Digital Media Team:

The job for the Digital Media Coordinator in the Spring is to establish a shot list, explore the event's location and setting up logistics for Fall team. Since this semester is not when the NBFF event happens, you are laying the foundation for the fall semester. You are not reaching out to videographers and photographers at this point. You are researching and creating potential outreach contacts on campus and in the surrounding area where the Fall team will outreach to for photographers and videographers once Fall hits as there is only 8 weeks before the festival to secure these partners (ex. COMM photography classes, student clubs, freelancer OC photographers and videographers etc.)

Our personal recommendation is creating a list of specific videographer/photographers for the Fall team to use in addition to creating the shot list and master schedule for the event. This ensures that the Fall team only has to make edits to your plan, not totally start from scratch like our team did. Also identify potential S/P/Ss to interview and make a running list of important figures to interview on the red carpet so that the social media team can get extra content. If work becomes too overwhelming, please create an alternative plan for Fall to have multiple Digital Media Coordinators to manage the workload as it is a lot of work for one person, according to the Fall 2025 Digital Media Coordinator.



# Advice Cont. (Digital Media)

## Fall Digital Media Team:

The fall semester is when things may get a bit tricky since everything is fast paced and very event-focused, this is the semester when the Newport Beach Film Fest takes place. Your job is to secure the videographers and photographers EARLY. It is time consuming to secure them so START EARLY. Please also communicate with sponsors and partners and reach out to the Outreach team for details on which specific individuals you will be interviewing for the red carpet. Your main goals are secure your team early, send them the shot list and master event schedule so they have time to prepare leading up to the event. If having difficulty narrowing down how many videographers and photographers, we recommend 6 photographers and 3 videographers. Post a call-to-action post for them on the NBFF Irish Instagram page and repost on your personal accounts for more engagement and outreach. Always choose the photographers and videographers who communicate quickly and frequently with your team as they will be the most reliable when it comes to adapting quickly for the event and any changes that will come along the way. If the team has any, please bring tiny microphones and prepare the red carpet interviewee questions as well as headshots of what each person looks like ahead of time to identify them on the carpet and reach out to them to make sure they are comfortable being interviewed as well. This semester moves very fast, so DO NOT UNDERESTIMATE how hard it is to find reliable photographers and videographers for the event.



# Photographer Partnership Agreement TEMPLATE

**The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025**

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME:  
EMAIL:  
PHONE:

EVENT: 2025 Newport Beach Film Festival

SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- ALL-RIGHTS CLEARED UNWATERMARKED PHOTOS FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

SPOTLIGHT TO PROVIDE:

- Opportunity to gain real experience in the events field and provide material for the photographer's portfolio

Sponsor/Partner Representative: \_\_\_\_\_

Spotlight Event Representative: \_\_\_\_\_

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax-deductible pursuant to IRS Sec. 501©3

Newport Beach Film Festival Tax ID #33-0886863

# Videographer Partnership Agreement TEMPLATE

The 25th Annual Newport Beach Film Festival – October 17<sup>th</sup> - 24<sup>th</sup>, 2025

2025 SPONSORSHIP/PARTNERSHIP AGREEMENT  
NEWPORT BEACH FILM FESTIVAL - IRISH SPOTLIGHT

SPONSOR NAME:  
EMAIL:  
PHONE:

EVENT: 2025 Newport Beach Film Festival (IRISH SPOTLIGHT)

SPONSORSHIP/PARTNERSHIP ENGAGEMENT (PARTNER TO PROVIDE):

- ALL-RIGHTS CLEARED UNWATERMARKED FOOTAGE FROM THE NEWPORT BEACH FILM FESTIVAL IRISH SPOTLIGHT EVENT

SPOTLIGHT TO PROVIDE:

- HANDS-ON EXPERIENCE IN THE EVENTS FIELD AND MATERIAL FOR THE VIDEOGRAPHER'S PORTFOLIO
- FREE ENTRY TO THE EVENT
- \$5 DISCOUNT CODE FOR FAMILY AND FRIENDS

Sponsor/Partner Representative: \_\_\_\_\_

Spotlight Event Representative:

Newport Beach Film Festival  
2000 Quail Street  
Newport Beach, CA 92660  
949.253.2880

\*Contributions may be tax-deductible pursuant to IRS Sec. 501©3

# Closing Letter

Welcome to Team Ireland!

Being new to this class might feel a little confusing or overwhelming at first, but that's completely normal. This course is a very real-world, hands-on experience, and it ends up being one of the most unique and rewarding projects you'll do in college. Take your time getting familiar with everything; look through the Canvas page, explore the past business plans, and use the resources available to you. Don't hesitate to ask questions or clarify anything. It's a lot at first, but you'll find your rhythm.

One thing to know early on is that what you get out of this class really depends on what you put into it. Participation, communication, consistency, and engagement genuinely shape your experience. Working with this team will teach you how to collaborate, stay organized, and balance responsibilities in a way that feels very real-world.

We created this business plan not just from the examples we were given, but also from our own experience and what we wish we had known at the beginning. Our intention is to make your transition into this project easier and to give you a clear sense of how everything fits together. Throughout the semester, you'll see how important it is to stay in communication with your team, support each other, and be open to adjusting roles or strategies as things evolve. Starting your prep work early and staying organized will make a huge difference in how smooth your semester feels.

This is an exciting opportunity to learn, try new things, and build something meaningful alongside your team. Take it seriously, stay engaged, and also allow yourself to enjoy the process. We're excited to see what you accomplish, and we hope this plan helps you feel confident and prepared as you begin your journey with Team Ireland.

– Polina  
Team Ireland Lead, Fall 2025

