



11TH EDITION

**AMSTERDAM
SPANISH FILM
FESTIVAL**

4—13 APRIL 2025

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INTRODUCTION

From **the 4th until the 13th of April**, the 11th edition of the Amsterdam Spanish Film Festival took place in Amsterdam and Haarlem, **starting our second decade** of celebrating Spanish cinema in the Netherlands.

One month prior to the festival, the festival program was presented during the anual Launch event: a sold out screening in Pathe Tuschinski of the film **CASA EN LLAMAS**.

The festival kicked off with a double opening night with a musical theme: the first film we screened was the film **SEGUNDO PREMIO** by Isaki Lacuesta and Pol Rodriguez. Actor Cristalino joined for a Q & A with the audience afterwards. This screening was hosted by the province of Granada. Afterwards, the documentary **LA GUITARRA FLAMENCA DE YERAI CORTES** was screened, followed by a Q & A and live performance of Yerai Cortés and La Tania.

This festive evening was the start of **ten days of unique screenings**, special events and the visit of many special guests to the festival.





In the end, the ASFF took place at **five different festival** venues, we welcomed 14 special guests to Amsterdam and received more visitors than ever before.

During the screenings, the ASFF focussed on several unique themes within the program lines, fortifying our section “**Spain Meets the Netherlands**” where we screened co-productions like **MUY LEJOS/ZO VER WEG** by Gerard Oms and **WHEN CHUECA DIES** by Ramon Gieling. In relation to this, we created a new yearly ASFF tradition, **the Honorary Gieling Award**, which every year will be given to a unique voice in Spanish cinema. This year, the award was given to Iciar Bollaín, honoring her body of work and specifically her latest project: **SOY NEVENKA**.



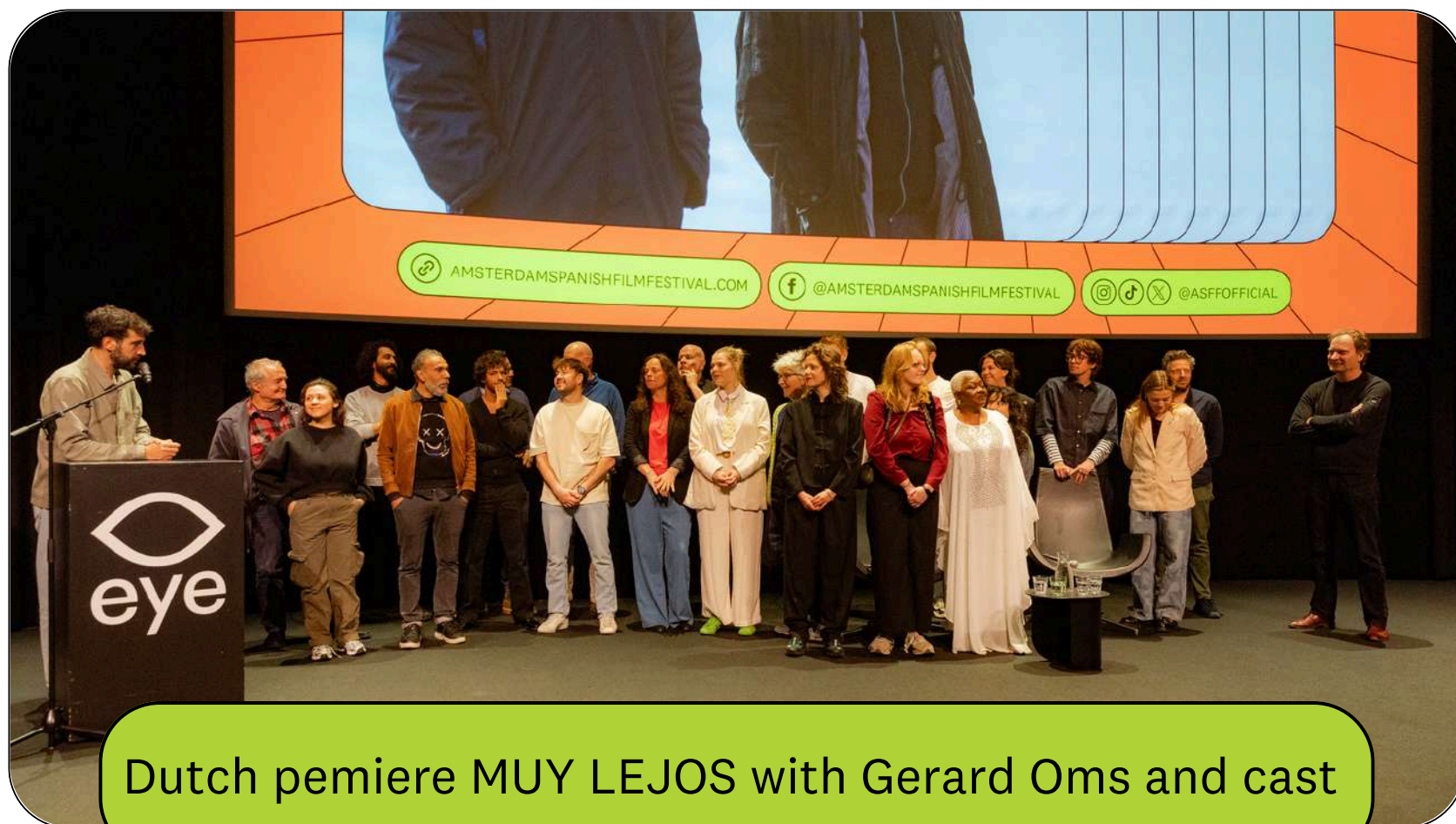
Furthermore, we hosted more special events than ever before, including an **official afterparty at Murmur** in Amsterdam Noord, a traditional **VERMUTADA in LAB11**, a **special Air Europa Event in collaboration with The Latin Experience** featuring a live tango performance and a successful **evening with the Colombian Embassy**. All in all, it was an unforgettable edition and a promising start of our second decade.



Yerai Cortés and La Tania at LAB111



Closing Night with Valeria Castro



Dutch premiere MUY LEJOS with Gerard Oms and cast



Honorary Gieling Award Gala



ABOUT US

MISSION AND VISION

The Amsterdam Spanish Film Festival exists **to bring the richness, diversity, and creative power of Spanish-language cinema to Dutch audiences.** Its mission is to present a curated, contemporary, and inclusive selection of films from Spain and Spanish-speaking countries—films that provoke thought, spark conversation, and celebrate cultural expression in all its forms.

ASFF aims to be a **bridge between cultures**, connecting Spanish-speaking communities living in the Netherlands with their cinematic heritage, while offering Dutch audiences an authentic and multifaceted view of **Spanish and Latin American realities.**

Driven by core values of **inclusivity, connection, discovery, and hospitality**, ASFF invites everyone—from long-time cinephiles to curious newcomers—to immerse themselves in stories that reflect the complexity of our world. The festival **provides a warm, welcoming space** where art meets dialogue, and where film becomes a tool for empathy, education, and inspiration.



Beyond entertainment, ASFF sees **cinema as a vehicle for change**—a way to challenge stereotypes, highlight underrepresented voices, and explore pressing social issues through powerful storytelling. Whether through the lens of a first-time filmmaker or an acclaimed director, each film selected carries the potential to **open minds and spark meaningful conversations.**

In short, ASFF **envision[s] a film festival that is not just about watching movies, but about creating experiences**, building community, and expanding the cultural landscape of the Netherlands through the dynamic world of Spanish-language cinema.

WHAT MAKES ASFF UNIQUE?

The ASFF showcases bold and socially engaged films **that often wouldn't be screened in the Netherlands otherwise.** It serves as a platform for cultural exchange, attracting both Dutch fans of Spanish culture and Spanish/Latin American residents in the Netherlands.

ASFF aims to offer a **total experience** with intros, Q&As, live music, Spanish food and drinks, and special programs for schools and children to explore Spanish language and culture.

Spanish cinema has grown in **cultural relevance and artistic quality**, shaped by its history and political past. ASFF highlights themes like gender, class, identity, and social justice. The festival also embraces **experimental and genre-blending styles**, often featuring voices from underrepresented backgrounds.

ASFF has become **a key festival for Spanish cinema internationally**, attracting big names and premieres. It has expanded beyond Amsterdam with smaller editions in other Dutch cities and **collaborates with local and international partners.**

Films are selected with **careful attention to their artistic quality, social relevance**, and their unique contribution to the Dutch film landscape. Each title is chosen not only for its **cinematic excellence but also for its ability to resonate with contemporary audiences** and offer fresh perspectives that are often underrepresented in mainstream media.

A special focus is placed on **amplifying the voices of female filmmakers**—who make up 65% of the selected films—as well as highlighting **stories from the LGBTQIA+ community**, emerging talent, and narratives that explore cultural crossover themes. These focus areas reflect the festival's commitment to diversity, inclusion, and the **celebration of bold, boundary-pushing storytelling.**

ASFF is the largest Spanish-language film festival in the Netherlands. It's recognized for its rich atmosphere and commitment to creating dialogue through cinema.



TEAM & ORGANISATION

In recent years, **the organisation behind ASFF has undergone significant professionalisation**. Since the last edition, a core team has been involved year-round, ensuring stability and continuity. Clear role divisions, task lists, and handover documents are now in place to support future growth.

The team expands with additional freelancers and volunteers in the lead-up to the festival. ASFF is guided by the **Fair Practice Code**, emphasizing transparency, trust, solidarity, sustainability, and diversity. As a foundation, ASFF also adheres to the eight principles of the **Governance Code Culture**, operating under a board model. The board, which meets at least three times per year, ensures continuity and guards against conflicts of interest. Board members serve unpaid and declare all secondary roles.

Diversity and inclusion are central to ASFF's mission. The organisation actively implements the principles of the **Code for Diversity & Inclusion**, ensuring representation in both programming and staffing.

Founder, Director and Programmer: Virginia Pablos
General Coordinator: Bloem van der Linde
Head of Marketing: Nela Linares Antequera
Social Media Manager: María Antonia Valencia Serna
Marketing and social media intern: Sofía Crespo
Marketing and press intern: Sara Gancedo
Producer: Selena Martí
Volunteer Coordinator: Iria Rodriguez
Production Intern: Tomas Webster
Hospitality and Guest Coordinator: Clara Estrada
Hospitality Assistants: Elena Herranz, Angela Bermudez
Graphic design and Creative Direction: What the Studio
Web Developer: Studio Divv
Trailer Editor: Noelia Nicolás
Presenter: Maarten Dannenberg
Moderators: Maria Paula Lis, Emilio Moreno, Noelia Nicolás
Festival Videographer: Luis Melo
Festival Photographer: Cecilia Diaz Betz

Board members: Mercedes Martinez de Abarca, Daniella Koot, Elena Herranz

VOLUNTEERS

The Amsterdam Spanish Film Festival would not be possible without the **enthusiastic collaboration of all our volunteers**. Each year, we see many returning faces, but also welcome new people to our community. Some relevant information from the **yearly volunteer survey** is gathered below.

- 75%** is younger than 25 years old
- 95%** learned valuable new skills during the experience
- 90%** would volunteer again
- 65%** worked four shifts or more
- 85%** would recommend volunteering at ASFF

“This is for me the best way to connect with my Spanish roots, and through cinema, which I love.”

“It was amazing to see so many familiar faces from the Spanish community who came to support and enjoy the films. The energy was incredible throughout!”

“Met so many amazing people!. Even Yeraí Cortés himself in the backstage of Pathe Tuschinski after his soundcheck - lucky coincidence!”

“What I loved the most was definitely meeting new people—there’s always something special about connecting with others who share the same passion”





GENERAL EVENT OVERVIEW

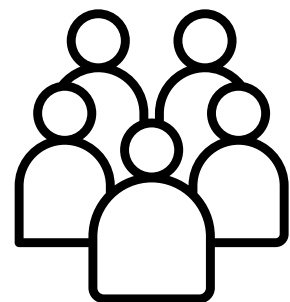
The 11th edition of the Amsterdam Spanish Film Festival was an **edition full of special events, collaborations and surprises**. We started and ended the festival with **musical performances**, held numerous **Q & A sessions** with special guests, organised **sponsored events** by AirEuropa and Granada Province and organised an official **afterparty** with Murmur, featuring experimental performances, dance music and cinematic visuals.

The festival took place at **four main venues**: Pathe Tuschinski, LAB111, Eye Filmmuseum and Filmkoepel Haarlem. Furthermore, the educational program was organised at MACA (Moving Arts Centre Amsterdam) and the official afterparty was hosted by Murmur in Amsterdam Noord.

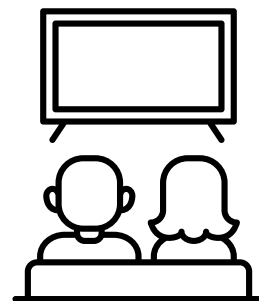
The following section of this report gives a general overview of the films screened during the festival, the special guests and all events. For more specific information, **a link to the festival video report and the festival brochure are also included**.



FACTS & FIGURES



5508 PAYING VISITORS



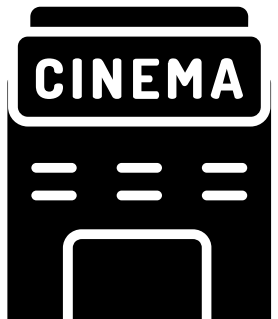
22 FEATURED FILMS



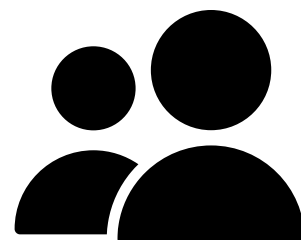
39 SCREENINGS



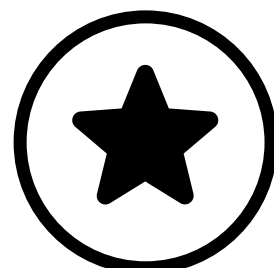
2 CITIES



5 FESTIVAL VENUES



8% STUDENTS AND RETIREES



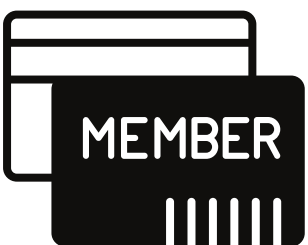
14 SPECIAL GUESTS



85 VOLUNTEERS



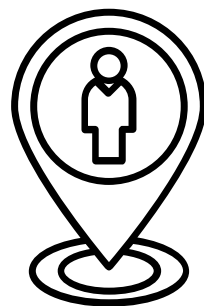
45% AUDIENCE 26-40 YEARS OLD



743 CINEVILLE MEMBERS



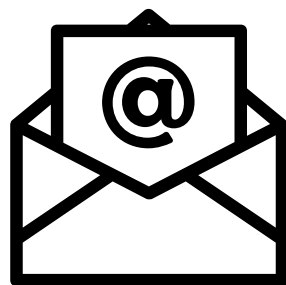
+11K SOCIAL MEDIA FOLLOWERS



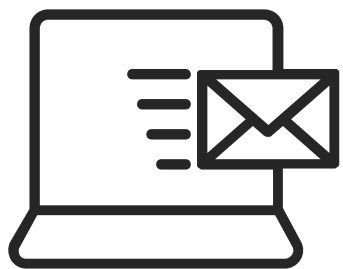
25% FIRST TIME VISITORS



215 STUDENTS



44.8% NEWSLETTER OPEN RATE



20 NEWSLETTERS SENT

PROGRAM RECAP

Like each year, the Amsterdam Spanish Film Festival has been organised **adhering to several program lines**.

The **Core Program** offers an eclectic cross-section of the current state of Spanish film. We want to do justice to the breadth and depth of Spanish film within this program. Our aim is to have as many **Dutch premieres** as possible, invite special guests and make every screening a vibrant event. Within the core program we give space to both emerging talent and experienced makers.

The **ASFF Cares** program of this edition focusses on female stories and is titled **“Her Voice, Her Power”**. This selection of films highlights the stories of women who, with determination and courage, have decided to say “We are done” to the power structures that have silenced them for generations.

Spanish Cinema Without Fear (SCFW) is special film selection which presents Spanish works that **defy tradition** and have the courage to experiment with something beyond and on the periphery of the Spanish cinematographic industry.

In the **ASFF LGBTQIA+ focus section**, ASFF shows that it does not want to be simply a cultural event where films about gender and sexuality are screened, but a place through which the **political lives of LGBTQIA+ persons become intelligible**.

In **Spain Meets the Netherlands**, the ASFF highlights inevitable synergy between the Netherlands and Spain, we organize an event that is deeply enrooted in the DNA of our festival: **an event where Dutch and Spanish culture collide** and discussions are stimulated about cultural differences, similarities and exchange between both countries.

The **Focus Latino section** showcases highlights the rich cultural exchange and collaboration between the two regions, offering audiences a glimpse into the diverse narratives and storytelling **traditions shared between Spain and Latin America**.

During the **ASFF Education Program**, ASFF offers the very best in contemporary Spanish cinema to schools with the aim of introducing students to the languages and cultures of this territory.



EL 47 - CORE PROGRAM



LA GUITARRA FLAMENCIA DE
YERAI CORTES - CORE PROGRAM



SEGUNDO PREMIO - CORE
PROGRAM



LA INFILTRADA - CORE PROGRAM



LOS DESTELLOS - CORE PROGRAM



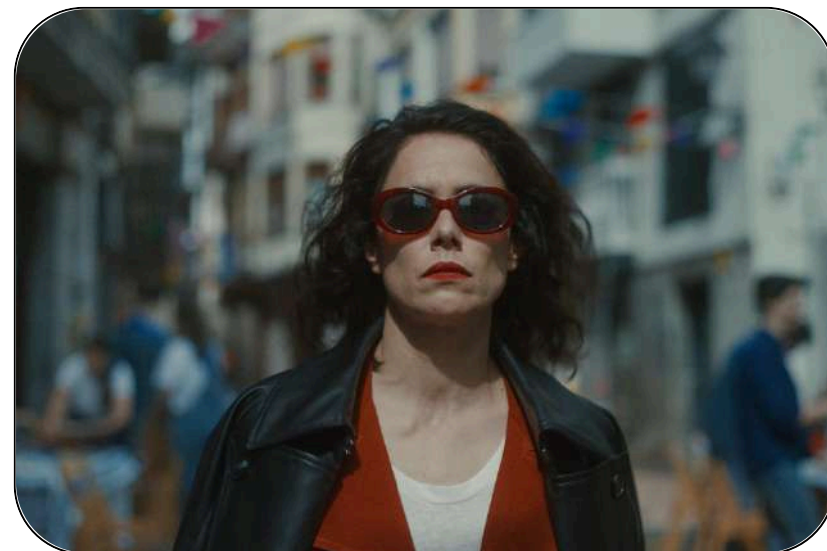
VOLVEREIS - CORE PROGRAM



DESMONTANDO UN ELEFANTE -
CORE PROGRAM



SOY NEVENKA - HER VOICE, HER POWER



NINA - HER VOICE, HER POWER



SALVE MARIA - HER VOICE, HER POWER



CUARENTENA - HER VOICE, HER POWER



CASA EN LLAMAS - HER VOICE, HER POWER



VERANO EN DICIEMBRE - HER VOICE, HER POWER



POR DONDE PASA EL SILENCIO - SCWF



POLVO SERAN - SCWF



TE SEPARAS MUCHO - SCWF,
LGBTQIA+ FOCUS



EN LA ALCOBA DEL SULTAN -
SCWF



LA MITAD DE ANA - LGBTQIA+
FOCUS



WHEN CHUECA DIES - LGBTQIA+
FOCUS, SPAIN MEETS NL



MUY LEJOS - SPAIN MEETS NL,
EDUCATIONAL PROGRAM



LOS REYES DEL MUNDO - FOCUS
LATINO



EL JOCKEY - FOCUS LATINO

SPECIAL GUESTS RECAP

The unique value of the ASFF lies in providing a **full experience**, where the audience can participate in meaningful discussions after the movies. Like this, the festival welcomed a **large number of international guests** during its 11th edition.

In the opening weekend, we received **Yerai Cortés and La Tania**. Together with **producer Cristina Trenas** they told the audience about their captivating documentary **LA GUITARRA FLAMENCA DE YERAI CORTES**, kicking off the festival in Pathe Tuschinski and engaging in another Q&A session at LAB111 the following day. In the same weekend, the ASFF welcomed **Cristalino**, lead actor of **SEGUNDO PREMIO**, to present his movie during a **special event hosted by Turespaña and the Province of Granada**. Cristalino later also travelled to **Haarlem**, to kick off the festival here on Saturday the fifth.

But the festival hosted many more filmmakers who came to present their works: director **Javier Rebollo** joined for the Dutch premiere of **EN LA ALCOBA DEL SULTAN**, director **Marta Nieto** shared insights about **LA MITAD DE ANA**, **Carlos Marques** joined



a Q&A session after **POLVO SERAN**, **Paula Veleiro** told about her newest film **TE SEPARAS MUCHO**, **Ramón Gieling** hosted the world premiere of **WHEN CHUECA DIES**, **Gerard Oms** attended the Dutch premiere of his film **MUY LEJOS** with attendance of the Dutch cast and actress **Laura Weissmahr** and director **Celia de Molina** joined a panel about maternity after the double screening of their films **SALVE MARIA** and **CUARENTENA**.

Finally, the festival closed with a live performance by **Valeria Castro**, the singer-songwriter of the title song of **EL 47**.

However, our most special guest was **Icía Bollaín**, who received the first ever **Honorary Gieling Award**, named after Dutch filmmaker Ramón Gieling. This new **yearly ASFF tradition** will honor the body of work of a distinguished filmmaker.



LA TANIA - LA GUITARRA
FLAMENCA DE YERAI CORTES



YERAI CORTES - LA GUITARRA
FLAMENCA DE YERAI CORTES



CRISTINA TRENAS - LA GUITARRA
FLAMENCA DE YERAI CORTES



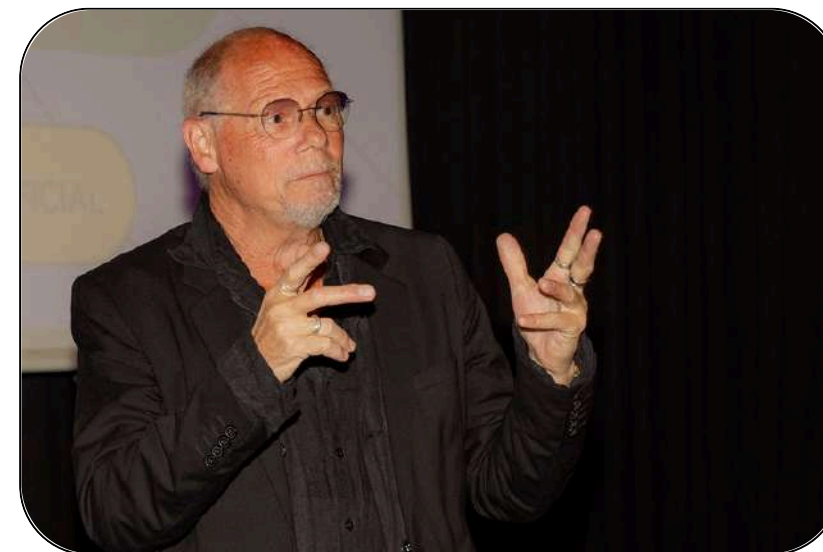
CRISTALINO - SEGUNDO PREMIO



JAVIER REBOLLO - EN LA
ALCOBA DEL SULTAN



PAULA VELEIRO - TE SEPARAS
MUCHO



RAMON GIELING - WHEN CHUECA
DIES



LAURA WEISSMAHR - SALVE MARIA



CELIA DE MOLINA - CUARENTENA



MARTA NIETO - LA MITAD DE ANA



CARLOS MARQUES-MARCET - POLVO SERAN



GERARD OMS - MUY LEJOS



ICIAR BOLLAIN - SOY NEVENKA



VALERIA CASTRO - EL 47

SPECIAL EVENTS RECAP

ASFF 2025 kicked off with **a sold out Double Opening Night at Pathe Tuschinski**. The night had a musical theme, screening two consecutive movies where **music** played a large part. The first film, **SEGUNDO PREMIO**, told the story of the band Los Planetas from Granada and was followed by a **Q&A with Cristalino**, one of the lead actors of the film. The screening was hosted by Turespaña and the Province of Granada to highlight this special region.



SEGUNDO PREMIO was followed by the film **LA GUITARRA FLAMENCA DE YERAI CORTES**, with a **Q&A with Yerais Cortés himself, La Tania and producer Cristina Trenas**. To close of this spectacular evening and officially kick off the festival, Yeraí and La Tania surprised the audience with **a live performance**.

During this evening, the audience could enjoy Spanish beers from **Mahou**, sangría by **Tasca Bellota** and tapas by **Borja de Hamsnijder, 100Montaditos** and new sponsor **Patio**.

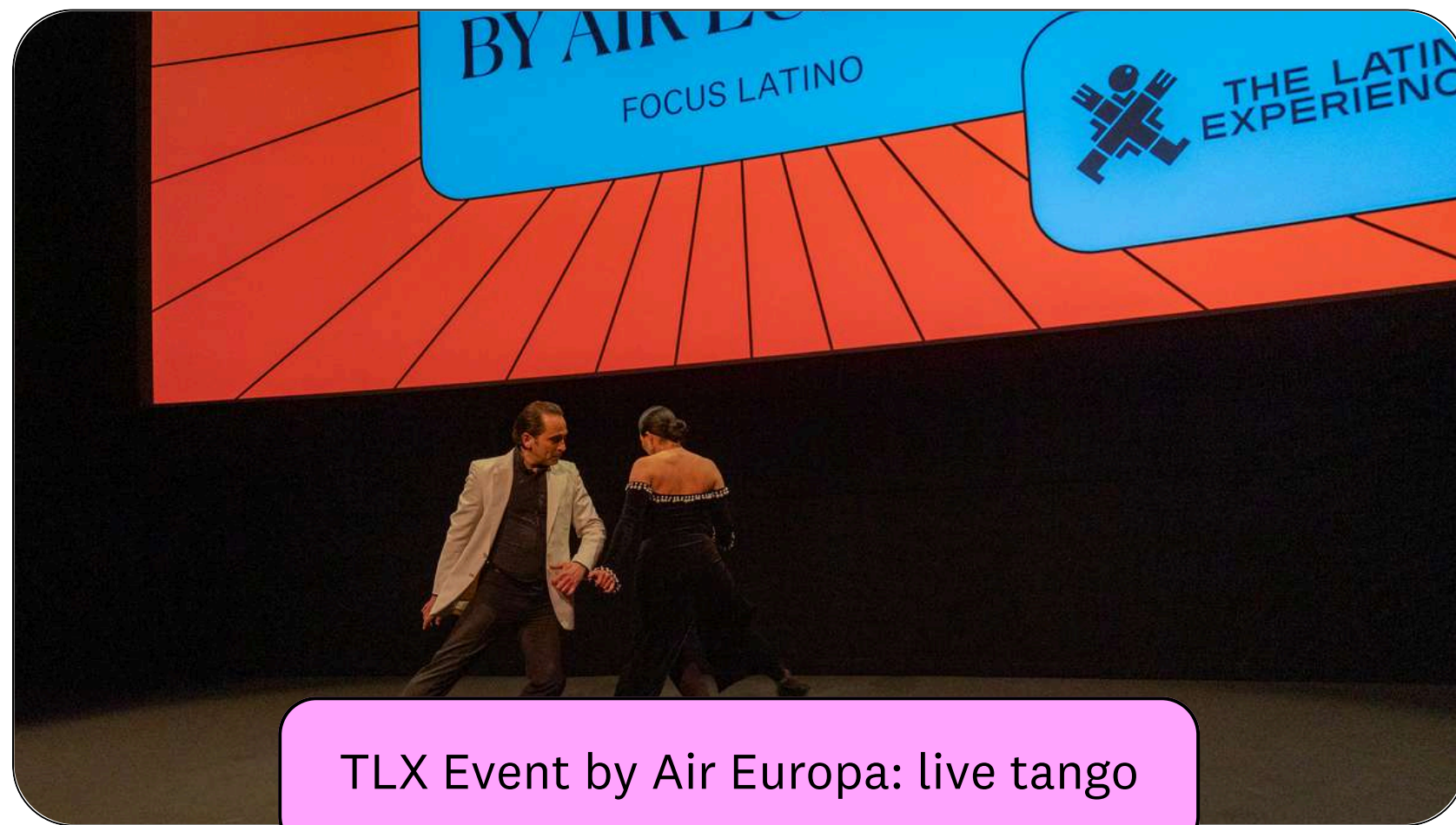


Over the rest of the week, the ASFF hosted numerous other events, including some **new collaborations**. There was an afternoon hosted by **Aqui No Hay Vermut**, a podcast by two Spanish expats who talk about cultural differences and migration. They invited the audience for a vermouth party commonly known as a **VERMUTADA**, where vermouth was served, a DJ played and people could engage in conversations about the movie **TE SEPARAS MUCHO** they just watched.



Other collaborations consisted of a special **free screening hosted by the Colombian Embassy**, screening the movie **LOS REYES DEL MUNDO**. While the ambassador explained about Colombia's violent past and current mission for peace, the audience could enjoy some Colombian bites by **El Momento** and savour some **Colombian coffee**. And an official afterparty hosted by **Murmur** in Amsterdam Noord, an immersive space for experimental music. The party was linked to the Dutch premiere of the film **VOLVEREIS** and consisted of visuals, live performances and DJs.

ASFF's sponsors also hosted events. There was a special **evening by AirEuropa** in collaboration with cultural influencer network **The Latin Experience**. During the event, we screened the movie **EL JOCKEY**, preceded by a surprise live tango performance. Also, **Taalhuis Amsterdam** hosted a language Exchange at LAB111 where people could practice their Spanish and Dutch by having conversations with the help of experienced language teachers.



TLX Event by Air Europa: live tango



Collaboration with Colombian Embassy



Taalhuis Language Exchange



Artistic afterparty at Murmur

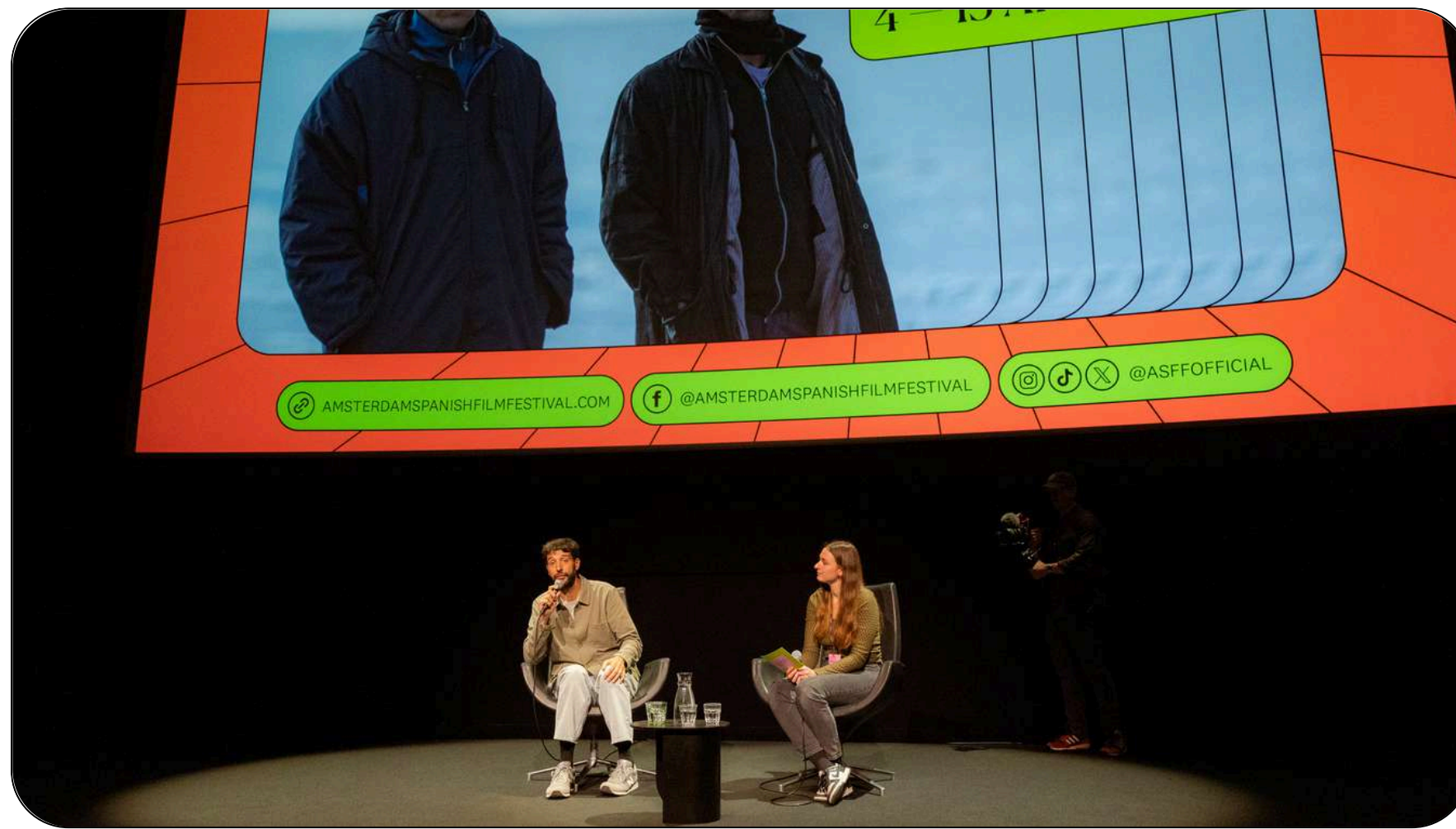
This year, ASFF also organised the first ever **Honorary Gieling Award Gala**. This award is set to be a **new tradition** of the festival, where we honor a unique filmmaker for their body of work.

The award is named after **Ramon Gieling**, a Dutch filmmaker with strong ties to Spain, thus embodying the values the ASFF represents: the **synergy between both cultures**. Underlining this connection is very important to the festival, as we want to continue connecting ourselves to this culture and the city of Amsterdam where the festival is established.

The first ever Honorary Gieling Award was awarded to **Iciar Bollaín**, a well know Spanish director known for her films with social political topics. She attended the festival to present her latest film **SOY NEVENKA**, a prominent work on the impact of **#MeToo** in Spain. Ramon Gieling attended the event to give her the award himself.

All attendants of the gala received **a welcome drink and bite provided by the ASFF sponsors** (Patio, Tasca Bellota and Mahou).





The 2025 **Closing Night of the ASFF** was also a unique evening, with two different events happening at different venues: Pathe Tuschinski and the Eye Filmmuseum.

At **Pathe Tuschinski**, the movie **EL 47** was screened. The audience had the chance to enjoy Spanish drinks and toast on the ending of another successful edition. After the movie, **singer-songwriter Valeria Castro** attended for a live performance. She sang the title song of the film and also some of her newest works. Together with Valeria, we said goodbye to another year of Spanish cinema in the Netherlands.



Meanwhile, in the **Eye Filmmuseum**, the **Dutch premiere of MUY LEJOS/ZO VER WEG by Gerard Oms** took place. As the film was shot in the Netherlands, this screening was a very important moment for the movie. The **attendance of the full Dutch cast** made this evening even more special. After the film, the director himself **attended for a Q&A** with the audience where many questions about cultural differences, adaptation to Dutch culture and living as a Spanish immigrant in the Netherlands were asked. This was a perfect fit for a festival with such an **international audience**.

EDUCATIONAL PROGRAM

Every year ASFF offers the **very best in contemporary Spanish and Latin American Cinema** to schools with the aim of introducing students to the language and culture of these territories. We **firmly believe** in cinema as a tool for understanding cultural differences.

This year, we screened the film **MUY LEJOS/ZO VER WEG** by **Gerard Oms**. This film tells the story of Sergio, a Spanish tourist who, after visiting the Netherlands for a football match, decides to stay in the country. He **struggles** with different issues that have to do with **migrating to a new culture**: loneliness, cultural differences, depression and sexuality.

This movie gave the students the possibility to **reflect** on these kind of topics and to enter into conversation with each other. To achieve these goals, **educational activities** were shared with the teacher to prepare for the event.

The screening was hosted at **MACA (Moving Arts Centre Amsterdam)**, an exciting new venue in Amsterdam Noord. The students got the chance to discover **this underground cinema** and get a taste of visiting a real film festival.



LINKS TO EXTERNAL DOCUMENTS



FESTIVAL BROCHURE



FESTIVAL TRAILER



VIDEO REPORT



MARKETING STRATEGY

The marketing strategy for ASFF 2025 is built on four key pillars: expanding the festival's reach, improving the visitor experience, enhancing brand positioning, and strengthening industry partnerships. This year, **we have achieved more targeted marketing initiatives, broader audience engagement, and increased investment in technology and content creation**—thanks to a strategy backed by a major budget and strong synergies with key partners.

Among the key goals established for this edition, ASFF aimed to further strengthen its identity as a leading platform for Spanish cinema in the Netherlands. **The goals achieved include:**

1. **Brand Growth in the Netherlands.** ASFF has continued to grow as a recognized brand by offering a unique and culturally rich Spanish cinema exhibition. This edition featured over 13 Dutch premieres, reinforcing the festival's role as a significant distributor and promoter of Spanish cinema in the Netherlands.

2. **Introduction of the Honorary Gieling Award.** A major milestone this year was the launch of the Honorary Gieling Award, named after acclaimed Dutch filmmaker Ramón Gieling, whose work embodies the synergy between Spanish and Dutch cinema. As part of this tribute, ASFF hosted a special pre-premiere of Gieling's latest documentary, celebrating his contribution to cross-cultural storytelling.

3. **Spotlight on Co-Productions.** ASFF also held the Dutch premiere of the Spanish-Dutch co-production 'Muy Lejos', with both the Spanish director and the Dutch cast in attendance as special guests. This event highlighted the growing collaboration between the two industries. Last two initiatives, part of the program section 'Spanish Meets the NL', have fostered meaningful industry connections, promoted cross-cultural exchange, and reached a broader audience—including Dutch viewers interested in Spanish cinema, and Spanish-speaking attendees discovering Dutch co-productions and industry talent.

4. Expanding ASFF's Audience. By involving content creators and influencers from the Dutch and Amsterdam social media scene, we aimed to reach a broader audience and build stronger awareness around ASFF. Some of the collaborators who have joined the ASFF community include [@bibijaneangelica](#), [@davidgallos](#), [@thesocialhub.madrid](#), amongs others. This year, ASFF also had a strong presence on the streets of Amsterdam and Haarlem through an extensive MUPI and poster campaign, generating high visibility across both cities and reaching new audiences.

5. Improvement of Visitor Experience and Loyalty. We enhanced the visitor experience and fostered loyalty by strengthening our social media communication, increasing the frequency of newsletters, and offering more promotional ticket options (such as combo tickets). Additionally, we created more excitement around screenings by organizing special events before and after select films. A key improvement this year was the introduction of a new ticketing system, which significantly improved the user experience on the ASFF website and made it easier to communicate with attendees—keeping them informed about schedule changes, event updates, and tips to help them plan their visit.

6. Growth on Sponsorships. The addition of three new sponsors brought the total to 15 private sponsors this year, 12 of which are returning from previous editions—demonstrating their continued satisfaction with the visibility and value ASFF provides.



CALENDAR OVERVIEW

September – October

Strategy Development

- Design and planning of the overall marketing strategy
- Definition of key goals, target audiences, and core messaging

November – December

Team & Budget Setup

- Formation of the marketing team
- Allocation of budget and resources
- Timeline and milestone confirmation

January – February

Pre-Campaign Activation

- Partner and sponsor negotiations
- Booking and scheduling of marketing initiatives
- Establishment of social media calendar and content planning

March – April

Campaign Launch

- Full marketing rollout
- Program announcement and ticket sales
- Audience engagement through social media, press, and partnerships
- Promotion of new activities, special guests, and festival highlights



STRATEGY OVERVIEW

ASFF's marketing strategy **blends digital and offline marketing**. Since most of our audience discovers, engages with, and stays informed about the festival online, digital marketing offers a **more sustainable way to reach new audiences and maintain long-term connections**. At the same time, offline initiatives help ensure a strong presence in the city and foster local engagement.

ASFF implements its marketing strategy using the P.E.S.O. model (Paid, Earned, Shared, and Owned media), with a strong focus on conversion and audience loyalty. This approach builds on the awareness and consideration established during the previous transitional edition.



PAID MEDIA

META ADS
MUPIS
CENTERCOM
JEAN MINEUR

META ADS

Since three editions ago, we have fully managed our digital paid media ads in-house. This approach allows us to control results more effectively and tailor content based on audience behavior.

The two main objectives of our paid media strategy were:

1. To create awareness around this year's edition — including the lineup, special guests, and festival events.
2. To reach new audiences who had not previously heard about the festival.

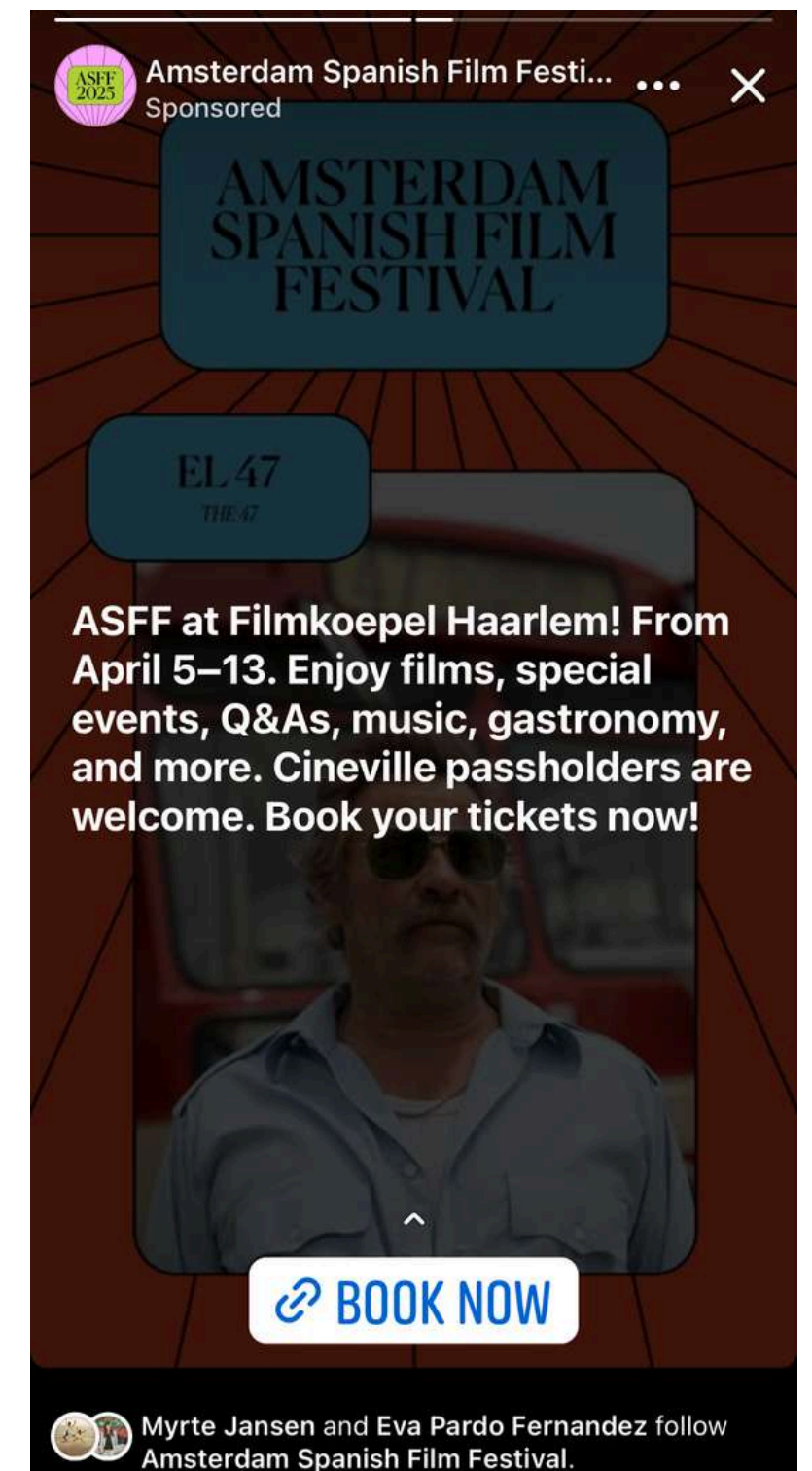
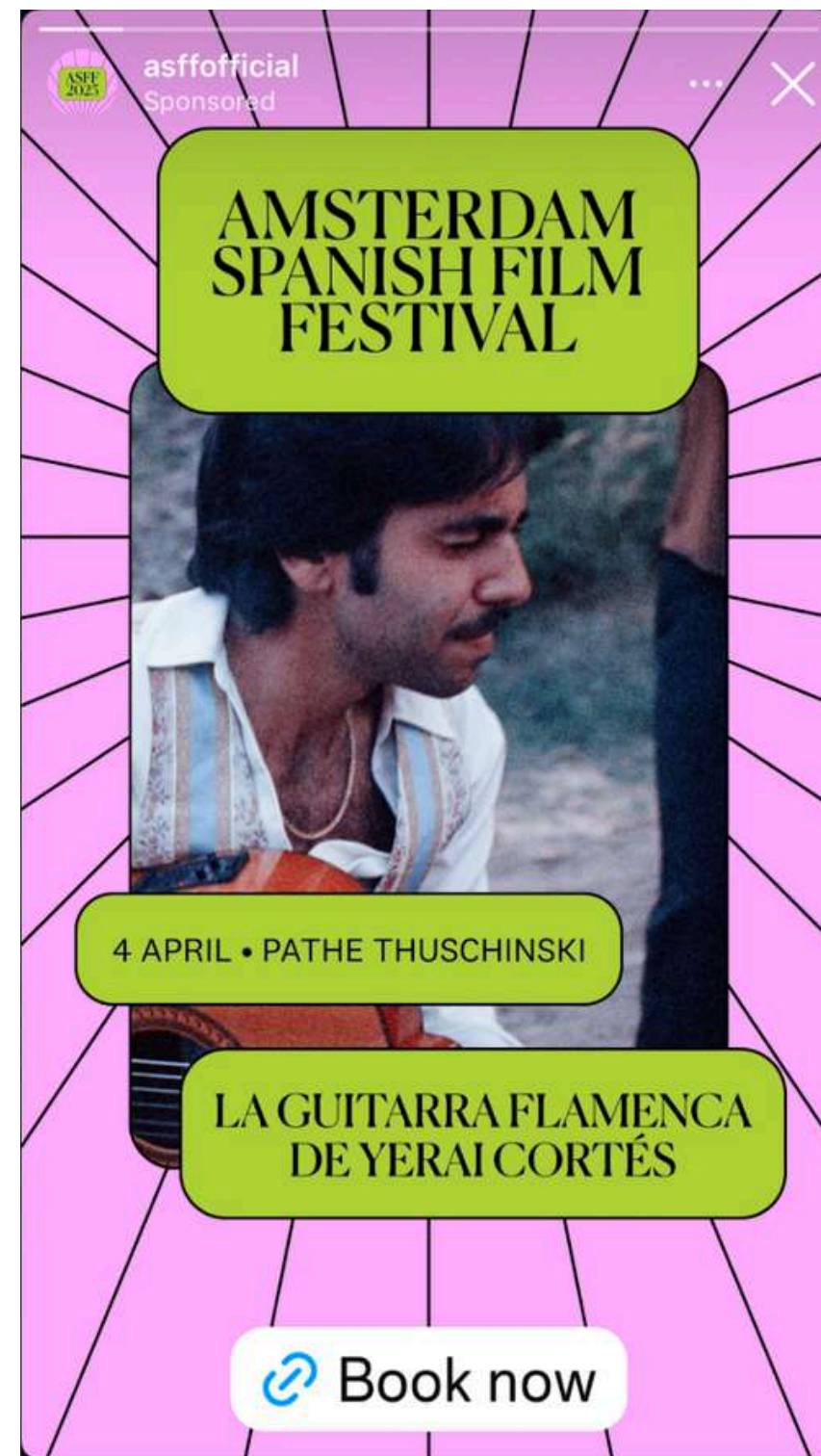
We launched a total of 11 ads between March 4 and April 11. Notably, this year's Launch Event sold out entirely through organic reach — no paid media was used to promote ticket sales for that event!



The design of ASFF's Meta ads is guided by the following goals:

- To make the **brand bold and visually aligned with the channels where new audiences land** — namely Facebook, Instagram, and our website — all of which consistently follow the same art direction.
- To deliver a **clear and engaging message** that sparks curiosity and encourages people to learn more about the event.
- To use **video formats with dynamic motion** and screen transitions that capture attention.
- To incorporate film stills and photos of special guests, **visually reinforcing the festival's core mission:** celebrating and showcasing Spanish cinema.





MUPIS (JCDecaux)

Total: 81

Period: 19 - 25 March

Locations: Amsterdam

For the first time, this edition of the festival launched a visual campaign through **MUPIs across Amsterdam, one week before the festival began.** This initiative helped ASFF increase brand awareness and strengthen the visual identity of this edition among Amsterdammers. **All ASFF's sponsors logos were featured on this campaign.**



Min. 902.000 unique impressions



LOCATIONS OF MUPis

stad_kode	campagne_kode	locatie_kode	meubel_kode	locatie_straat	locatie_postcode	locatie_xpos	locatie_ypos
ASD	G1	ASD1074-011	MU03714	Amsteldijk	1074 HR	52,35785869	4,90410474
ASD	G1	ASD1074-008	DD00016	Amsteldijk	1074 HP	52,34710133	4,9121094
ASD	G1	ASD1079-034	DD00317	Amsteldijk	1079 LE	52,34638175	4,91193139
ASD	G1	ASD1075-034	MU03789	Amstelveenseweg	1076 CT	52,33910353	4,85731826
ASD	G1	ASD1054-052	MU03750	Amstelveenseweg	1081 JG	52,32816459	4,85757968
ASD	G1	ASD1076-045	MU03781	Amstelveenseweg	1076 CS	52,34697129	4,85732653
ASD	G1	ASD1075-043	MU04020	Amstelveenseweg	1075 XV	52,34909507	4,85704245
ASD	G1	ASD1066-075	MU04107	Anderlechtlaan	1066 HK	52,34099607	4,81192115
ASD	G1	ASD1069-023	MU04025	Baden Powellweg	1069 RJ	52,35309764	4,79264405
ASD	G1	ASD1014-020	MU03942	Basisweg	1043 AP	52,39190284	4,84322864
ASD	G1	ASD1077-051	MU03824	Beethovenstraat	1077 JX	52,34408128	4,87680593
ASD	G1	ASD1055-019	MU03972	Bos en Lommerplein	1055 SC	52,37770467	4,84592568
ASD	G1	ASD1081-056	MU03727	Buitenveldertselaan	1082 LZ	52,33755471	4,86898056
ASD	G1	ASD1081-055	MU03729	Buitenveldertselaan	1082 KN	52,32920331	4,86909563
ASD	G1	ASD1063-051	MU04059	Burg De Vlughtlaan	1063 BR	52,37990073	4,8317712
ASD	G1	ASD1063-033	MU04139	Burgemeester de Vlughtlaan	1063 TJ	52,37922065	4,83600584
ASD	G1	ASD1064-028	MU04058	Burgemeester Roellstraat	1064 SV	52,37599206	4,81961228
ASD	G1	ASD1078-041	MU03842	Churchillaan	1078 DE	52,34656966	4,90015559
ASD	G1	ASD1071-044	DD00350	Concertgebouwplein	1071 LL	52,35557097	4,87886639
ASD	G1	ASD1033-051	MU04007	Cornelis Douwesweg	1033 RH	52,4094445	4,8867827
ASD	G1	ASD1065-027	MU04032	Cornelis Lelylaan	1065 CK	52,3576963	4,83218046
ASD	G1	ASD1102-075	MU03706	Daalwijkdreef	1103 AD	52,32357375	4,95660011
ASD	G1	ASD1081-021	DD00354	De Boelelaan	1081 HX	52,33503587	4,85839999
ASD	G1	ASD1083-048	MU04153	De Boelelaan	1083 HJ	52,33475986	4,8869654
ASD	G1	ASD1062-014	MU04048	Delflandlaan	1062 HG	52,35592536	4,84080415
ASD	G1	ASD1068-091	MU04021	Eastonstraat	1068 JH	52,35653605	4,81175235
ASD	G1	ASD1078-048	DD00034	Europaplein	1078 GZ	52,34036694	4,89189365
ASD	G1	ASD1051-017	MU03990	Haarlemmerweg	1014 BL	52,38506311	4,85500435
ASD	G1	ASD1059-011	MU03937	Henk Sneevlietweg	1062 XK	52,34588307	4,84022389
ASD	G1	ASD1071-106	MU03952	Hobbemakade	1071 XN	52,35198576	4,88588256
ASD	G1	ASD1071-056	MU04932	Hobbemakade	1071 XL	52,35488845	4,88646497
ASD	G1	ASD1071-074	MU04068	Hobbemakade	1071 XK	52,357288	4,88634658
ASD	G1	ASD1034-034	MU03893	IJdoornlaan	1034	52,4065968	4,9208712
ASD	G1	ASD1035-043	MU03755	IJdoornlaan	1035 MZ	52,4143822	4,9118228
ASD	G1	ASD1056-013	MU04310	Jan van Galenstraat	1056 AC	52,37254478	4,8426113
ASD	G1	ASD1051-015	MU03962	Jan van Galenstraat	1056 CB	52,37227254	4,84704492
ASD	G1	ASD1061-027	MU03989	Jan van Galenstraat	1061 AZ	52,37245109	4,84125576
ASD	G1	ASD1056-012	MU04056	Jan van Galenstraat	1061 AZ	52,37197113	4,84168296
ASD	G1	ASD1065-058	MU04043	Johan Huizingalaan	1065 JJ	52,35712853	4,82696354
ASD	G1	ASD1021-004	MU04108	Johan van Hasseltweg	1032 GG	52,39167748	4,91323498
ASD	G1	ASD1032-030	MU04096	Kamperfoelieweg	1032 HN	52,3941783	4,91435762
ASD	G1	ASD1101-022	MU04084	Laarderhoogtweg	1101 EB	52,30302389	4,94764495
ASD	G1	ASD1091-025	MU03920	Mauritskade	1091 DA	52,35906468	4,90638624
ASD	G1	ASD1091-024	DD00008	Mauritskade	1091 EW	52,36022998	4,90802869
ASD	G1	ASZ1105-018	MU04110	Meibergdreef	1105 AX	52,29434974	4,94951298
ASD	G1	ASD1098-031	MU03910	Middenweg	1098 AD	52,34131487	4,95090501
ASD	G1	ASD1098-034	MU03905	Middenweg	1098 AT	52,3477746	4,94061222
ASD	G1	ASD1097-049	MU03899	Middenweg	1097 TZ	52,34429657	4,94546062
ASD	G1	ASD1031-002	MU03705	Mosplein	1031 AA	52,39128845	4,91156548
ASD	G1	ASD1097-054	DD00323	Mr. Treublaan	1097 DP	52,34740075	4,91394042
ASD	G1	ASD1052-027	MU03954	Nassaukade	1053 LS	52,36857934	4,8760663
ASD	G1	ASD1025-026	MU04103	Nieuwe Purmerweg	1025 KN	52,39690275	4,92767566
ASD	G1	ASD1068-094	MU04009	Osdorppein	1068 SW	52,36011552	4,80526253
ASD	G1	ASD1077-046	MU03819	Parnassusweg	1076 AT	52,34384269	4,86818113
ASD	G1	ASD1057-043	MU03863	Postjesweg	1057 EE	52,36434817	4,85513802
ASD	G1	ASD1068-090	MU04022	President Allendelaan	1068 VM	52,36691351	4,80723112
ASD	G1	ASD1097-104	MU03935	Prins Bernhardplein	1097 JB	52,34794292	4,9193025

JCDecaux



AMSTERDAM
SPANISH FILM
FESTIVAL

4 – 13 APRIL
2025

I amsterdam.

ORGANIZED BY  IN COLLABORATION WITH    FUNDING BY    THANKS TO THE SPONSORSHIP OF                  

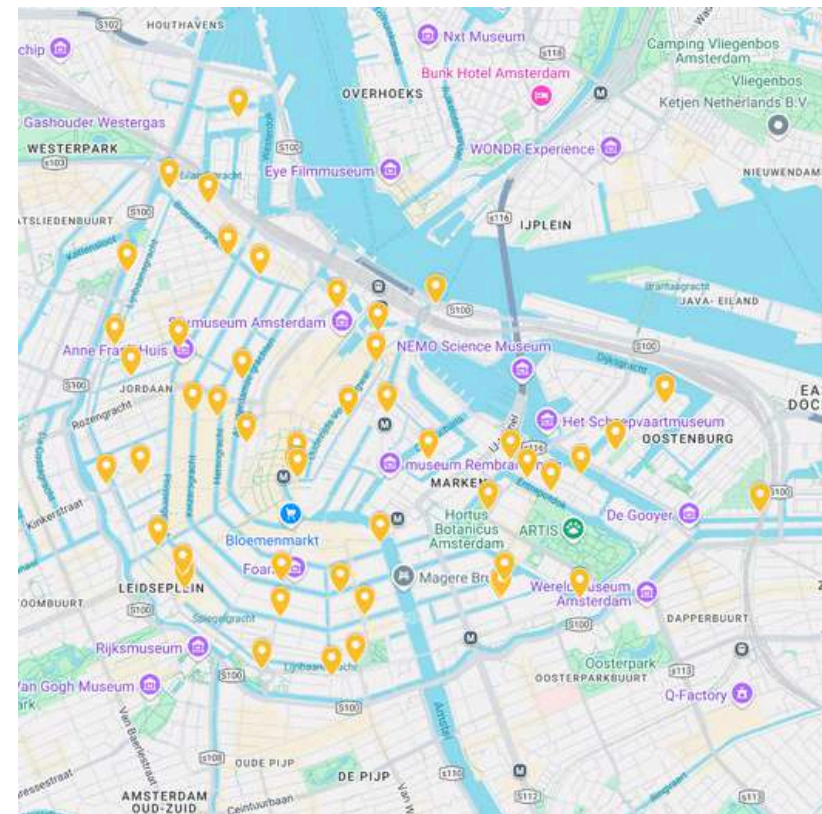
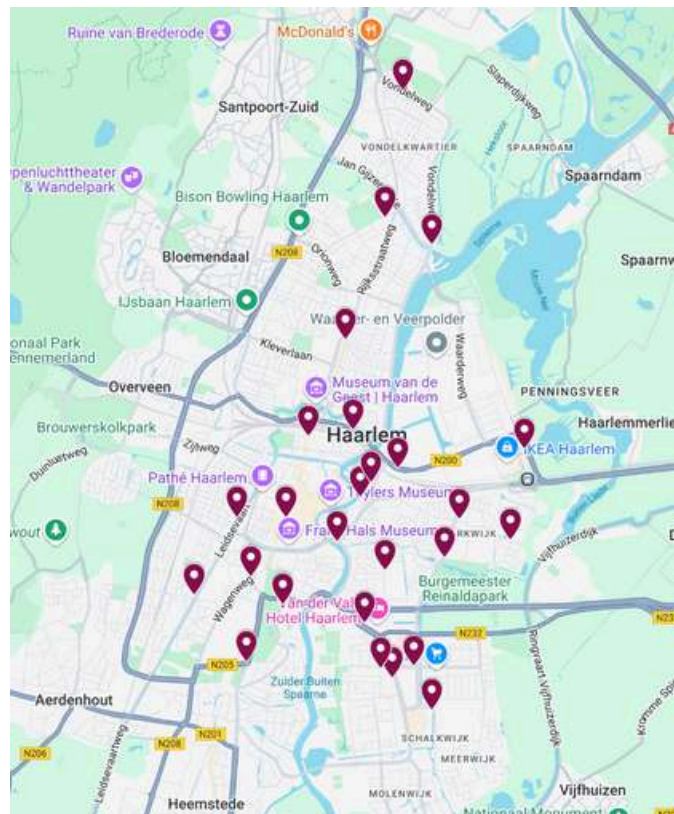
CENTERCOM CAMPAIGN

Total: 150

Period: 25 March - 9 April

Locations: Amsterdam and Haarlem

The festival's visual presence was strengthened through a **two-week poster campaign across Amsterdam and Haarlem**. By featuring the festival on the streets, the campaign helped raise awareness of the dates and invited people to learn more about the upcoming event. **All ASFF's sponsors logos were featured on this campaign.**



Amsterdam:
Min. 2.450.000 unique
impressions

Haarlem:
Min. 612.500 unique
impressions





AMSTERDAM
SPANISH FILM
FESTIVAL

4 - 15 APRIL
2025





JEAN MINEUR (Festival Trailer)

Total venues: 12

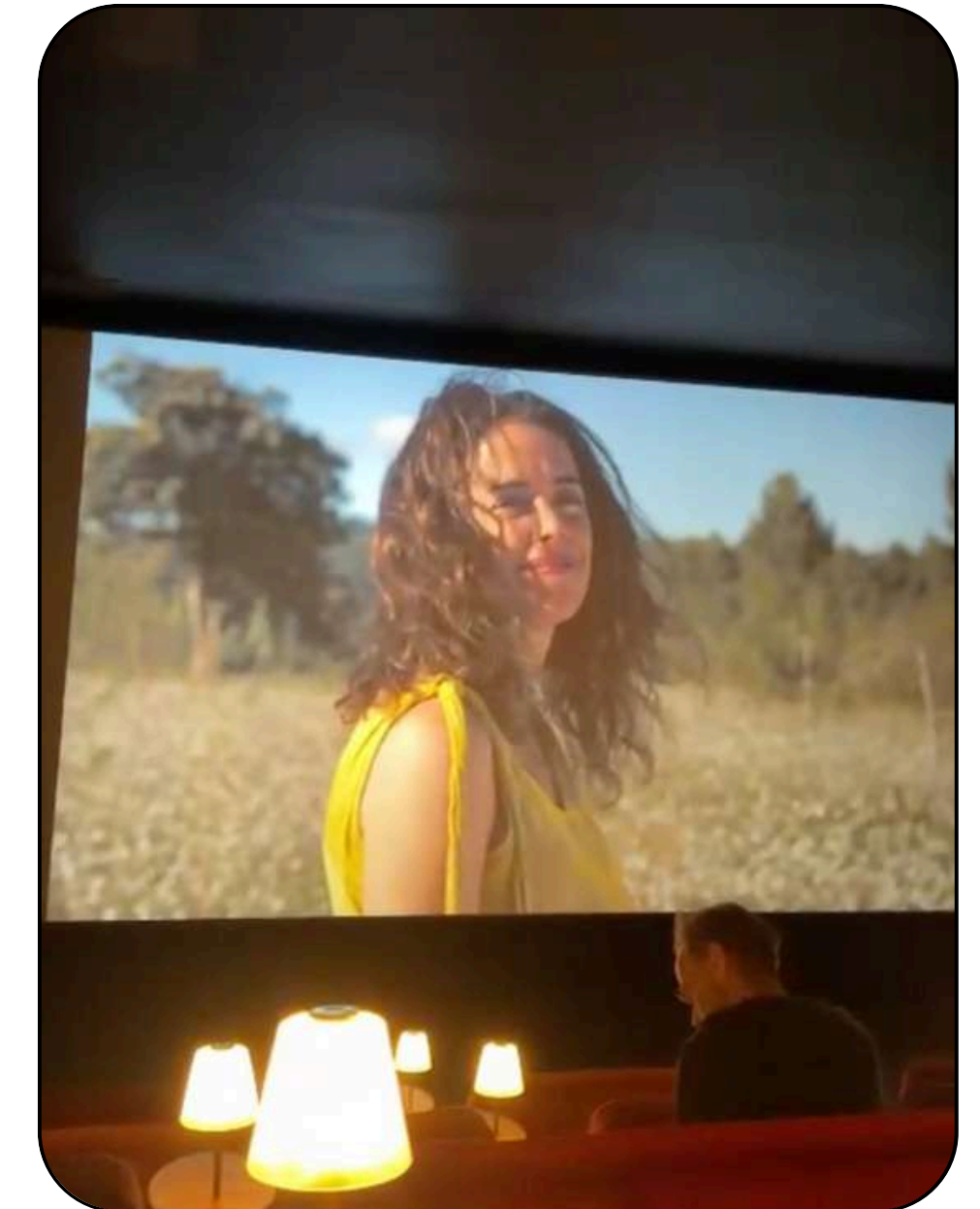
Period: 27 March - 10 April

Locations: Amsterdam and Haarlem

As in previous years, ASFF continued to distribute the festival trailer across various venues in Amsterdam and Haarlem via Jean Mineur. The goal of this initiative is to **connect with regular cinema-goers who frequently attend screenings.**

Moreover, the trailer is shown in more venues than those hosting the festival itself, allowing us to **reach new audiences and invite them to discover the festival program.**

The trailer is a key asset in our marketing campaign. Composed of clips from all the films featured in the edition, it **aims to convey the atmosphere and excitement surrounding the celebration of Spanish cinema in the Netherlands.** The trailer also includes the logos of ASFF's sponsors.



Min. 61.690 unique
impressions

Provincie	Plaats	Bioscoop	Circuit	Aantal zalen	Aantal stoelen
Noord-Holland	Amstelveen	Cinema Amstelveen*		2	420
Noord-Holland	Amsterdam	Cinecenter*		4	254
Noord-Holland	Amsterdam	Cinema De Vlucht*		3	120
Noord-Holland	Amsterdam	De FilmHallen*		9	776
Noord-Holland	Amsterdam	Kriterion*		3	350
Noord-Holland	Amsterdam	Pathé City*	Pathé	7	497
Noord-Holland	Amsterdam	Rialto*		3	270
Noord-Holland	Amsterdam	Rialto VU*		4	424
Noord-Holland	Amsterdam	Studio/K*		3	318
Noord-Holland	Amsterdam	The Movies*		4	269
Noord-Holland	Haarlem	Pathé Haarlem	Pathé	8	785

CAMPAGNE INZET

12

BIOSCOPEN

51

ZALEN

4.602

STOELEN

OWNED MEDIA

WEBSITE

NEWSLETTERS

SOCIAL MEDIA ORGANIC

ASFF WEBSITE

Visits: +2K

Period: 1 February - 13 April

Clicks: 13K

Total impressions: 395K

Total Impressions

395K

Unique Visitors from Search

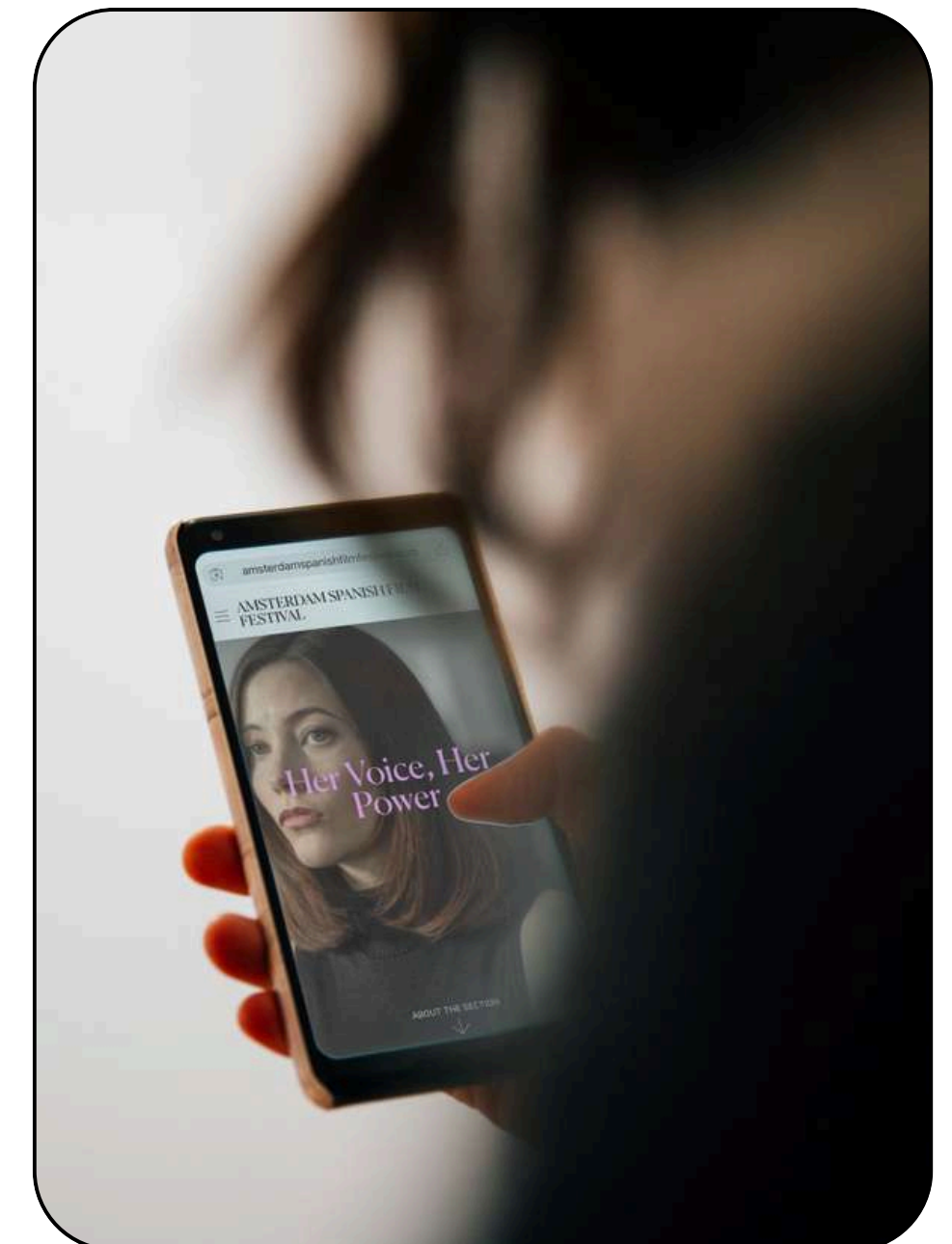
870

Total Clicks

13K

As in previous years, our goal was to establish the ASFF website as the primary and **most reliable source of information about the festival**. This meant directing all traffic—from organic social media, newsletters, third-party promotional apps and websites, to paid advertising—straight to dedicated landing pages on asff.com.

By enhancing our SEO strategy, we also aimed to improve our visibility and performance in organic search results.

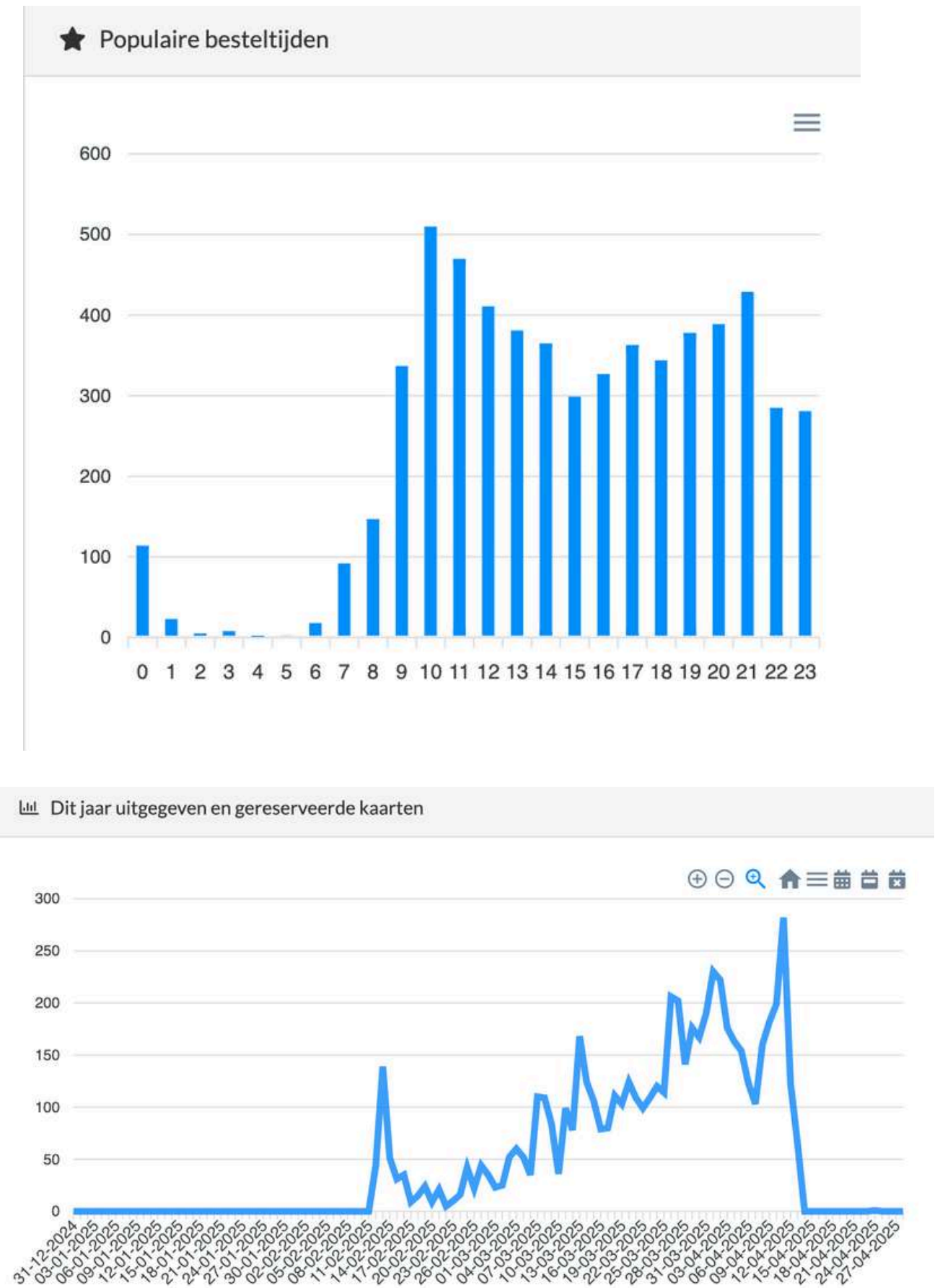


TICKETING SYSTEM INSIGHTS

This year, ASFF implemented a new ticketing system provider, Voordemensen, which significantly **supported our marketing strategy in several ways**, thanks to the valuable insights it provided. For example, we were able to **monitor when the audience was most actively purchasing tickets**. Based on this data, we adapted our newsletter and social media strategies to release news, special offers, and important updates at optimal times, helping to boost sales and better understand audience behavior.

The system also kept us updated with **daily ticket sales figures**, allowing us to set goals and design marketing initiatives to meet them. Additionally, VoordeMensen enabled smoother communication with ticket holders, such as sending clarification emails or double confirmations to Cineville members, ensuring a better customer experience throughout the ticketing process.

On the other hand, its **integration into the ASFF website was also a game changer, allowing users to purchase tickets without leaving the site**. This made a significant difference in terms of marketing standards, as users could have a clearer overview of what they were purchasing while reinforcing the ASFF website as the primary and most trusted source of information.



NEWSLETTER

Total sent: +50.7K

Newsletters campaign: 20

Period: 25 January - 23 April

Clicks: +2.145

This year, ASFF has focused on **improving the newsletter's messaging, design, and overall performance.** As a result, we delivered a total of 20 newsletters, resulting in +66K emails sent, increased the click-through rate, and gained over 200 new subscribers.

The open rate has improved from last year (39% vs this year 44.8%).

Click rate

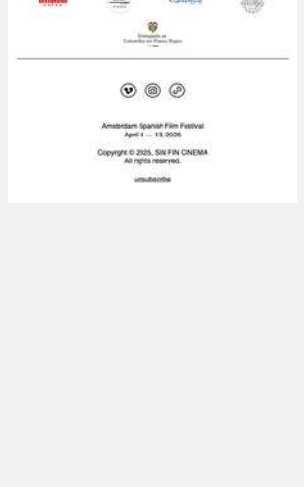
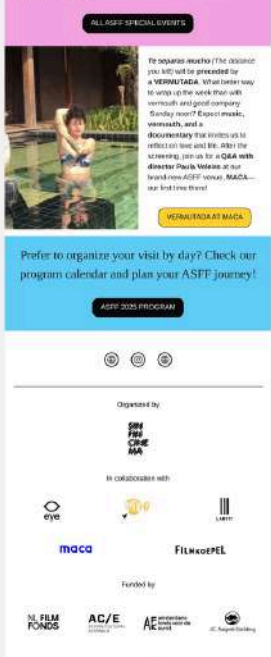
4.5%

Open rate

44.8%

Open rate

44.8%



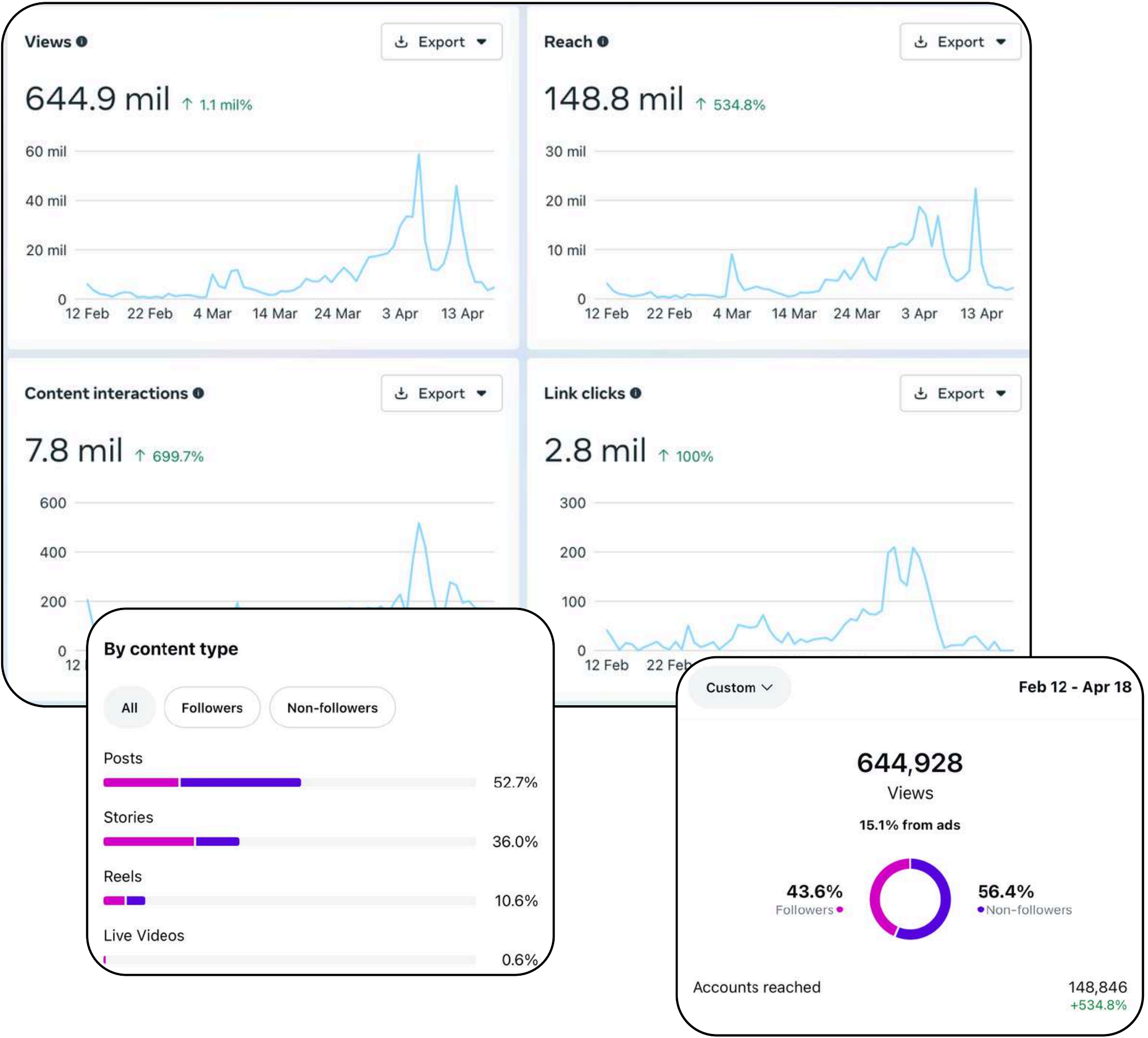
SOCIAL MEDIA ORGANIC

The ASFF organic social media strategy ran from **February 12 until April 18**, covering from the Launch Event announcement and the week following the festival. While the ASFF website remains the primary source of truth, ASFF’s social media channels serve as the audience’s preferred means of communication, keeping them updated on news, the programme, special guests, events, and more.

Based on our audience demographics and past experience, **Instagram has been our primary communication channel** due to the high follower count and potential for organic reach. Additionally, we’ve utilized platforms like Facebook, TikTok, and LinkedIn to share festival updates.

INSTAGRAM

Here are specific Instagram insights for the campaign. Most views came from **organic content** (15.1% came from paid ads):



Our 2025 Instagram goals were:

- **Boost Reels Output:** Increase the number of reels shared compared to last year to enhance reach, engagement, and visibility.
- **Elevate Carousels:** Experiment with carousels that combine images, graphics, and video to deliver content that’s both informative and engaging.
- **Maximize Link Features:** Go beyond caption CTAs by leveraging link options in Stories to drive traffic directly to our website, including ticket sales and key festival info.

12.7K
profile visits

2,804
external link taps

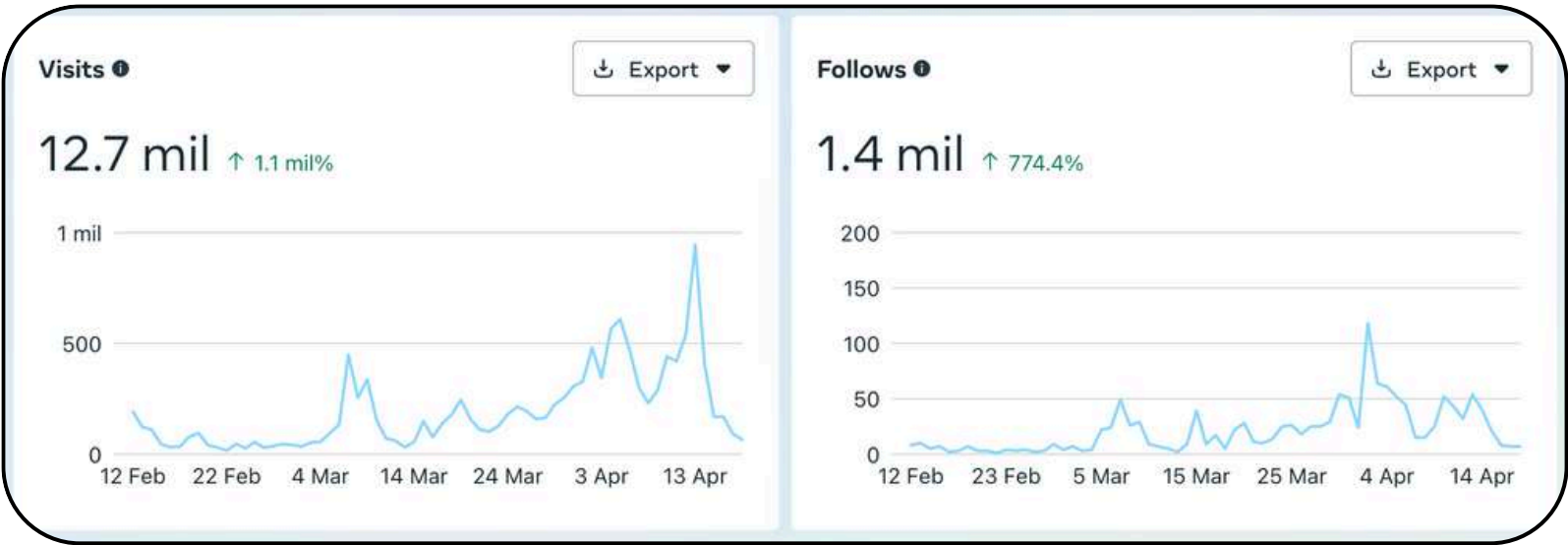
7,760
interactions

600.5K
content views

137.4K
reach

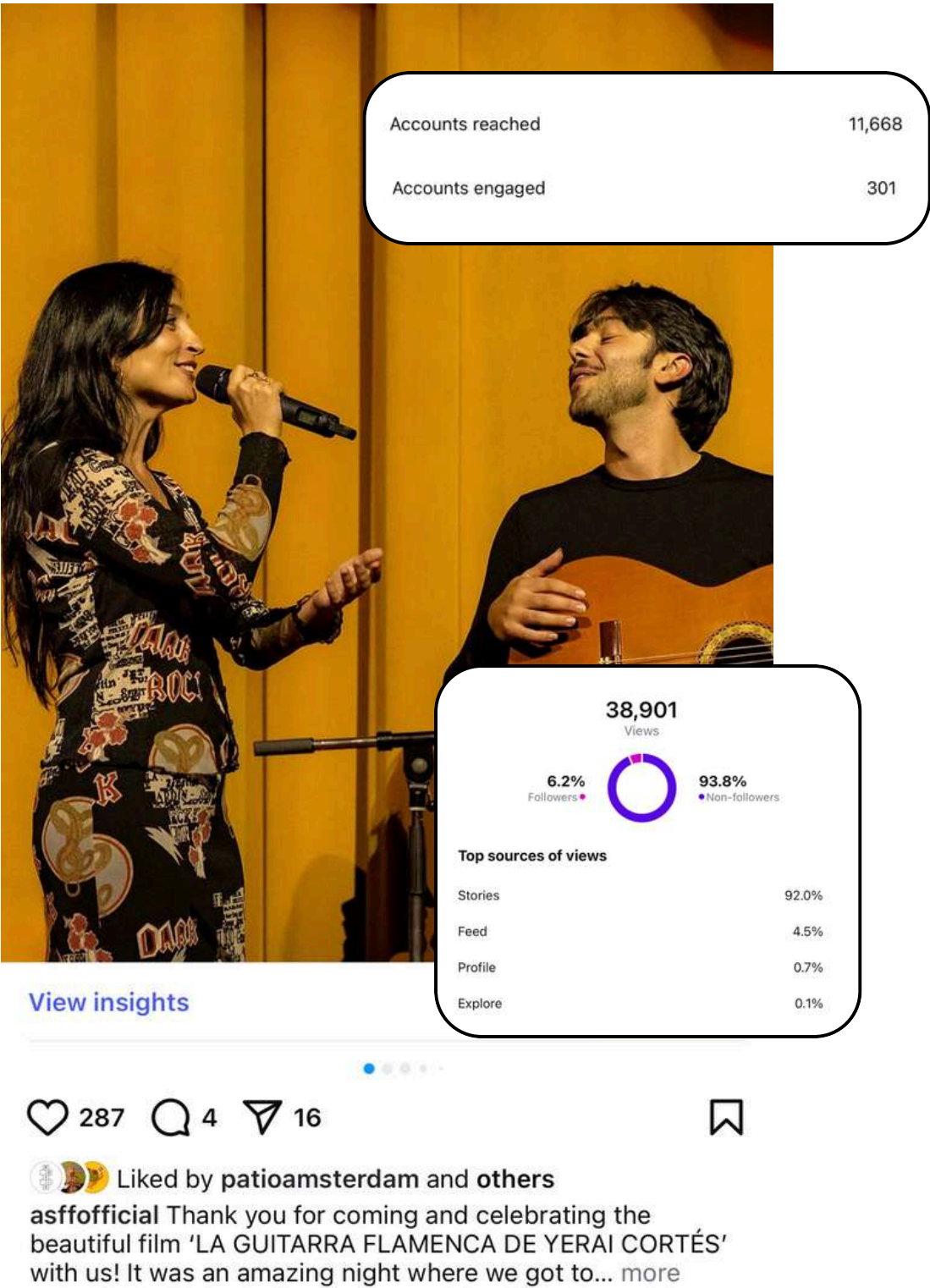
1,361
new followers

- **Showcase Sponsors:** Create content that highlights our sponsors elevating their brand presence while showing audiences the unique value they bring to the festival, for example:
 - Highlight our partnership with AirEuropa through the fact that they fly our special guests to Amsterdam, and highlight the audience ticket giveaway
 - Highlight SEAT & apoint partnership by showcasing the festival cars and our special guests
 - Showcase food and drink experiences at ASFF events, made possible by our gastro sponsors Tasca Bellota, Patio, La Cerveza Española (Mahou) and 100 Montaditos.

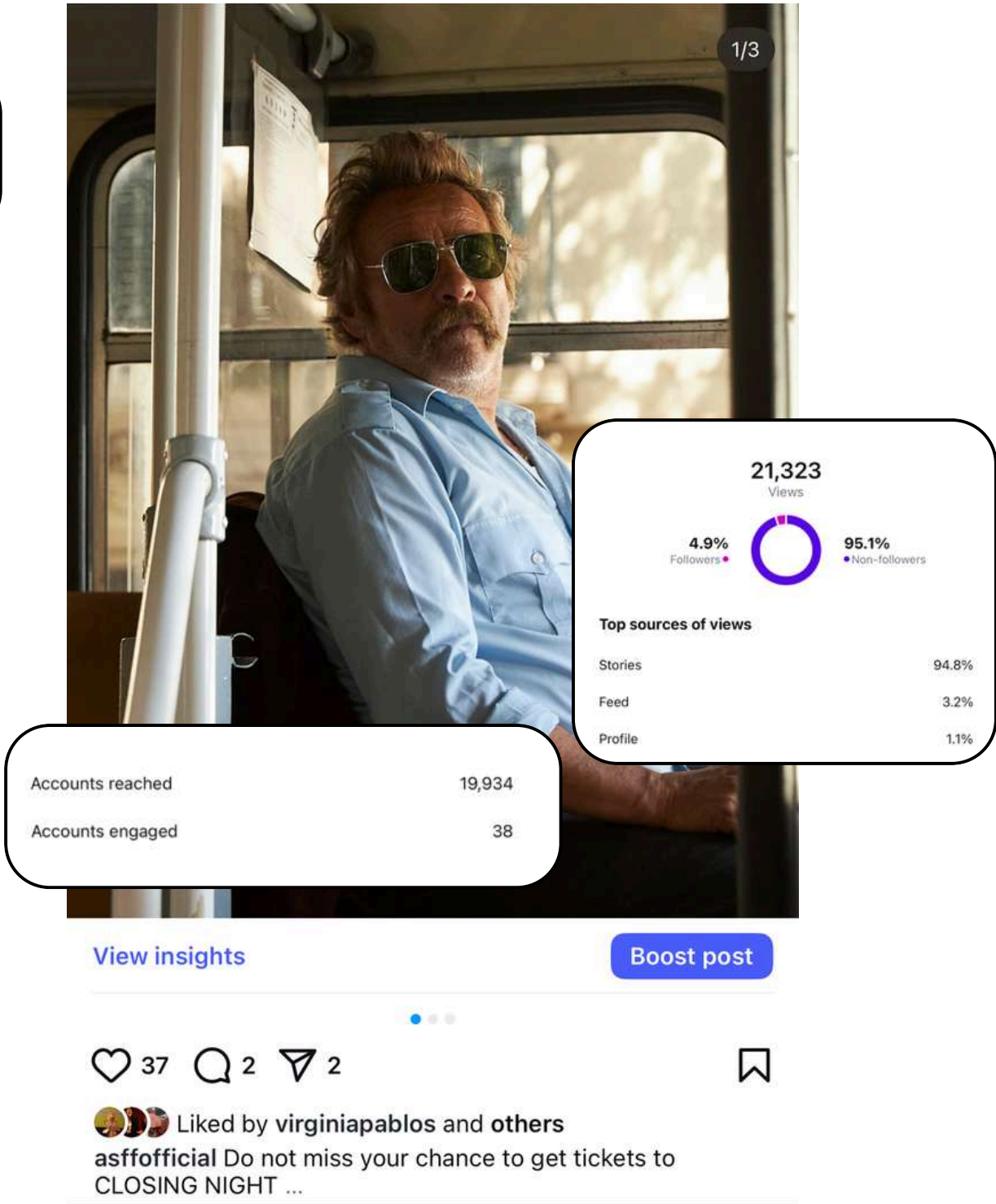


PUBLICATIONS PERFORMANCE: TOP 3 VIEWED POSTS

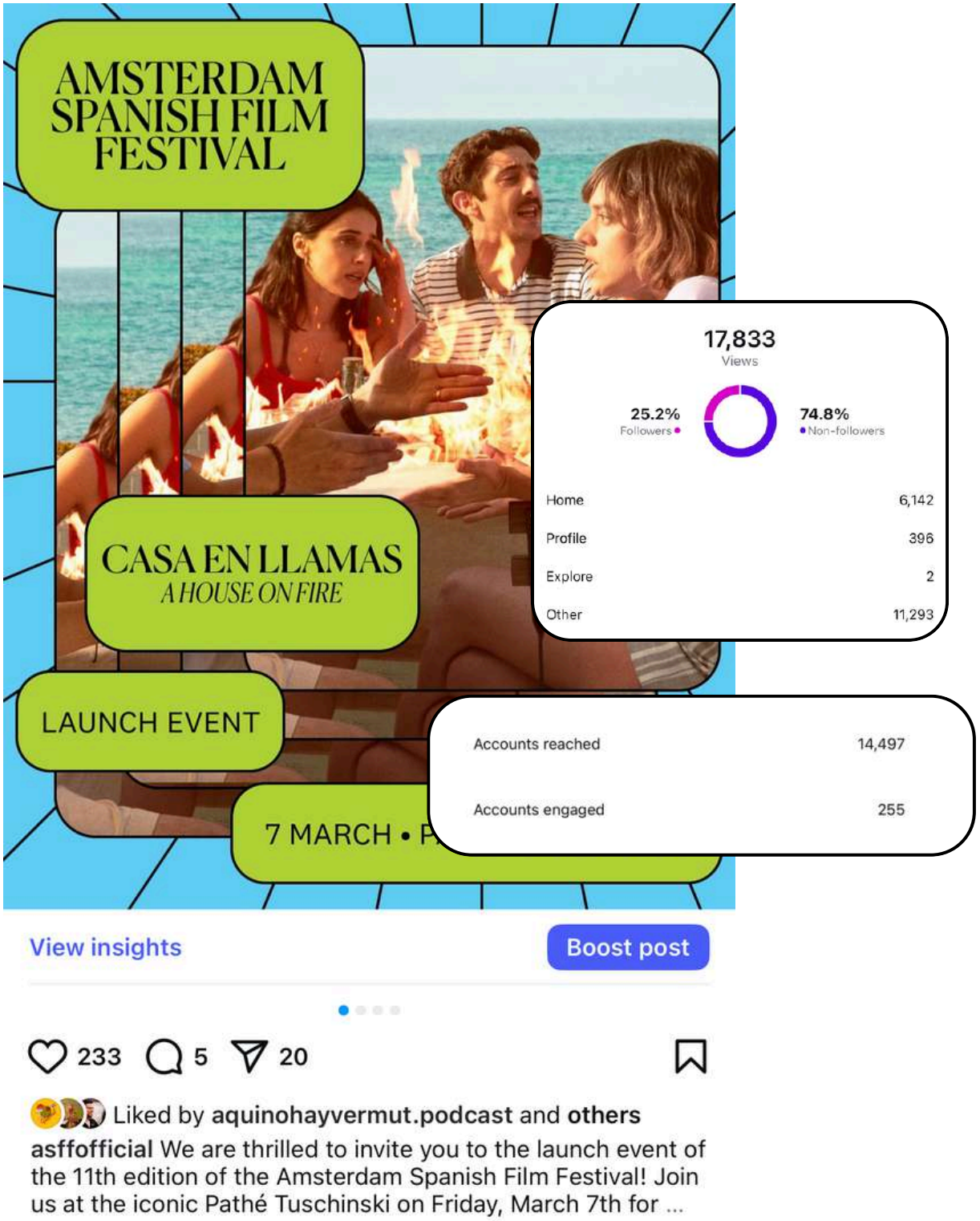
Recap carousel of Opening Night Live Performance
by Yeraí Cortés and La Tania



Reminder carousel of Closing Night



Announcement carousel of Launch Event

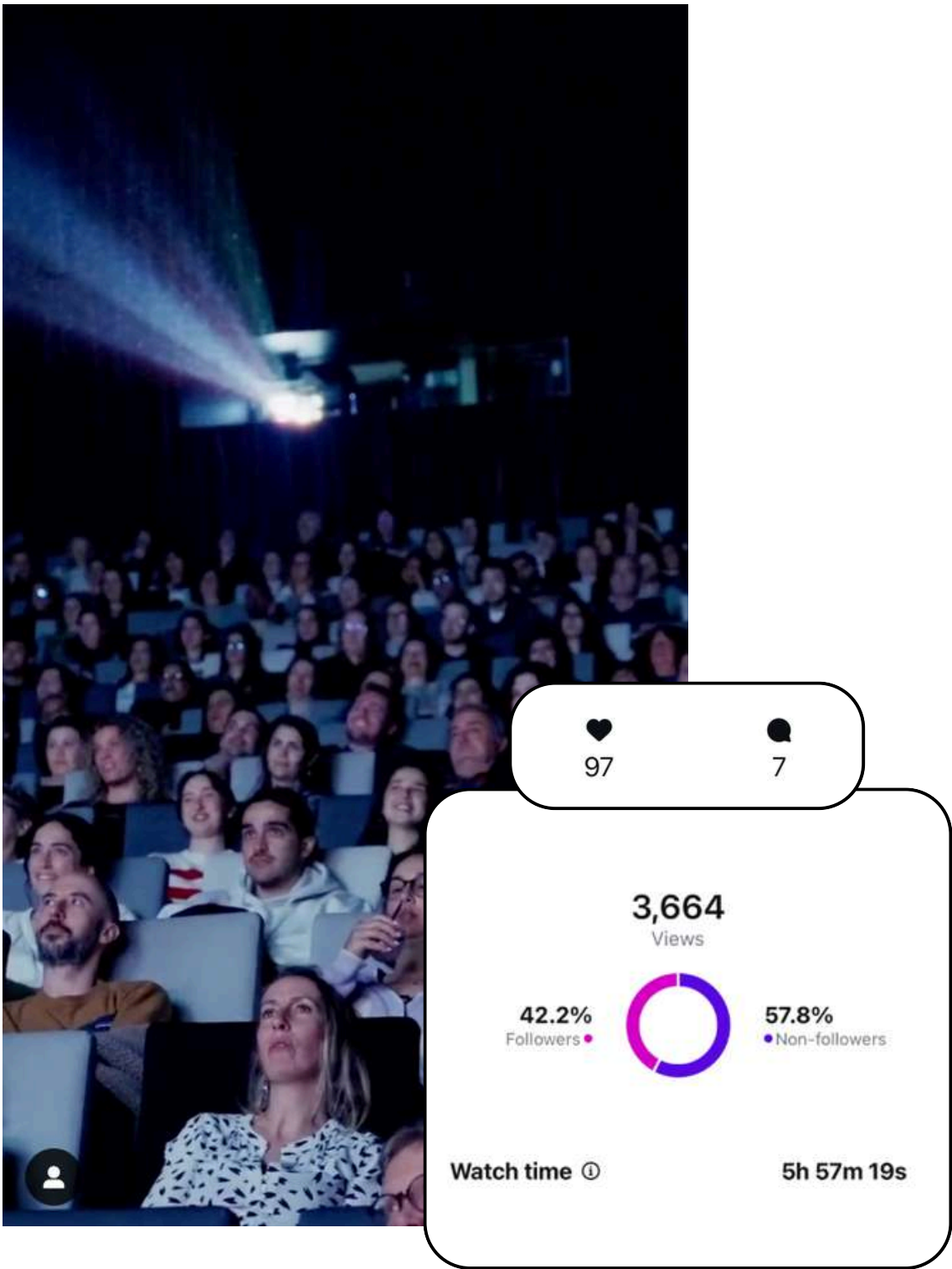
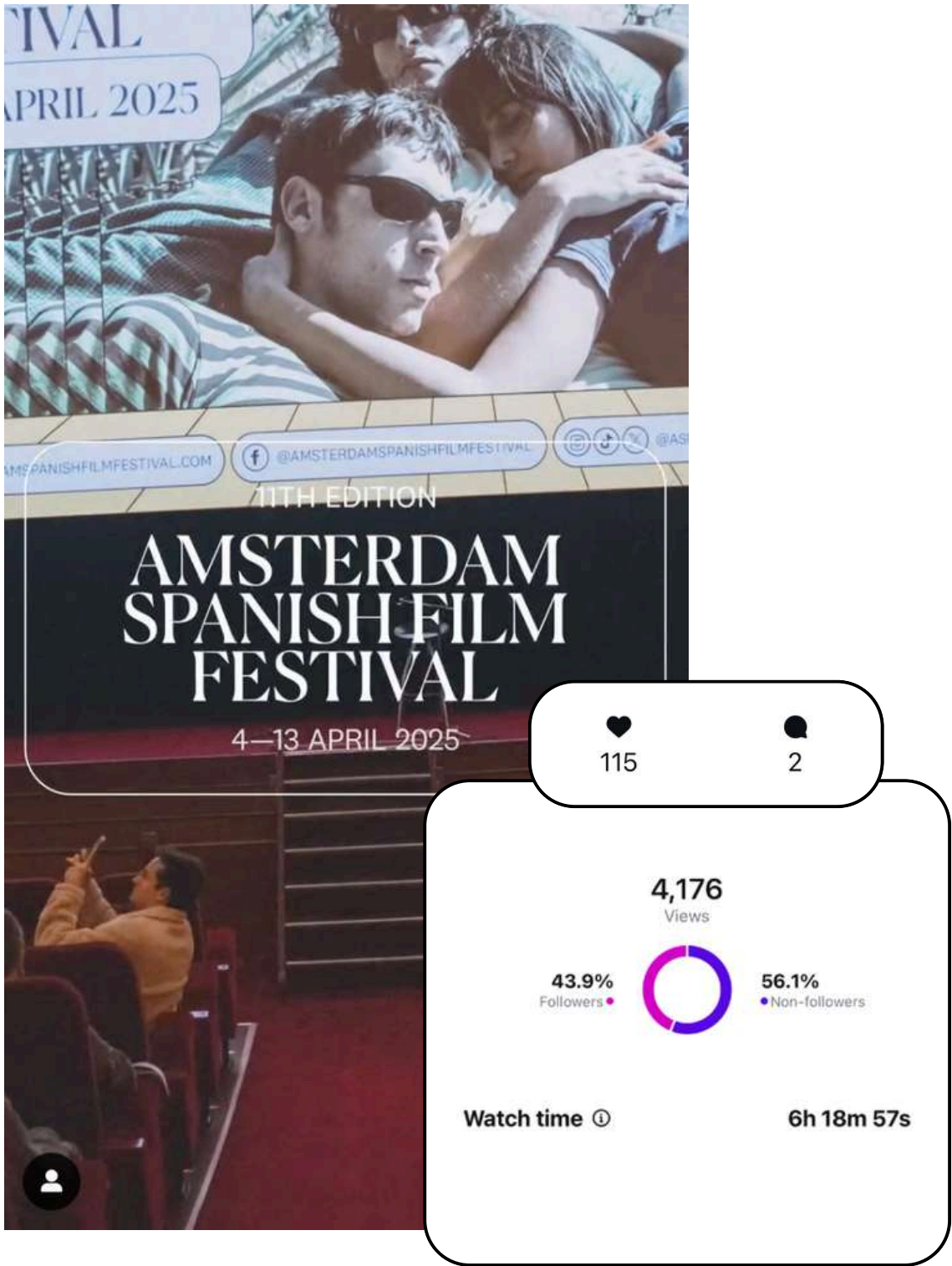
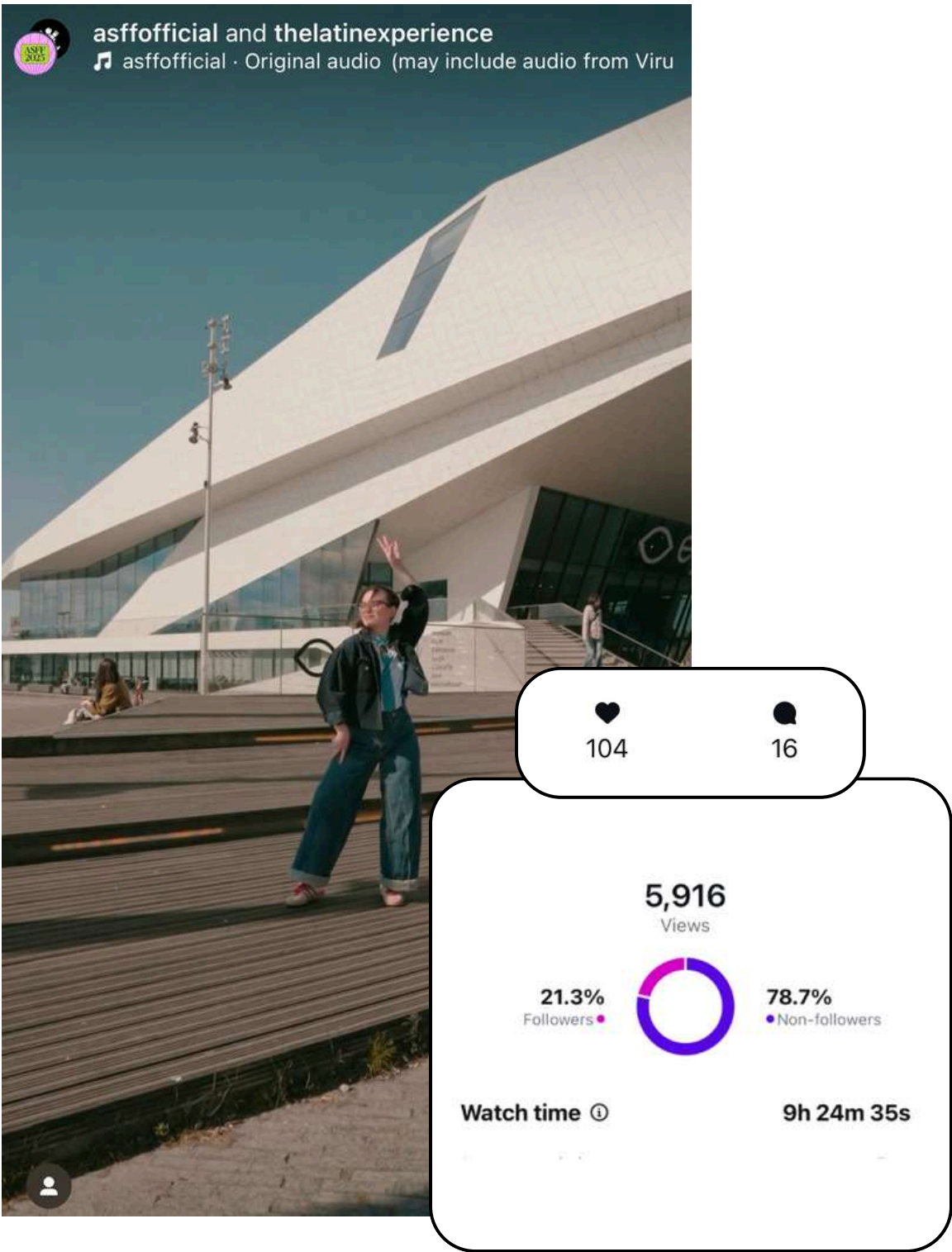


PUBLICATIONS PERFORMANCE: TOP 3 VIWED REELS

El Jockey dance reel

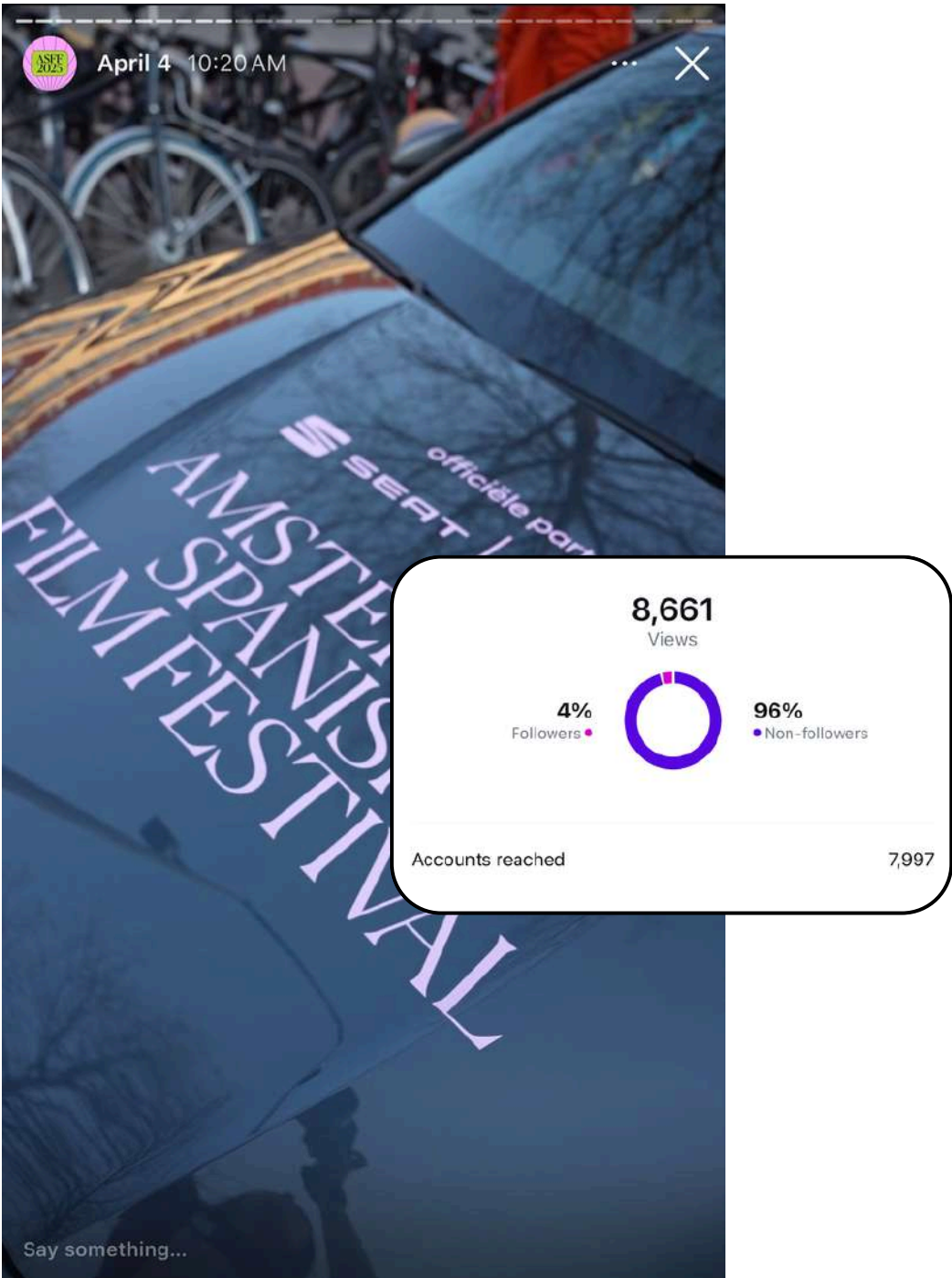
Recap reel of Opening Night

Recap reel of Closing Night

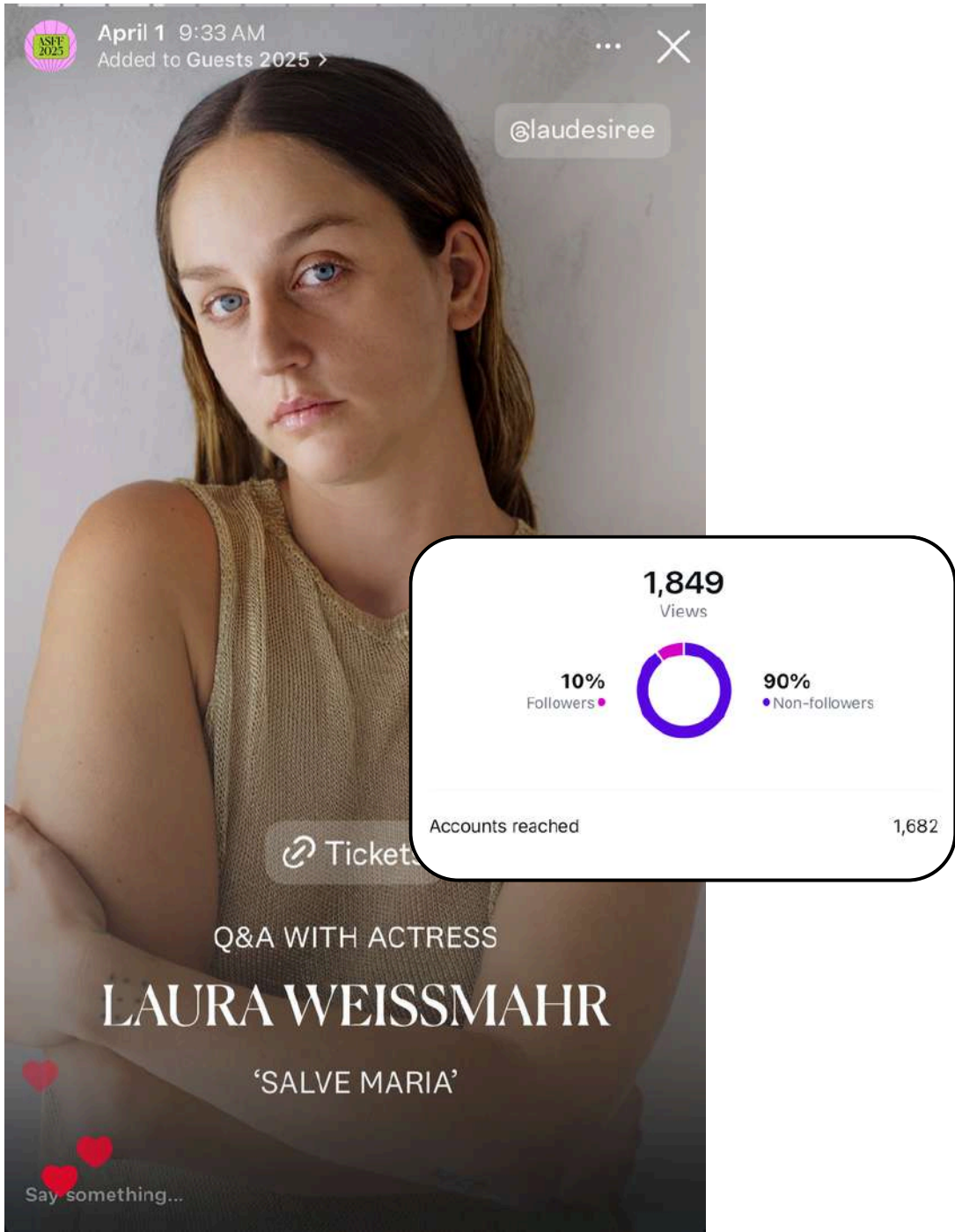


PUBLICATIONS PERFORMANCE: TOP 3 VIEWED STORIES

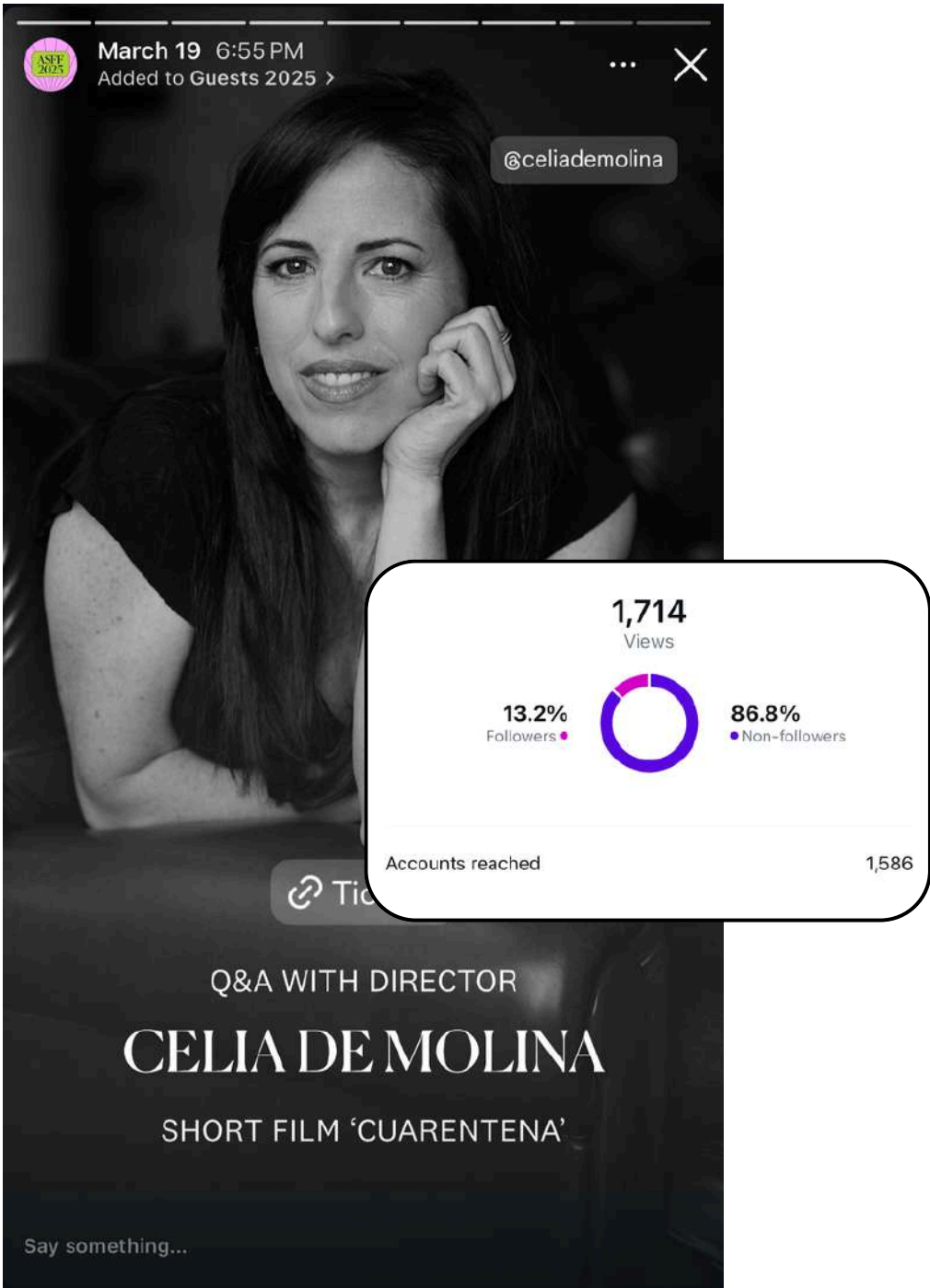
Cris Trenas and La Tania arriving to TSH
with SEAT & apoint



Laura Weissmahr special guest
announcement

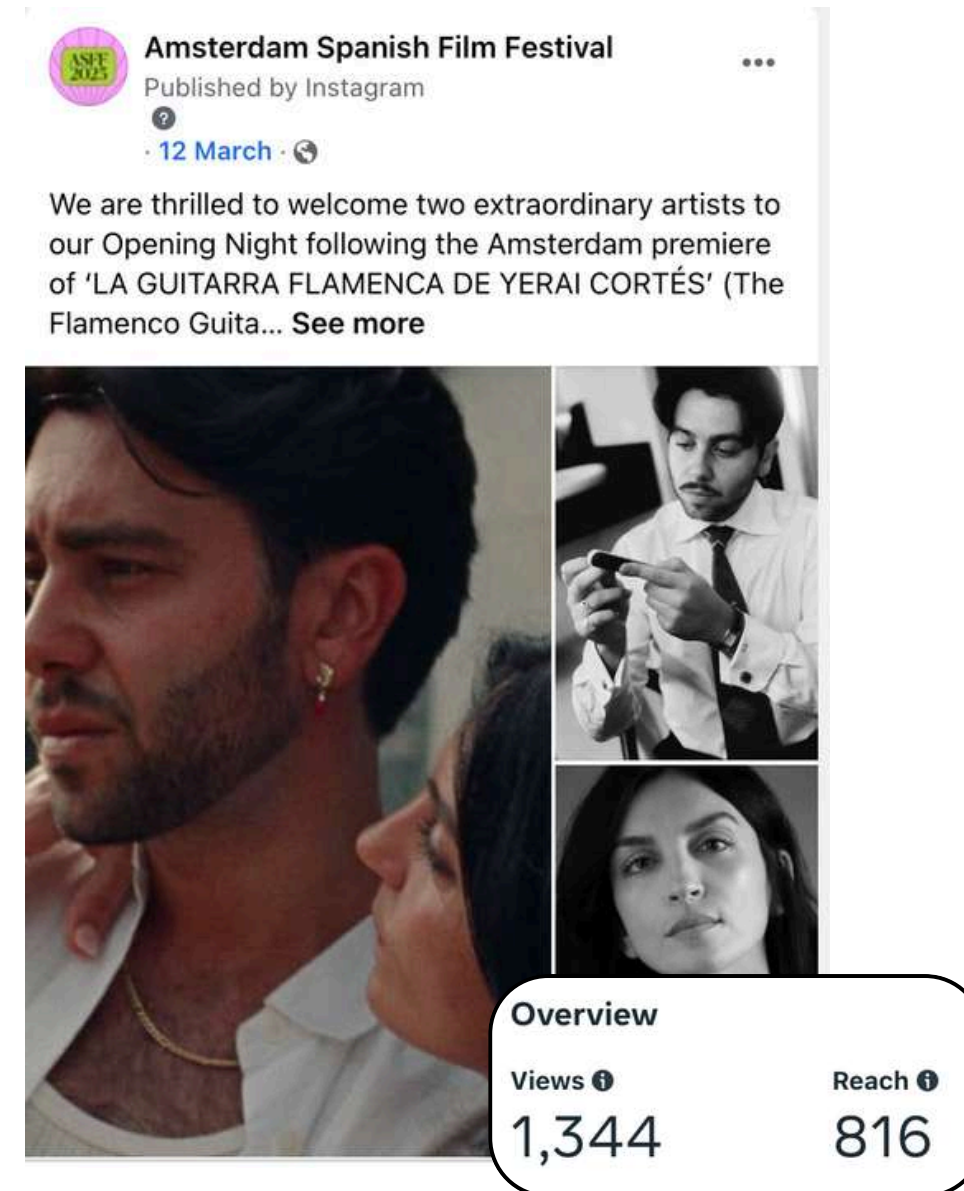
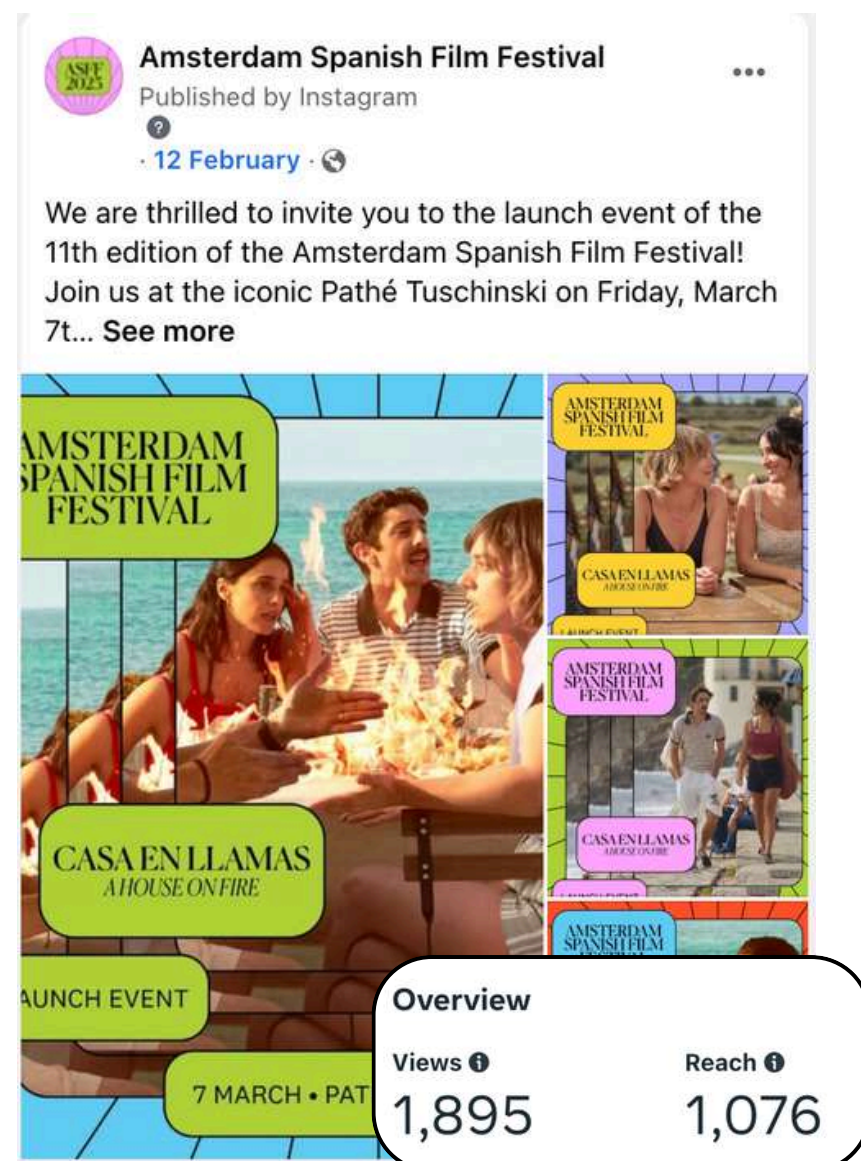


Celia de Molina special guest
announcement



FACEBOOK

Facebook continues to be a **crucial social media tool for a large segment of ASFF's audience**. This channel has been key in connecting with groups of **expats and migrants**, who represent a core part of our target audience and one of the largest communities among our potential attendees.



GRAPHICS & VISUAL IDENTITY

The visual identity of ASFF 2025 has been designed by **What The Studio**. After that, we implemented a system on Figma to recreate all post for socials, enabling seamless collaboration within the marketing team. This workflow allowed team members to give and receive feedback efficiently, ensuring a consistent visual identity was maintained throughout the entire campaign, from the Launch Event announcement to the very end of the festival.

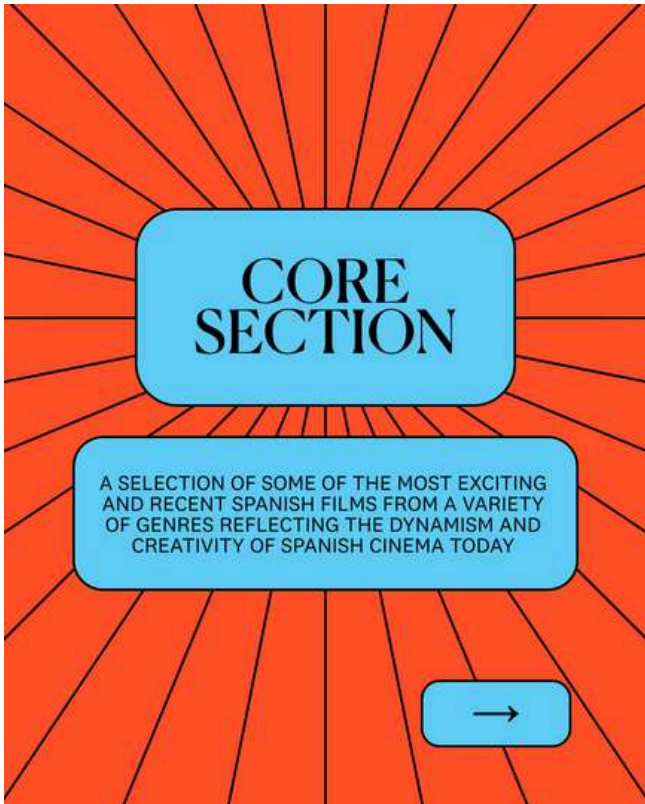
Above, some of the best performing posts contained graphics.



Filmkoepel Haarlem Schedule
11K organic views
1.5K views from ad



Air Europa X Special Guests
9.3K organic views
6.4K accounts reached



Core Section Post
10.6K organic views
9K accounts reached



Launch Event announcement
First post of the campaign
17.8K organic views
14.5K accounts reached

EARNED MEDIA

CROSS PROMOTION PARTNERS

CROSS PROMOTION

This year, the Amsterdam Spanish Film Festival (ASFF) **maintained and deepened its cross-promotion strategy to broaden our reach and engage new audience segments aligned with specific themes in our programming.**

We actively identified and **partnered with influencers, collectives, and cultural institutions** that reflect the values and interests of our diverse festival audience.

In a city as culturally saturated as Amsterdam, where audiences have endless choices for how to spend their time and money, standing out requires more than just great programming—it demands **smart, intentional outreach.** That's where cross-promotion becomes a key pillar of ASFF's marketing strategy.



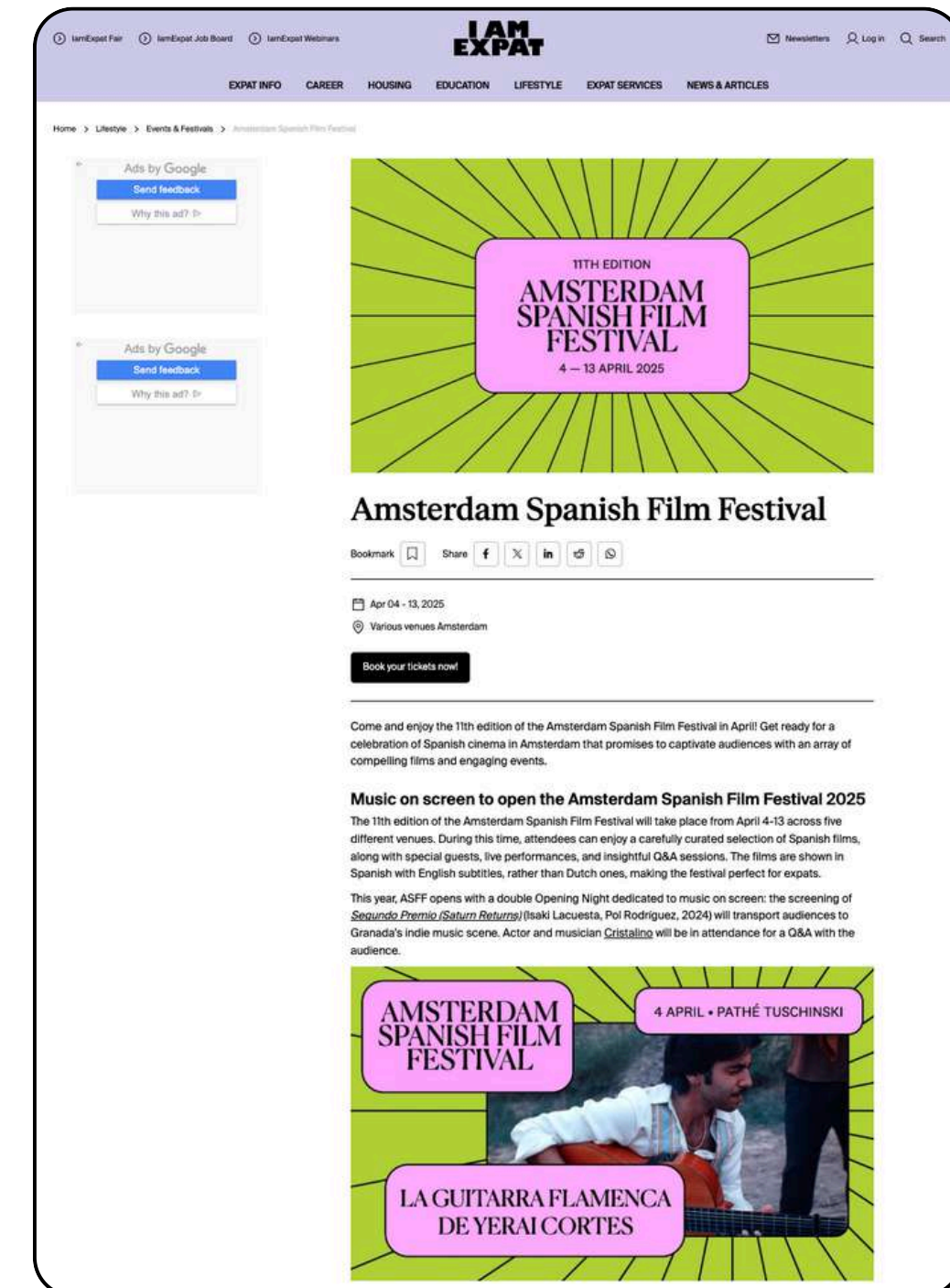
ASFF cross-promotion strategy is based on a two-way street. Our partners also benefit from **being associated with a high-quality, internationally recognized film festival**, which fosters long-term relationships and a growing network of collaborators.

This strategy isn't just about visibility – it's about relevance. It ensures our festival speaks directly to the communities our films represent, **making every screening more meaningful and every connection more impactful**. Our approach focused on these key goals:

1. Encouraging intercultural dialogue and connecting Dutch audiences with international cultural experiences

2. Connecting expat audiences with Dutch audiences through common interests.

3. Expanding our audience base through thematic and community-driven promotion



1.Encouraging intercultural dialogue and connecting Dutch audiences with international cultural experiences

We strategically engaged both Dutch and international communities living in the Netherlands. Our aim was to not only attract Spanish-speaking audiences but **also to spark interest among Dutch locals** eager to explore global cinema and cultural narratives.

We also collaborated with platforms like **Double A Magazine (27k)** and **Hotspotfinders (49k)**, which cater to lifestyle and cultural enthusiasts with diverse, internationally minded audiences. This includes both expats and Dutch people looking for more international cultural experiences. To attract more Dutch audiences, we also reached out to Dutch-speaking influencers such as **Eva Koreman (37k)**.

Furthermore, third-party event platforms Bash, AllEvents, and Eventbrite provided a way to promote our events to last-minute event seekers actively looking for cultural happenings in Amsterdam.

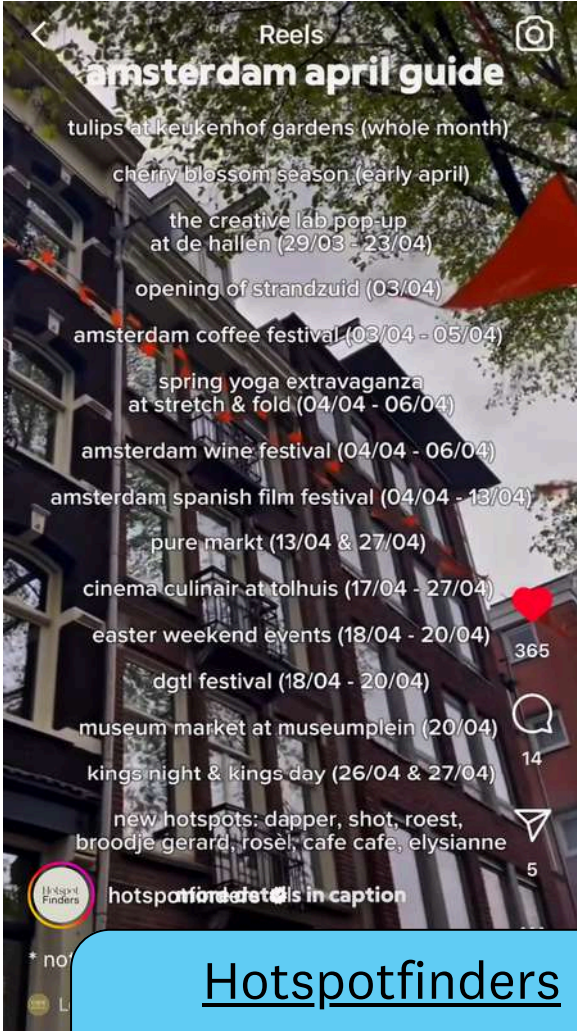
Our influencer strategy focused on accounts with 10k+ followers, ensuring wide visibility, while also working with smaller community-led pages and newsletters (some with fewer followers but high engagement and reach via blogs or mailing lists).



Eva Koreman
37k FOLLOWERS



Double A Magazine
27k FOLLOWERS



Hotspotfinders
49k FOLLOWERS

2. Connecting expat audiences with Dutch audiences through common interests

We also focused on building connections within **expat and immigrant communities** through partnerships with expat-focused organizations and platforms to incentives community building.

To achieve this, we partnered with organizations that specialize in bridging cultural experiences between expats and local audiences – such as **I AM EXPAT (25k)** (media partners) and **The Latin Experience (28k)** (events partners) – who shared our content through posts, stories, and newsletters. These collaborations highlighted the cultural richness of our program and **positioned ASFF as a celebration of international perspectives.**

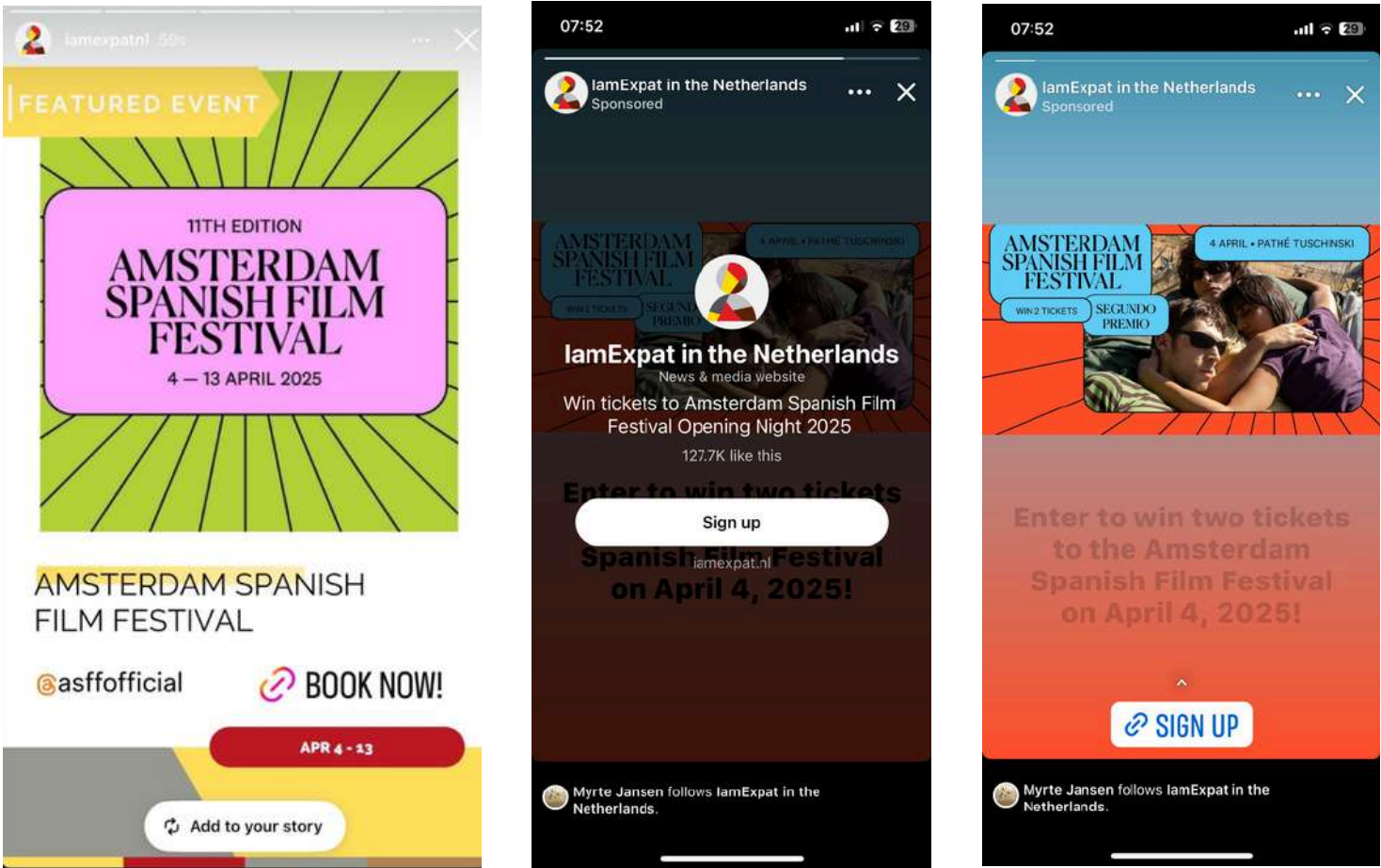
Additionally, we promoted our events in large cultural **Facebook groups (5k+ members) that catered to expats in Amsterdam** (specifically from Spain and Latin America).

A standout collaboration this year was with **The Colombian Embassy in Amsterdam, which helped us promote the film ‘Los reyes del mundo’ and strengthened the visibility of our Focus Latino section.** This partnership not only supported our goal of intercultural dialogue but also created a dynamic space for the Latino community and for Dutch audiences with a keen interest in Latin American cinema.

I AM EXPAT

25k FOLLOWERS

MEDIA PARTNERS



3. Expanding our audience base through thematic and community-driven promotion (giveaway strategy)

This year, ASFF strategically connected with niche communities through ASFF program sections like Spanish Cinema Without Fear, Her Voice, Her Power, and Focus Latino.

This shift toward hyper-targeted cross-promotion allowed us to emphasize the festival's multi-facetedness, **showcasing ASFF as a space where different audiences could find content that resonated with their own identities, causes, or cultural touchpoints.**

We partnered with both micro and macro influencers and community organizations known for cultural engagement. Some examples:

Bibi Jane Angelica (144k) - cinema lovers, feminism target

Ladies Wine Design Amsterdam (newsletter & social) - feminism, women experiences target



WIN TICKETS TO SOY NEVENKA PREMIERE

Win two free tickets to the Premiere of the film *Soy Nevenka*

Two ways to enter:

1. Follow [@asffofficial](#) on [Instagram](#) AND tag them in a story.
- OR
2. Subscribe to the ASFF newsletter (the button is at the bottom of the [web page](#)).

Winner announced by 7 April

PREMIERE

SOY NEVENKA
I AM NEVENKA

WIN 2 FREE TICKETS!

Ladies wine design
NEWSLETTER

moviesthatmatterfestival

PREMIERE

SOY NEVENKA
I AM NEVENKA

WIN 2 FREE TICKETS!

Movies that matter
13K FOLLOWERS

tangomatter_amsterdam
Eye Filmmuseum

6/7

Tango Matter
4,536 FOLLOWERS

LWD Iwdamsterdam

1/6

AMSTERDAM
SPANISH FILM
FESTIVAL

4 — 13 APRIL
2025

Ladies wine design
2,466 FOLLOWERS



Flamenco Biennale
5k FOLLOWERS



Dolle Mina
14k FOLLOWERS

Dolle Mina (14k) - feminism, women experiences target

Movies that Matter (13k) - cinema lovers, social themes target

Flamenco Biennale (5k) - Spanish culture target

Tango Matter (4,5K) - Latin America culture


Imagine Film Festival (5K) - fantasy cinema lovers, culture target

These collaborations sparked authentic conversations and helped position ASFF as a festival that listens and reflects community voices.

PARTNERSHIPS & COLLABORATIONS: REACHING NEW AUDIENCES

While we created collaborative posts with our expected partners such as sponsors and venues, we also saw exciting new **collaborations that played a key role in reaching broader audiences.** These partners helped us experiment with **fresh, creative reels** that stepped outside our usual content style.

These contributors are **The Latin Experience** (28.2K followers) and their individual members, volunteer content creator **David Gallo** (8.7K followers), as well as our sponsor **The Social Hub** (20K+ followers throughout their various accounts). The collaborative posts helped amplify our presence and diversify our storytelling during the campaign. Here are the top performing reels for each contributor:



The Social Hub Madrid

353 posts

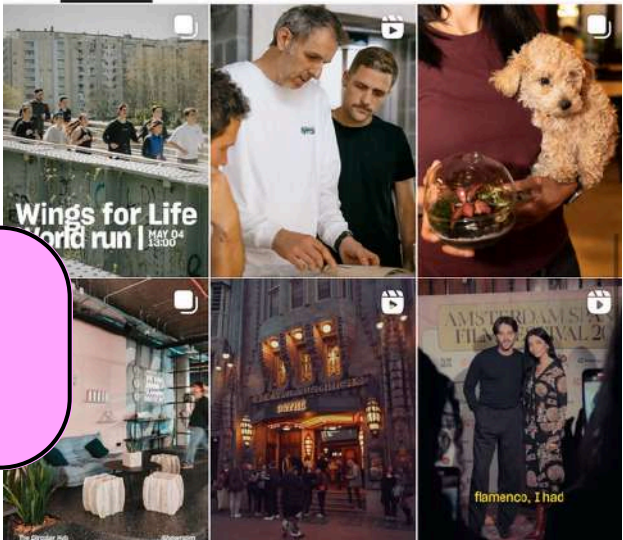
20.5K followers

87 following


Learn, stay, work and play in one of our 17 hubs (and counting) across Europe. Make room for what matters at #TheSocialHub.

Cuesta de San Vicente 28, Madrid, Spain

linktr.ee/thesocialhub.madrid



TSH MADRID
20.5K FOLLOWERS



The Latin Experience

412 posts

28.5K followers

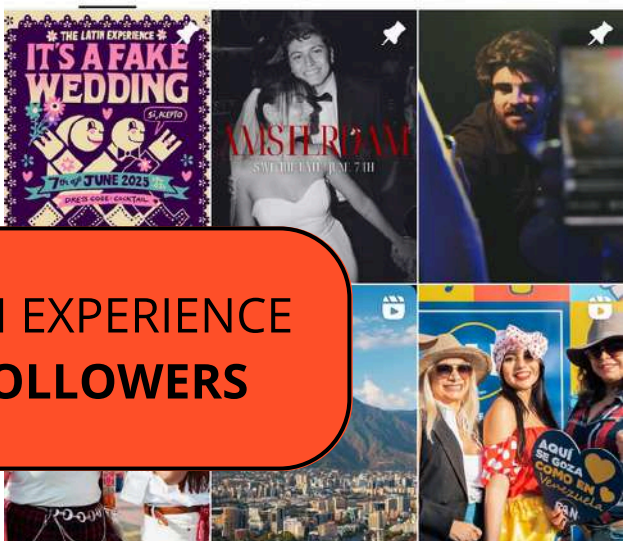
85 following

Event Planner


The Latin Experience x It's a Fake Wedding - 7th of June

www.thelatinxperience.com... and 1 more

@thelatinxperience



THE LATIN EXPERIENCE
28.5K FOLLOWERS



David Gallo

577 posts

8,677 followers

609 following

Journalist


Amsterdam

PR of my grandpa @galloartista

My doggies @rositaandhavana

Content Creator Portfolio

ig.me/u/davidgallos/cp/BAOknJp9Zm

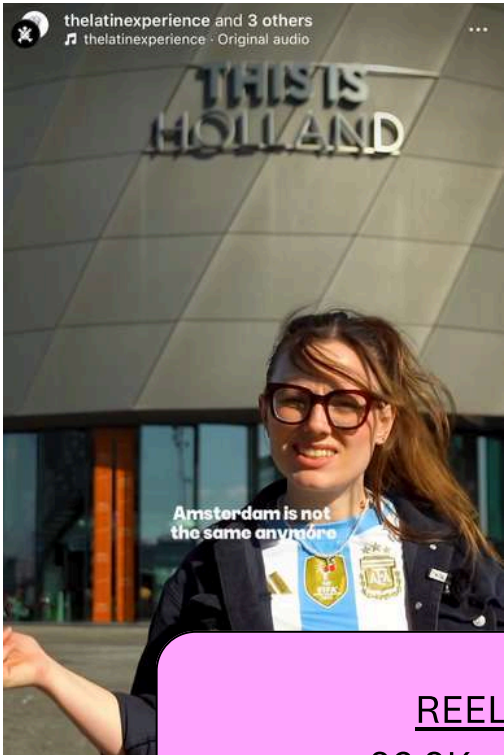


DAVID GALLO
8,677 FOLLOWERS

This year ASFF had a special event partner: **The Latin Experience**, an organization specializing in Latin American-themed events. Their mission and vision matches with our audiences target and specially with ASSFF **Focus Latino** section. As part of this collaboration, The Latin Experience hosted an event at the Eye Filmmuseum, sponsored by **Air Europa**, to celebrate the Dutch premiere of the Argentinian film ‘El Jockey’ (Kill the Jockey). They also participated in a special screening of the Colombian film ‘Los Reyes del Mundo’ (The Kings of the World), an event supported by **the Embassy of Colombia to the Kingdom of the Netherlands** and offered free to the public.

Together, we created six collaborative Instagram posts, including four high-reach reels.

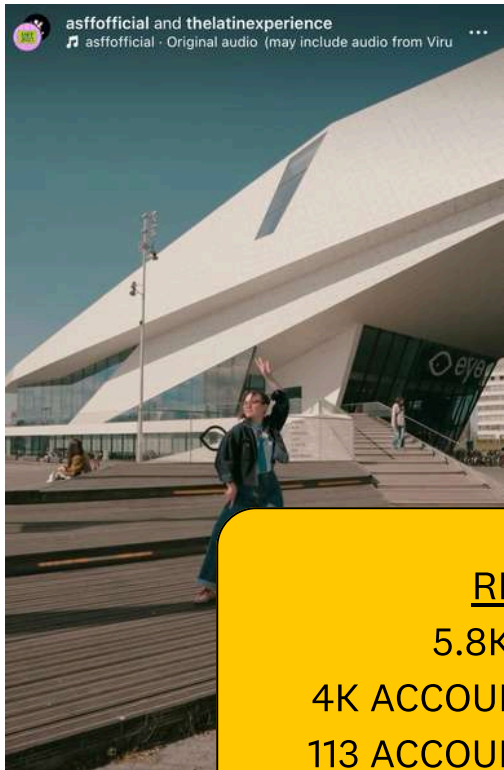
28.2K FOLLOWERS
@THELATINEXPERIENCE



REEL 1
26.9K views
17K accounts reached
940 accounts engaged



REEL 2
8K VIEWS
5.9K ACCOUNTS REACHED
164 ACCOUNTS ENGAGED



REEL 4
5.8K VIEWS
4K ACCOUNTS REACHED
113 ACCOUNTS ENGAGED

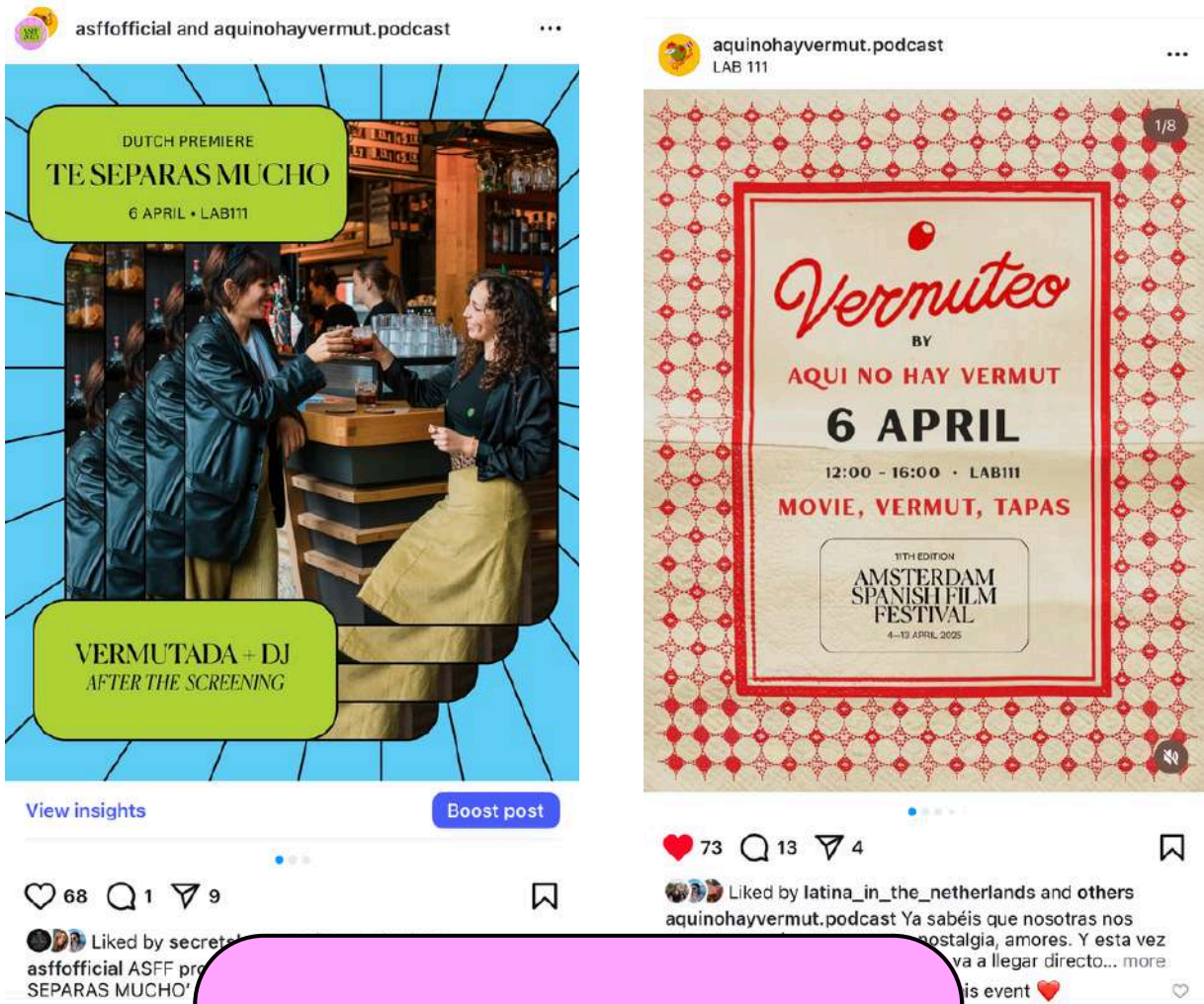


REEL 3
16.5K VIEWS
10K ACCOUNTS REACHED
486 ACCOUNTS ENGAGED

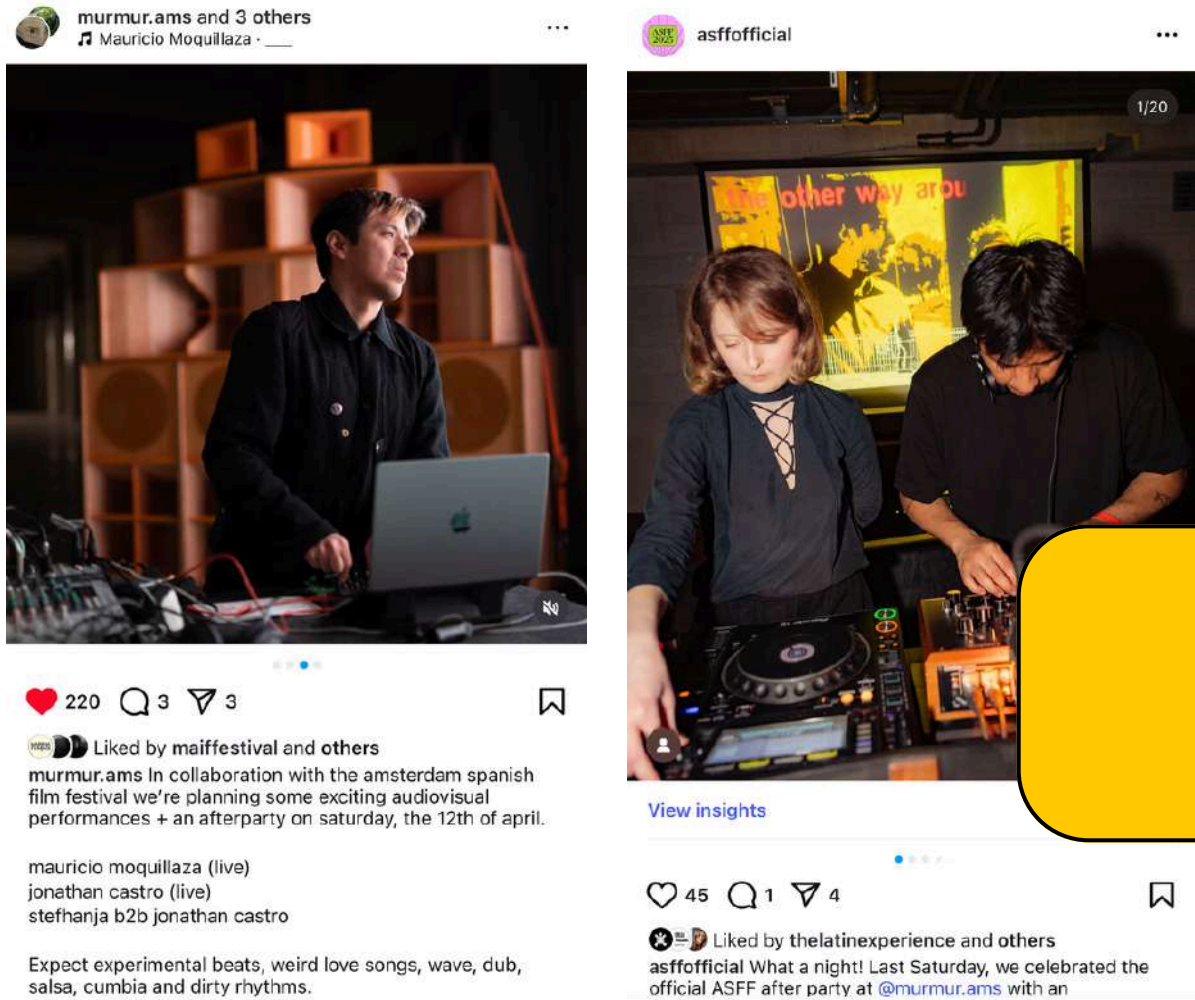
We partnered with **Aquí No Hay Vermut**, a podcast duo and community with a highly engaged **Spanish expat audience** in the Netherlands. As part of our collaboration, they hosted a **vermutada** following the screening of ‘Te separas mucho’ (The Distance You Left) at LAB111. The event was a huge success: both the screening and the vermutada completely **sold out on Sunday 6 April at 12:00!**

ASFF hosted its **Official Afterparty at Murmur**, a creative space and bar known for celebrating music and creative experimentation beyond the mainstream. The night featured a fusion of live performances and a cumbia dance set, creating a truly immersive experience with performances from:

- Mauricio Moquillaza
- Jonathan Castro
- Stefhanja B2B Jonathan Castro



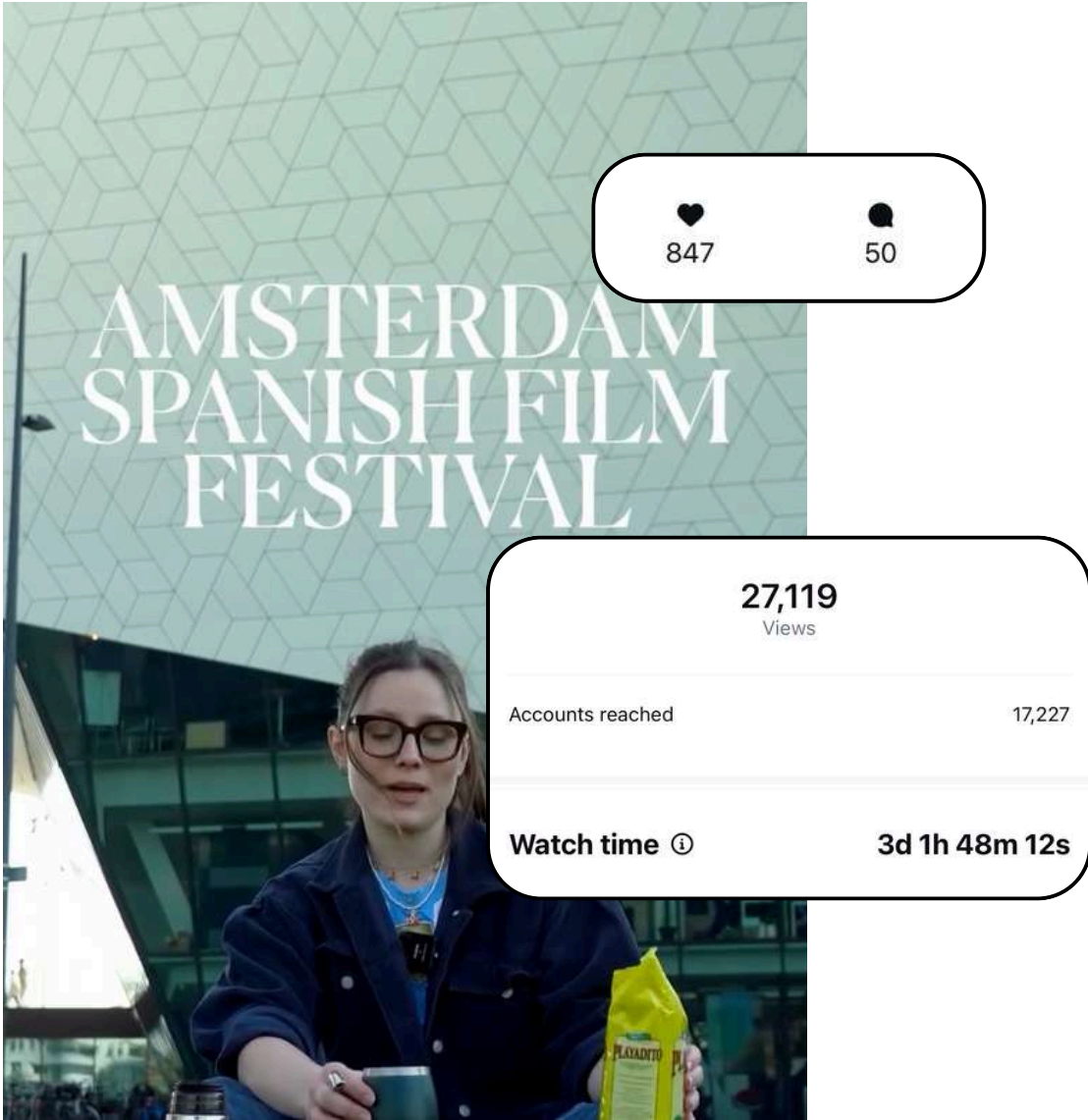
1,664 FOLLOWERS
@AQUINOHAYVERMUT.PODCAST



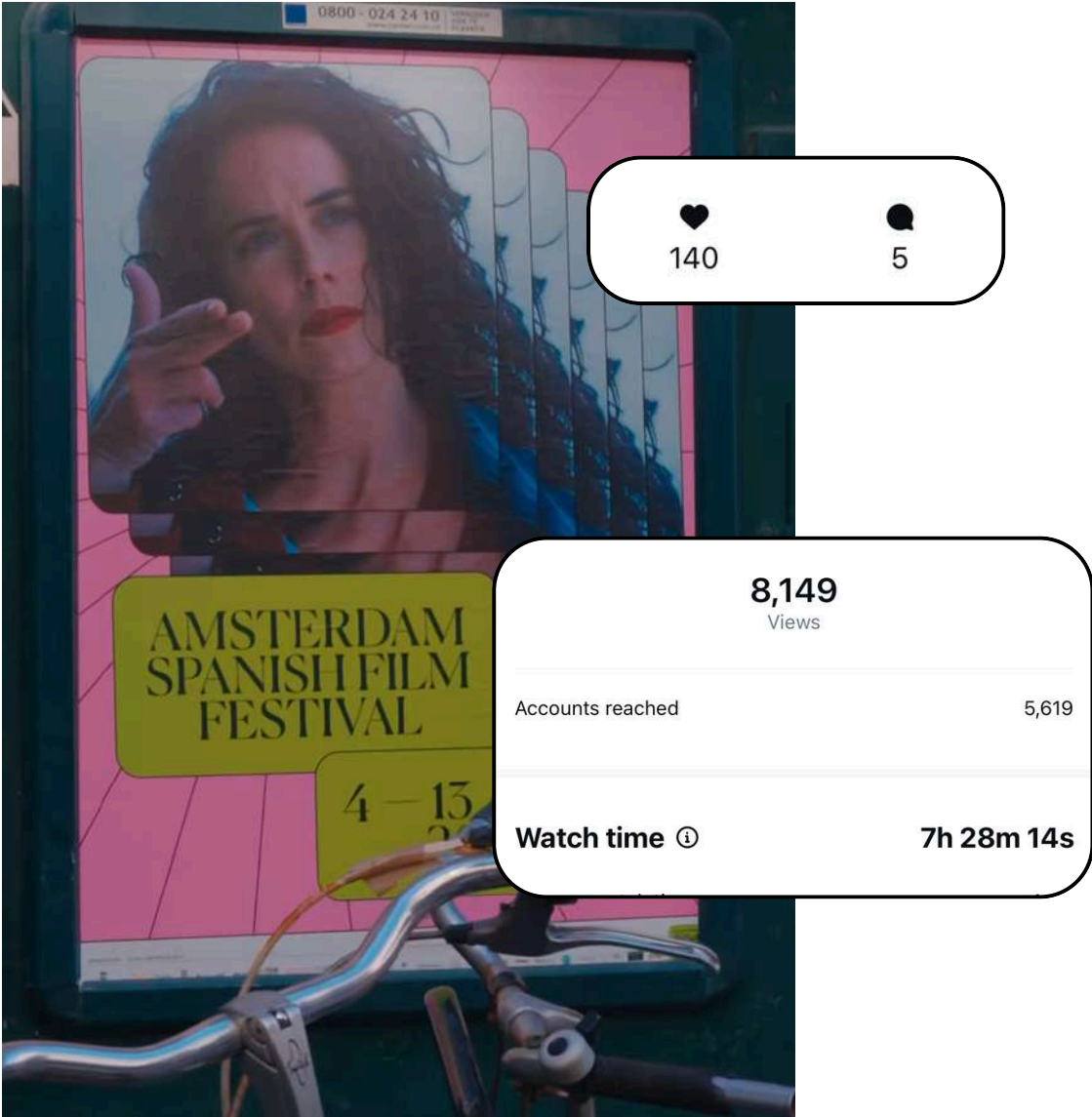
20K FOLLOWERS
@MURMUR.AMS

INSTAGRAM COLLABORATIONS: TOP 3 VIEWED COLLABORATIVE REELS

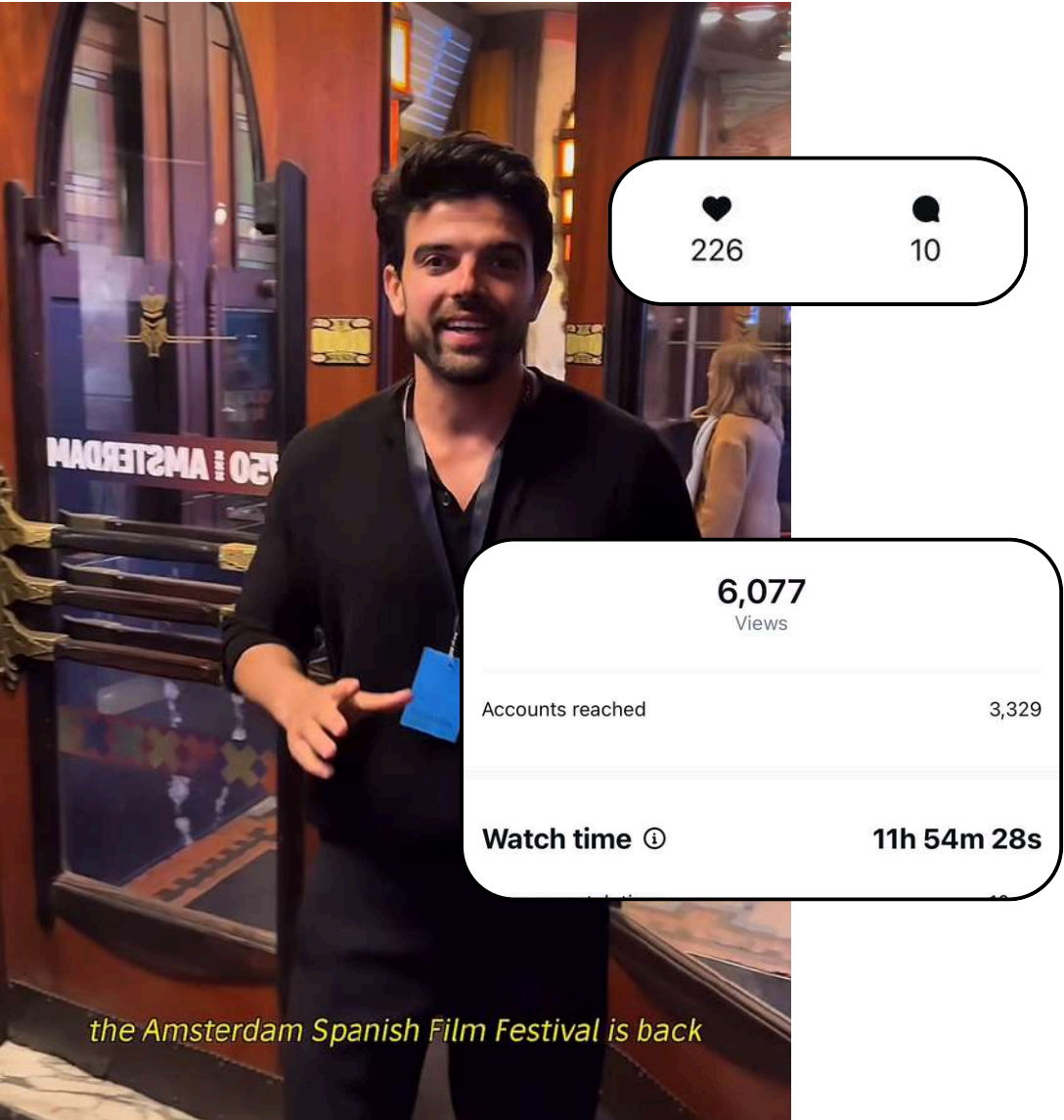
Best performing collaborative reel with The Latin Experience



Best performing collaborative reel with The Social Hub (Amsterdam + Madrid)



Best performing collaborative reel with David Gallo



SHARED MEDIA

INFLUENCERS

SPECIAL GUESTS

SOCIALS

VENUES SOCIALS

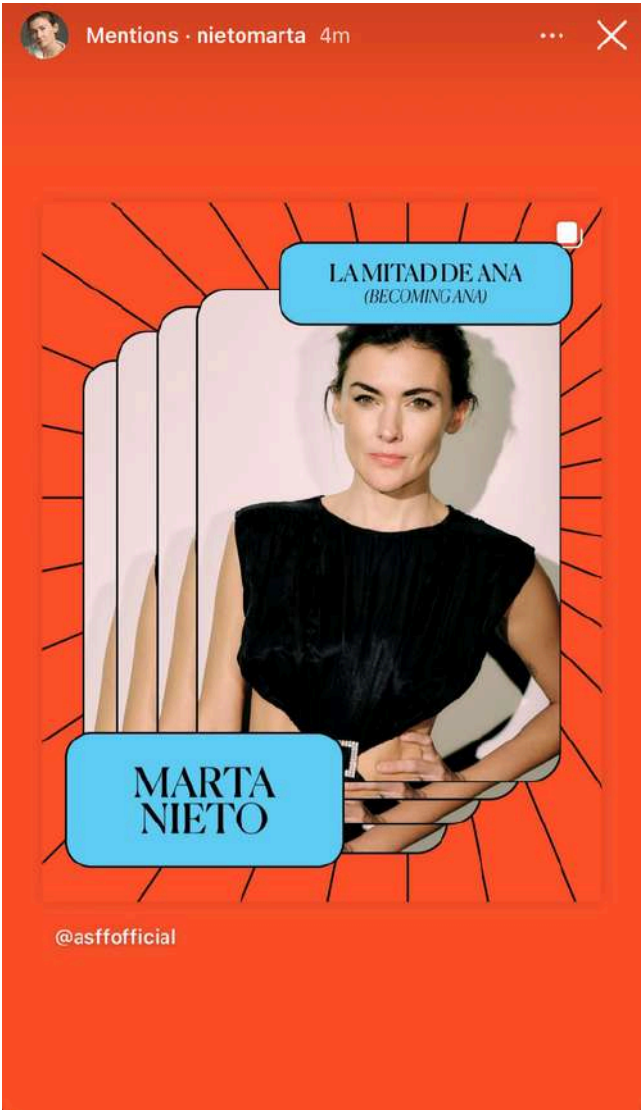
Throughout the festival campaign, a wide range of accounts helped amplify our content by sharing it with their own audiences. These included:

- **Venues:** Eye Filmmuseum, LAB111, Filmkoepel and Murmur
- **Sponsors:** Seat-apoint, Tasca Bellota, Patio, Borja De Hamsnider, Taalhuis, and 100 Montaditos
- **Spanish-Focused Organizations:** cultural and language groups dedicated to Spanish or language-learning audiences: CRE Paises Bajos, Platforms Spaans, Spaans Spreken
- **Influencers and Partners**
- **Special Guests:** including Yeraí Cortés, La Tania, Marta Nieto, Valeria Castro, Gerard Oms, among others

This organic sharing helped expand our reach and deepen engagement across diverse communities.



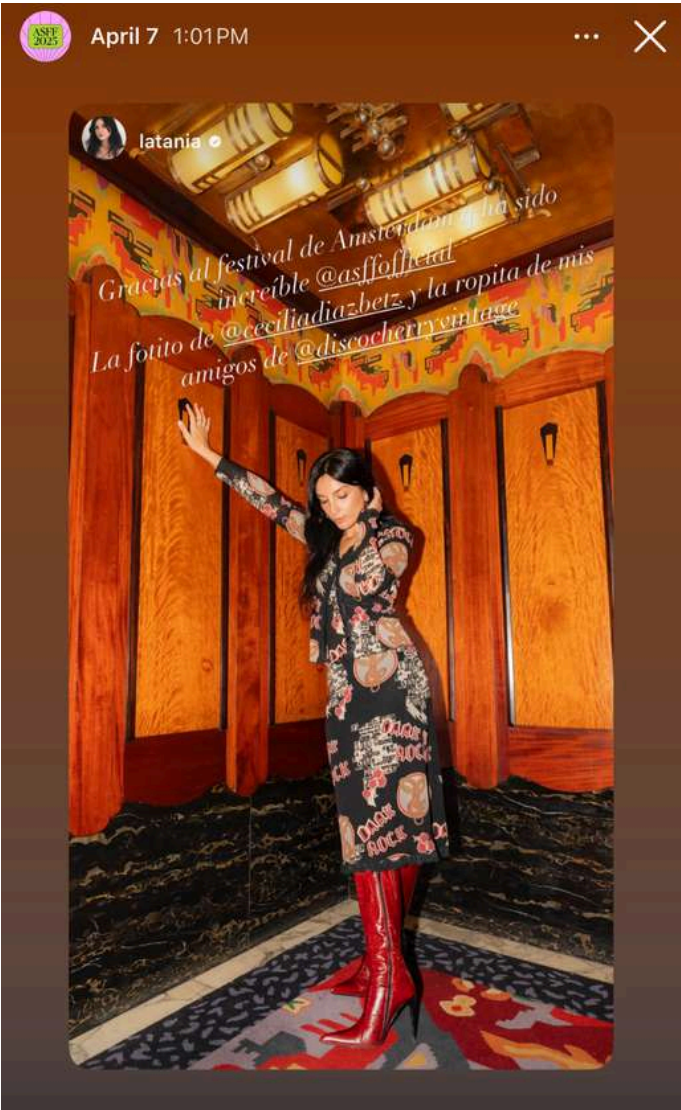
SPECIAL GUESTS content shared



MARTA NIETO
67.2K FOLLOWERS



YERA CORTÉS
73.8K FOLLOWERS



LA TANIA
36.5K FOLLOWERS

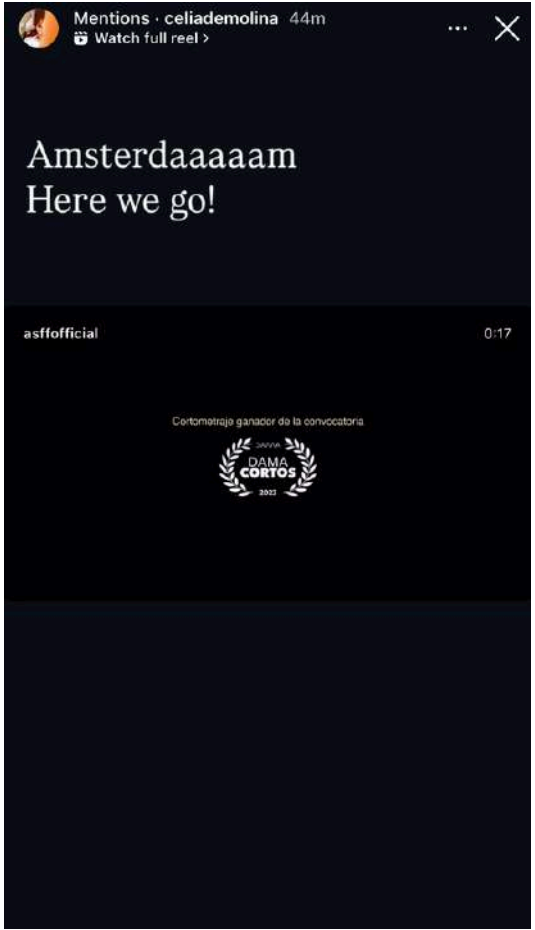


LAURA WEISSMAHR
10.7K FOLLOWERS



VALERIA CASTRO
181K FOLLOWERS

SPECIAL GUESTS content shared



LITTLE SPAIN
66.1K FOLLOWERS

PAULA VELEIRO
1,461 FOLLOWERS

ACHRAF KOUTET
3,275 FOLLOWERS

CELIA DE MOLINA
9,290 FOLLOWERS

GERARD OMS
8,652 FOLLOWERS

CRISTALINO
4,295 FOLLOWERS

INFLUENCERS content shared



Akaluuk
72.3k FOLLOWERS



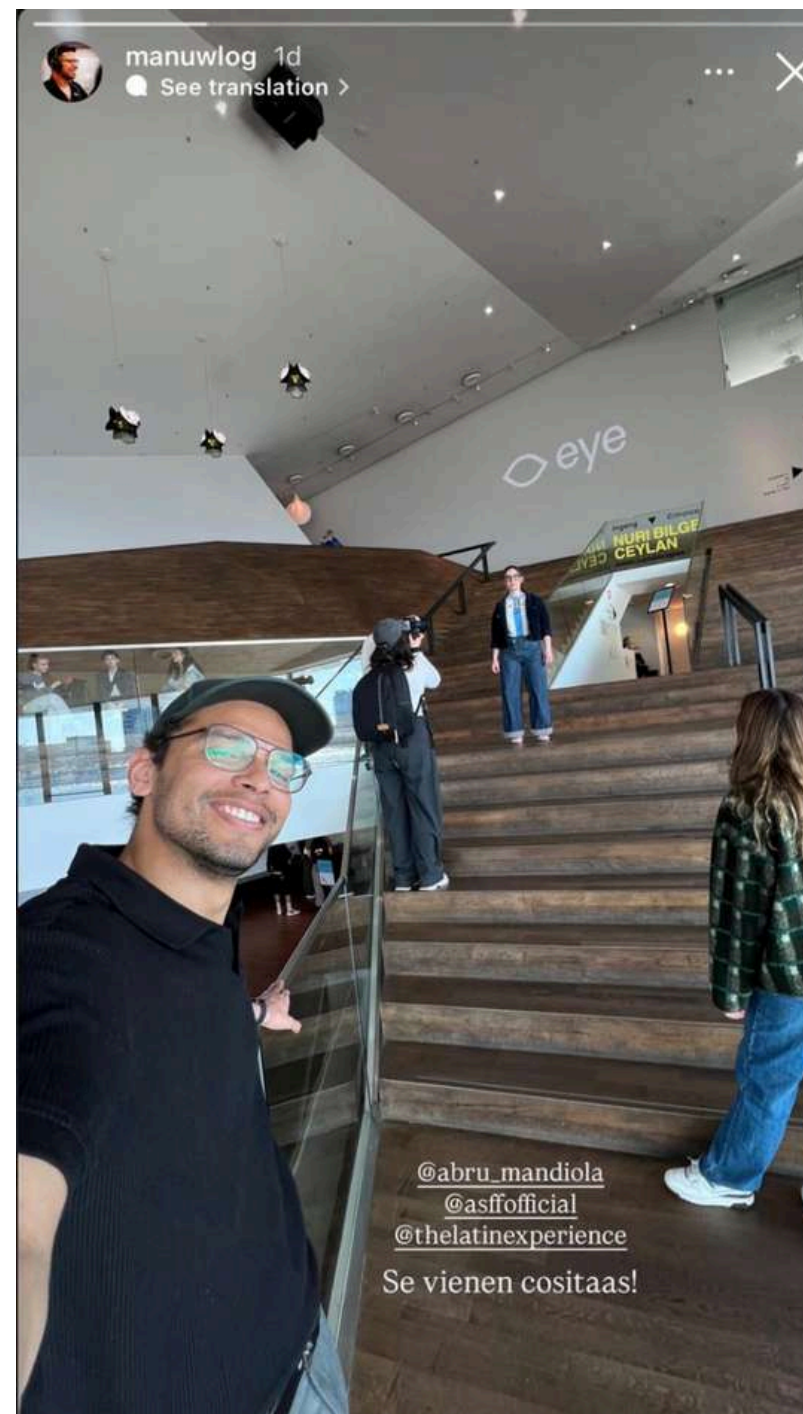
@facundohollands
17k FOLLOWERS



@amsterdamwithfel
17.1k FOLLOWERS



@BibiJaneAngelica
144k FOLLOWERS



@Manuwlog
19.9K FOLLOWERS



Matheus Santana
102K FOLLOWERS



Nicole Terborg
4,655 FOLLOWERS



Stephany Martinez
19,9K FOLLOWERS



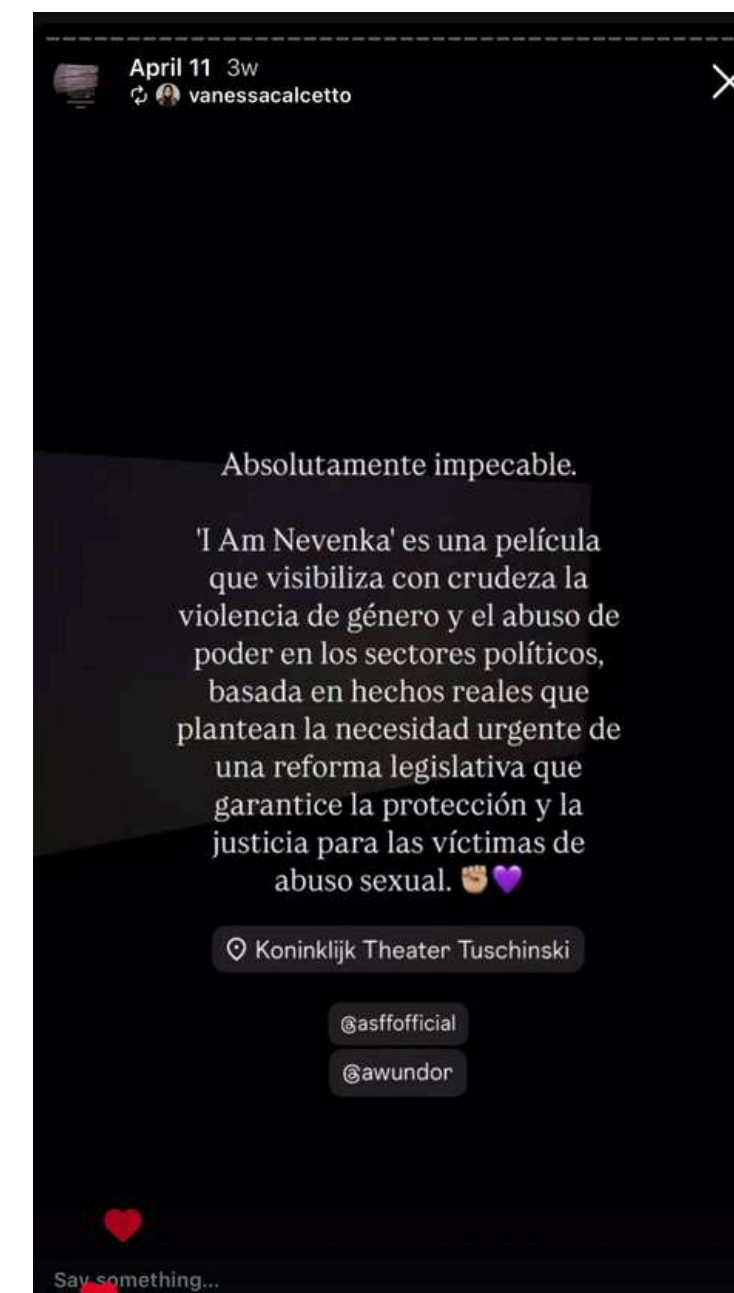
Andra Radu
6,9063 FOLLOWERS



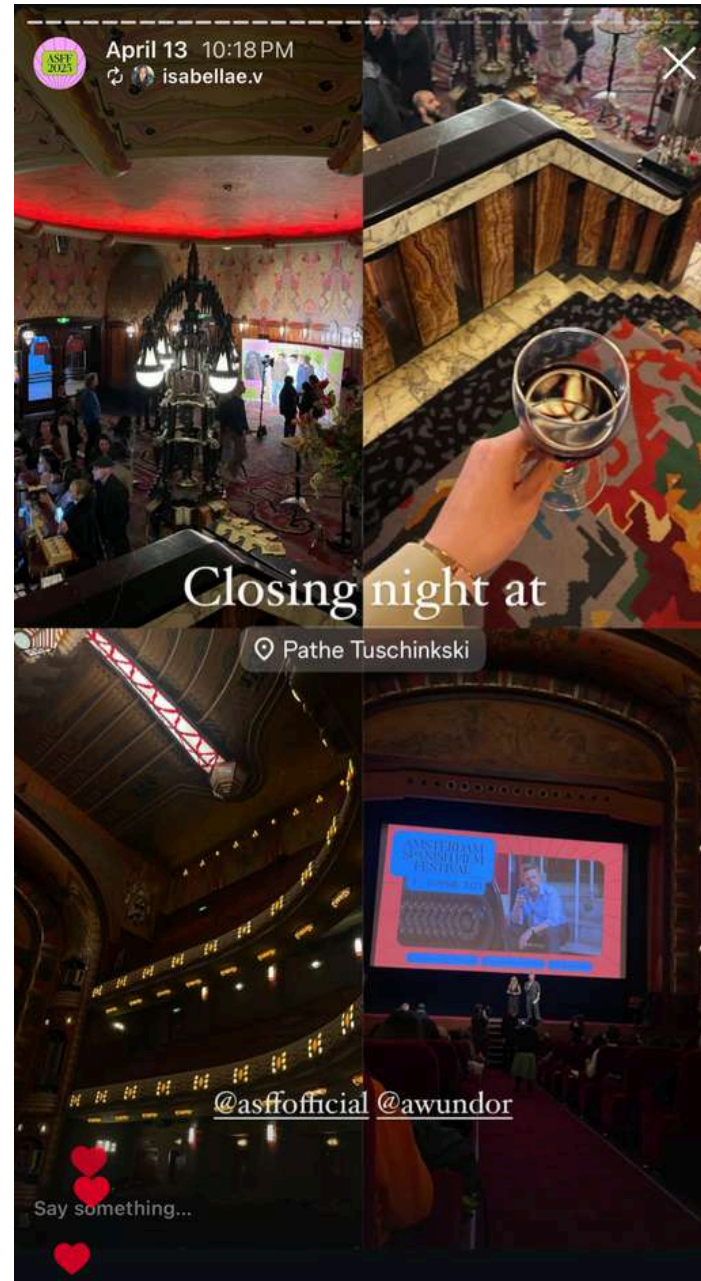
Eva Koreman
37K FOLLOWERS



Maarten Dannenberg
6,900 FOLLOWERS



Vanesa Calcetto
29.3K FOLLOWERS



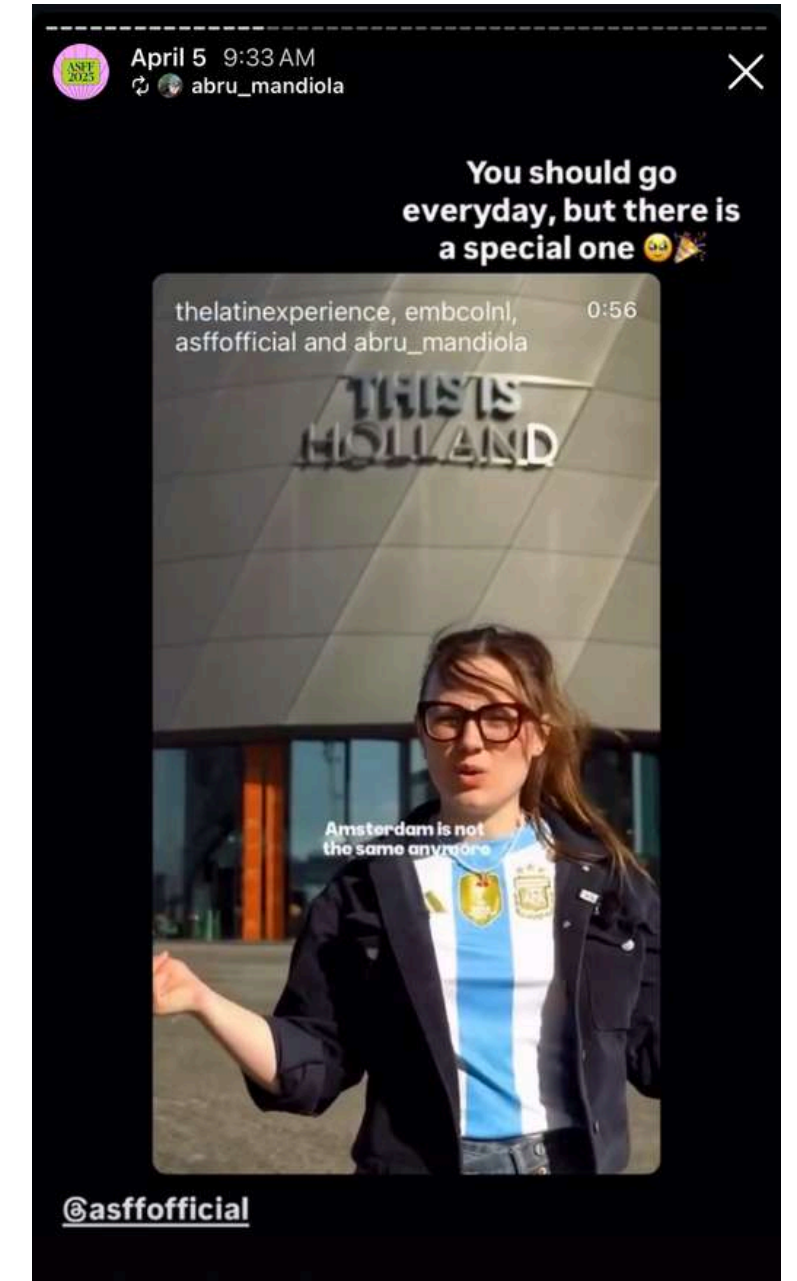
Isabella Escobar
2,768 FOLLOWERS



Steve Tamayo
1,938 FOLLOWERS



Evelyn Dupuy
3,661 FOLLOWERS



Abril Mandiola
2,608 FOLLOWERS

ORGANIZATIONS content shared



ACE CULTURA
30.2 FOLLOWERS



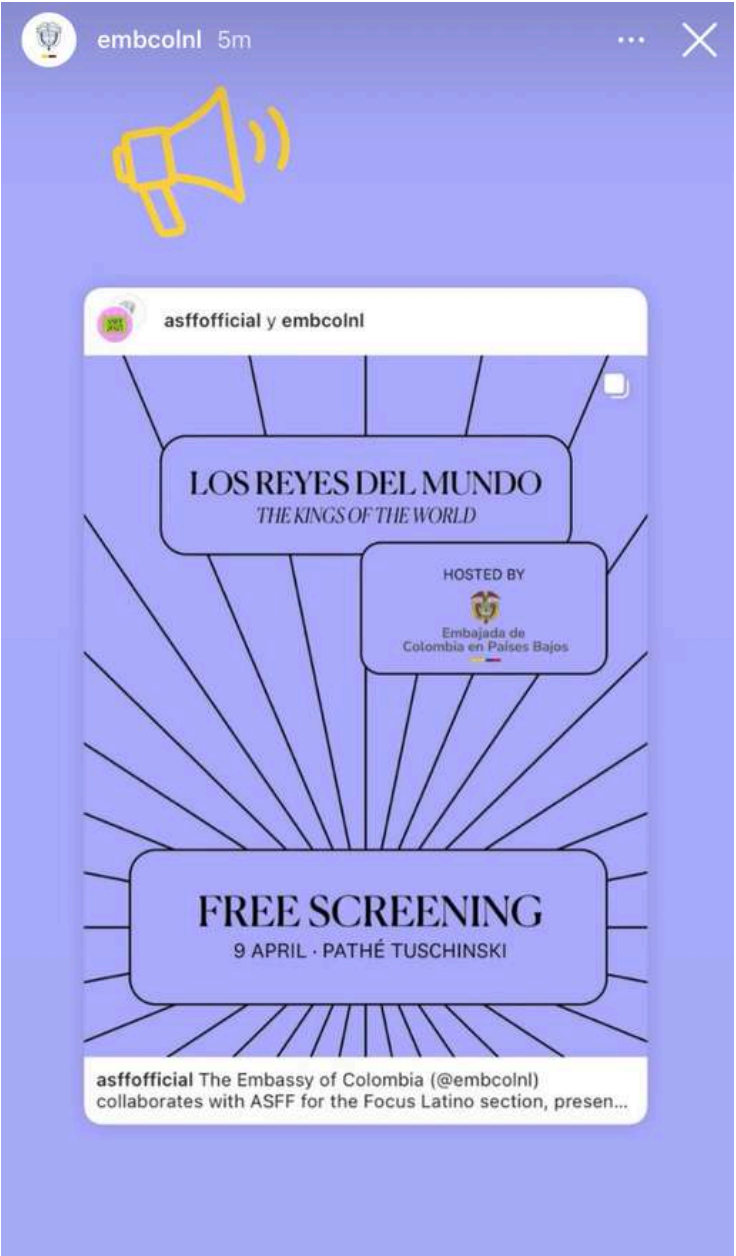
CREA PAISES BAJOS
164 FOLLOWERS



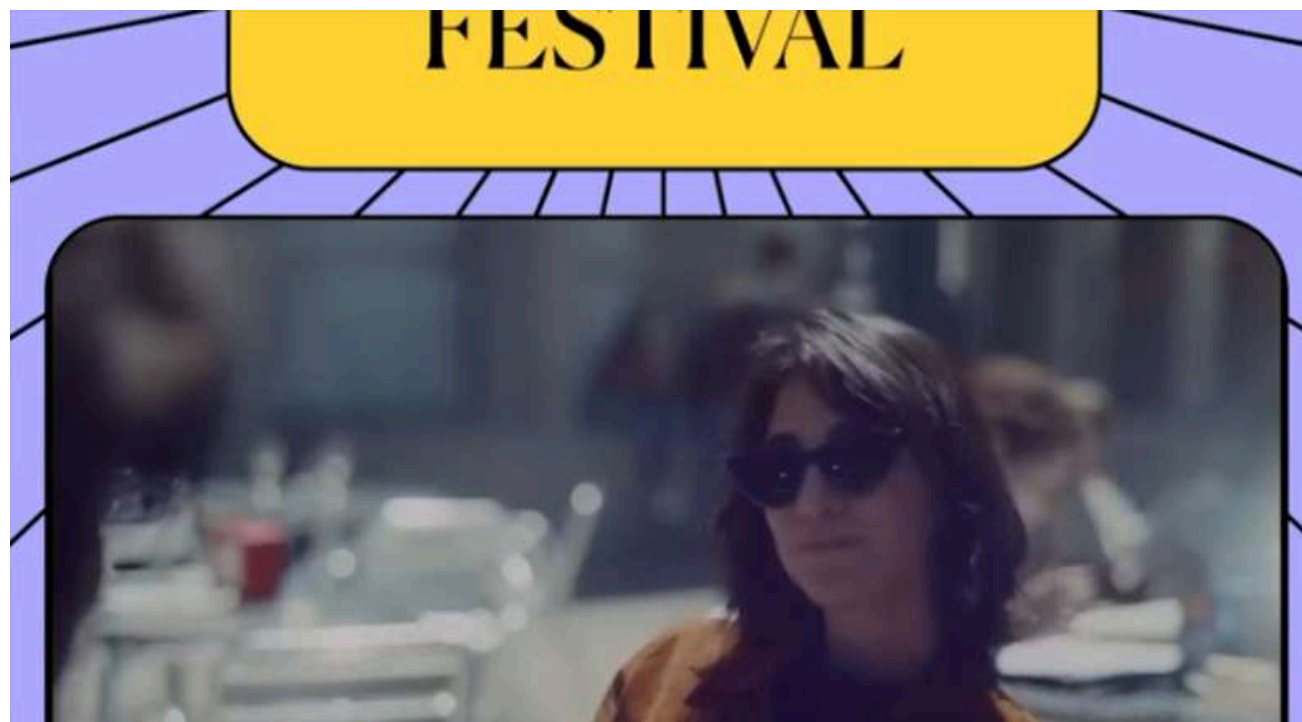
SPAANS SPREKEN
809 FOLLOWERS



PLATFORM SPAANS
267 FOLLOWERS



EMBASSY OF COLOMBIA
1,203 FOLLOWERS



abanico_spaans_leren
Originele audio

...



abanico_spaans_leren We hebben twee gratis tickets voor de Spanish Film Festival Amsterdam: voor de film 'Segundo premio' (Saturn Returns), "Segundo Premio follows a Granada indie rock group in crisis. The screening of this film will take place on ASFF's OPENING NIGHT on April 4th at the iconic Pathé Tuschinski at 17:30 where you can enjoy Spanish tapas, sangria and Iberian ham. ". Als je geïnteresseerd bent, deel deze post met je vrienden en schrijft ons een e-mail: info@el-abanico.nl voor 30 maart om mee te doen in de loting.

Bewerkt · 10 m.

ABANICO SPAANS LEREN
2K FOLLOWERS



INSPANJE.NL
1,165 FOLLOWERS



Filmfestival

Zin in Spanje, maar dan even zonder vliegtuig?

Van 4 t/m 13 april 2025 vindt de 11e editie van het Amsterdam Spanish Film Festival (ASFF) plaats – dé kans om Spanje (en Latijns-Amerika) te beleven vanuit je bioscoopstoel! Het festival toont een zorgvuldig geselecteerd programma met films uit Spanje en Spaanstalig Latijns-Amerika, van meeslepende blockbusters tot artistieke parels en experimentele verhalen.

En... wij mogen 2 tickets weggeven!

[Klik hier om mee te doen!](#)

Meer info over het programma? Neem alvast een kijkje op de officiële [ASFF-website](#).

*Je kunt meedoen tot en met 2 april! We nemen via e-mail contact op met de winnaar.

VERRASEND VALENCIA
14K FOLLOWERS

VENUES & CINEVILLE content shared



EYE FILM MUSEUM
55.4K FOLLOWERS



LAB111
24.7K FOLLOWERS



FILMKOEPEL HAARLEM
5,713 FOLLOWERS



CINEVILLE
28.5K FOLLOWERS

SPONSORS content shared



BORJA DE HAMSNIJDER



1.4K · View insights Boost post

SEAT APOINT
2,704 FOLLOWERS



19 · 1 · 1

TASCA BELLOTA
1,053 FOLLOWERS



53 · 3 · 7
Liked by melchiorswaanswijk and others
patioamsterdam Coming Friday 4th of April you can find us at the Amsterdam Spanish Film Festival on the opening night at Pathé Tuschinski before the screening of 'La guitarra ...'
asffofficial 🍷🍷🍷🍷

PATIO AMSTERDAM
1,162 FOLLOWERS



100 MONTADITOS
2,676 FOLLOWERS



TAALHUIS AMSTERDAM
3,108 FOLLOWERS



PRESS CLIPPING

Dutch News - Launch Event

Vrijetijd Amsterdam

Uitkrant Amsterdam (print)

In Spanje

I am Amsterdam

Filmkrant

Los destellos en ASFF - Heraldo de Aragón

Europa Press

Diplomat Magazine

TravMagazine

CIMA

Drimble

Caimán

Dutch news - festival

From Spanish film to Paris: 11 great things to do in April

March 31, 2025



It's April and spring is here. Our offerings for April include a couple of outside pursuits and if the weather goes Dutch again, there is plenty to enjoy indoors.

Amsterdam Spanish Film Festival

Het Amsterdam Spanish Film Festival (ASFF) is een uniek filmevenement in Nederland, gewijd aan het tonen van een zorgvuldig samengestelde selectie films uit Spanje en Spaanstalig Latijns-Amerika. De 11e editie van het Amsterdam Spanish Film Festival vindt plaats van 4 tot en met 13 april 2025 en vindt plaats in Pathé Tuschinski, Eye Filmmuseum en LAB111.

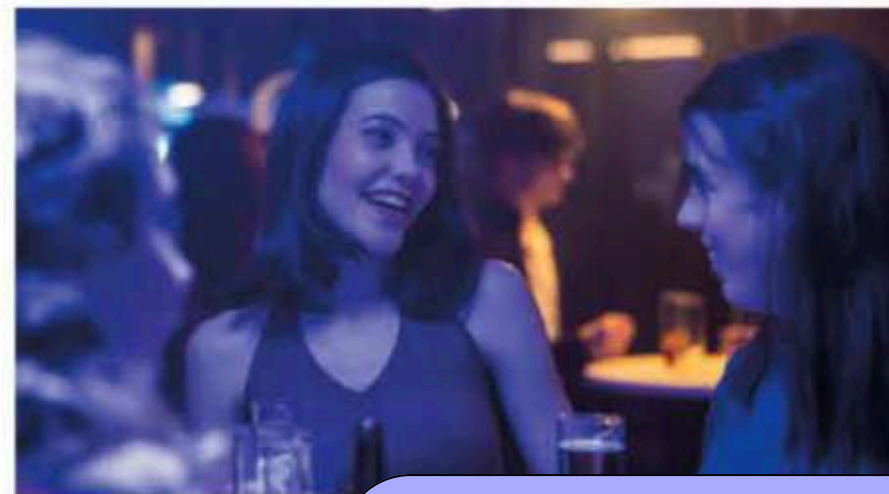
[Meer informatie](#)

Dutch News

AMSTERDAM SPANISH FILM FESTIVAL

Deze elfde editie worden we opnieuw getrakteerd op een breed palet aan Spaanse films, aangevuld met live-muziek, workshops en – natuurlijk – lekker eten.

4 t/m 13 april, diverse locaties



Uitkrant

Granada promociona su cine y turismo en el XI Spanish Film Festival de Ámsterdam (Países Bajos)



Europa Press

TOTAL PRINT CIRCULATION: 141.000
TOTAL ONLINE REACH (UVM): 3.3 MILLION



The graphic features a central light blue rounded rectangle with a black border. Inside this rectangle, the text "ASFF 2025" and "SPONSORS" is written in a black, serif font. The background is a solid orange color with a pattern of thin black lines radiating from the edges of the central rectangle towards the corners of the image, creating a sunburst or starburst effect.

ASFF 2025 SPONSORS

ASFF SPONSORS VISIBILITY

As a cultural event, the Amsterdam Spanish Film Festival considers its sponsors a **fundamental part of both its marketing strategy and overall event organization. The 11th edition of ASFF was supported by 13 sponsors**—two more than the previous year. Many of these sponsors have been collaborating with ASFF for multiple editions, and for some, this was their second consecutive year of involvement. This continued support reflects our **strong commitment to the brands that help make the festival possible**, and highlights the alignment between their values and ASFF’s mission and vision—promoting Spanish culture, tourism, gastronomy, and language.

ASFF’s marketing strategy aimed to enhance sponsor visibility through the following initiatives:

- A strong physical **presence during the festival**, encouraging audience engagement with sponsors’ products and services, and creating opportunities for meaningful interaction.
- A **dedicated social media plan** to seamlessly integrate sponsors’ offerings, connecting our audiences with their websites and online platforms.



- Mentions and features in ASFF **newsletters**, informing our subscribers about sponsor offerings and driving traffic to their digital channels.
- Prominent **logo placement** across photocalls, festival banners, and cinema screens, ensuring consistent brand visibility throughout the event.
- Screening of **sponsor commercials** before each film during the 10-day festival, reaching over 6,000 attendees across Amsterdam and Haarlem.
- Sponsorship of individual films and festival sections, where brands had the opportunity to **introduce screenings**, aligning their narrative with culture, cinema, and ASFF's core values.
- New this year: **exclusive sponsor presence at curated events, including naming rights in event titles**, offering unique branding opportunities.



AMSTERDAM SPANISH FILM FESTIVAL

ORGANIZER



IS MADE POSSIBLE
THANKS TO...

VENUES



FUNDS



SPONSORS



Turespaña & Granada

Turespaña and Granada officially kicked off ASFF during the Opening Night with the first screening, SEGUNDO PREMIO (Saturn Returns)—a film shot in Granada and inspired by an iconic rock band from the city. **The film's narrative aligned perfectly with the objective of promoting Granada as a tourist destination.**

Prior to the screening, a private event with tour operators was held in the VIP room of Pathé Tuschinski, where Turespaña and Granada presented the **region's advantages as a travel destination**. Guests were introduced to the cultural richness, landscapes, and character of the area, setting the tone before the film began. ASFF takes pride in serving as a bridge between the tourism and film industries, helping to promote Spain on a global stage.

The visibility strategy for both brands included:

- A branded booth during the Opening Night
- The private networking event with tour operators
- On-stage film introduction at Pathé Tuschinski
- A dedicated social media exposure package
- Mentions and features in ASFF newsletters, including a dedicated edition
- Commercials screened before films
- Logo placement across all festival materials



Posts

asffofficial

asffofficial

asffofficial · Original audio

0:23

There is an ancient Granada that immerses us in its legacy.

1.3K · View insights

Boost post

44

1

Liked by secretsherrysociety and others

asffofficial 🎬 Ready for Opening Night?

We're kicking off ASFF with a powerful first screening! 'SEGUNDO PREMIO' (Saturn Return) takes you back to the '90s, where the indie rock scene in Granada was about to change forever. This isn't just a story about a band — it's about passion, resilience, and the city that shaped their sound.

Granada, the birthplace of flamenco and inspiration for poet Lorca, witnessed the rise of Los Planetas, one of Spain's most iconic indie rock bands. Against all odds, they came together to create their most ambitious album, rewriting the history of Spanish music.

As Director Isaki Lacuesta said "this is not a biopic of the indie rock band Los Planetas". But it is through their music that ASFF and @spain are bringing you into the magic of Granada. Because 'a good band needs to be like its city. And Granada is a band.'

Views ⓘ

1,321 Views

62.9% Followers

37.1% Non-followers

Posts

asffofficial

asffofficial

Pathe Tuschinski

View insights

Boost post

125

5

9

Liked by crepaisesbajos and others

asffofficial ASFF has started! Yesterday, the festival kicked off with 'Segundo premio' (Saturn Returns), a film presented by @turgranada and @spain. We were joined by one of the protagonists, Cristalino, who engaged with the audience in a Q&A.

We have more photos and videos, stay tuned to our socials!

Photo by @ceciliadiazbetz

ceciliadiazbetz ❤️❤️❤️

cristalino.cristalino ✨✨✨

April 5

Views ⓘ

4,960 Views

60.2% Followers

39.8% Non-followers

Posts

asffofficial

asffofficial

View insights

Boost post

61

3

2

Liked by virginia pablos and others

asffofficial We're beyond excited to announce our

Views ⓘ

2,101 Views

66.3% Followers

33.7% Non-followers

April 4 10:51 AM

DISCOVER GRANADA

There is an ancient Granada that immerses us in its legacy.

@spain

@turgranada

Views ⓘ

1,138 Views

62.1% Followers

37.9% Non-followers

The only way out of Granada

Inbox x

Amsterdam Spanish Film Festival <info@sinfincinema.com>
to me



Granada, through the story of 'Segundo Premio' (Saturn Return)

Director Isaki Lacuesta said "this is not a biopic of the indie rock band Los Planetas". But it is through their music that ASFF and Tourspain are bringing you into the magic of Granada. Because 'a good band needs to be like its city.' And Granada is Spanish for 'grenade'—an explosive.'

The explosion is happening this Friday, April 4, from 17:30 at Pathé Tuschinski. How to get ready: Bring your best mood for the opening evening of ASFF, make sure your phone is charged, and check that you have a good signal. You'll be booking tickets to fly to Granada for your next holiday!

TICKETS FOR OPENING EVENING

A tale of a breakup and renaissance, with the city of the poet as the backdrop

Granada in the '90s. The city, the cradle of flamenco and the inspiration for poet Lorca, witnesses the birth of one of the most iconic Spanish indie rock bands: Los Planetas. 'Segundo Premio' (Saturn Return) tells the story of how they fought against the odds to get the band back on its feet and create their most ambitious album, which changed the history of music in Spain. Over 109 minutes, we will be 'sleeping for a week in the engine of a bus.' That's the name of the album, whose main song gives the film its title: 'Segundo Premio'.

You couldn't get away from Granada. The only way out is via the heavens.

THE ONLY WAY OUT IS VIA THE HEAVENS

From the snow in Sierra Nevada to the tropical coast, and on to the spell of The Alhambra

Granada's rich history, from its Arabic roots to Unesco World Heregitage represented by 'Alhambra, el Generalife and el Albaicin', remains a treasure to uncover through cinema. Granada is an explosion of culture, history, and creativity, blending its rich past with a dynamic and innovative present.

DISCOVER GRANADA



Cristalino, cast of the film will have a Q&A with the audience

Originally a musician by profession, 'Segundo Premio' (Saturn Returns) marks his acting debut, earning him a nomination for a Goya Award, among others. **Native of Granada**, there's no one better than him to share insights into the connection between the city and its talented music artists.

TICKETS



ASFF & Tourspain

This screening is a special event designed by ASFF & Turespaña with the aim of bringing Spain to the Netherlands through the magic of cinema. Discover Spain like never before!

SPANISH DESTINATIONS



4,864

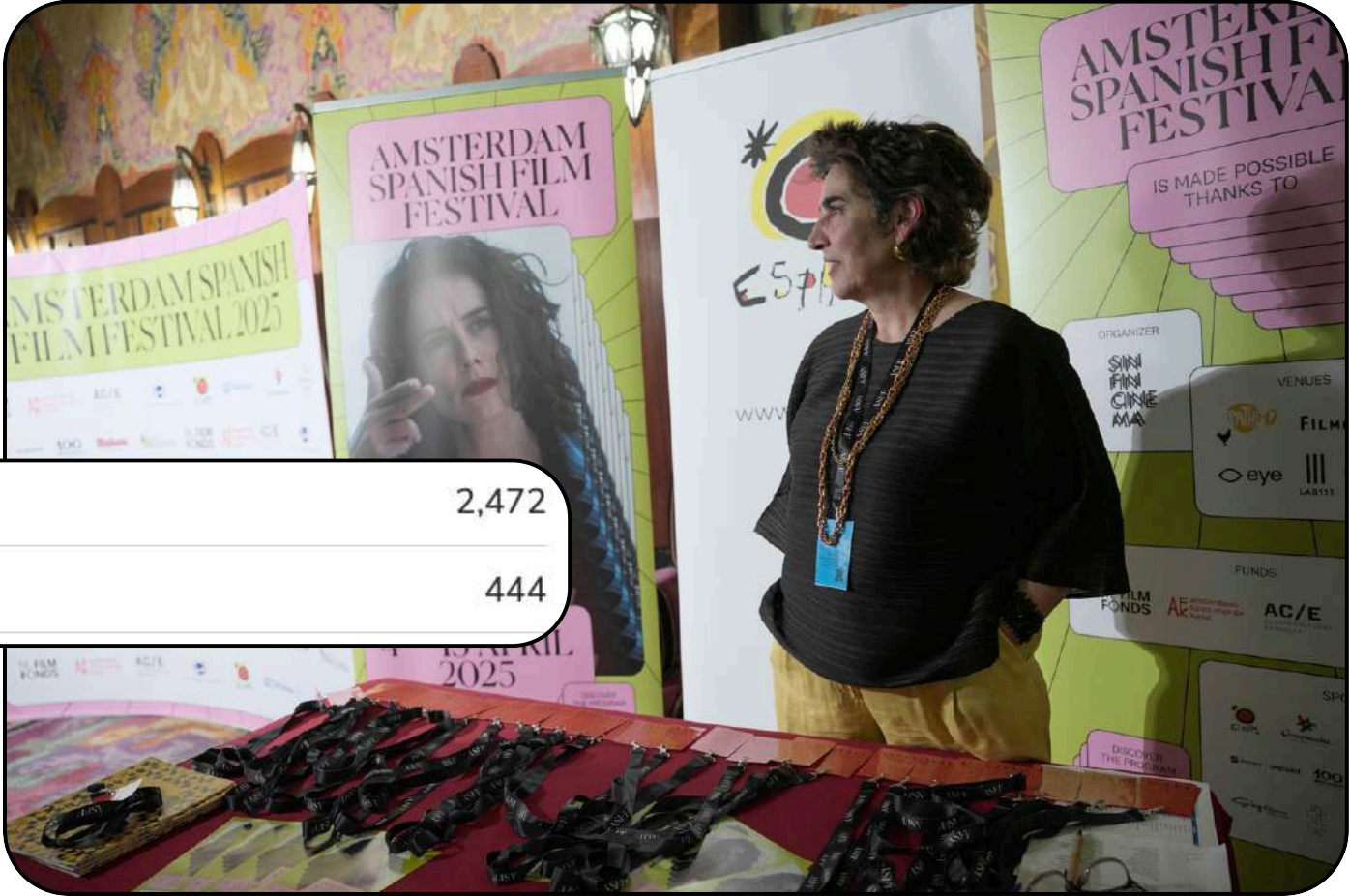
Sent emails

Total impressions ?

2,472

Total clicks ?

444





Air Europa

Air Europa reinforced its commitment to ASFF during the 11th edition, introducing **new strategies and expanding its presence across the festival**. A highlight of this year's collaboration was the special event branded "by Air Europa," hosted at the Eye Filmmuseum in partnership with The Latin Experience. This activation centered on the Dutch premiere of the co-production EL JOCKEY (Kill the Jockey), where attendees engaged with the brand prior to the screening. Interactive games, a quiz, and giveaways offered audiences the chance to win Air Europa merchandise and access exclusive flight discounts to Latin American destinations.

As the **official sponsor of the "Focus Latino" section**, Air Europa has consistently aligned its mission and vision with those of ASFF, positioning itself as an ambassador for Latin America—a region the airline connects to Europe with daily flights. The airline's involvement extended to the screening of LOS REYES DEL MUNDO (The Kings of the World), hosted in collaboration with the Embassy of Colombia.

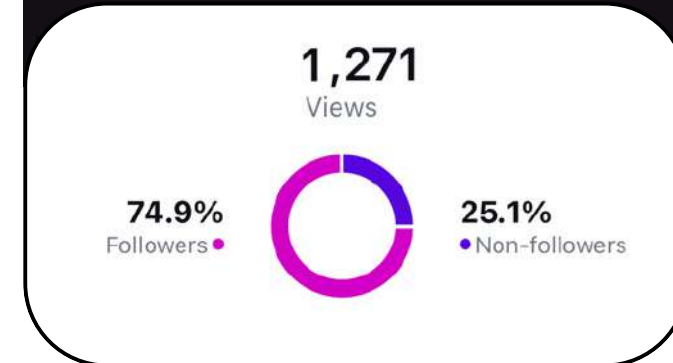
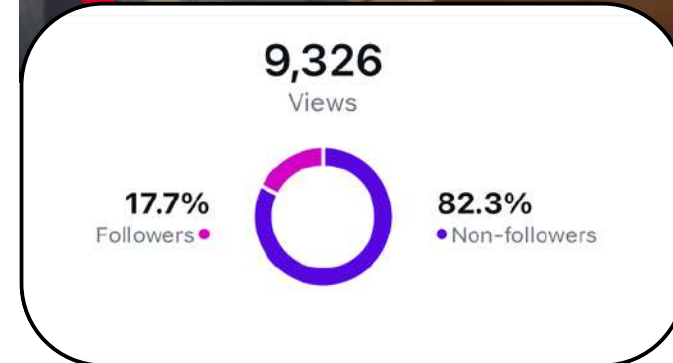
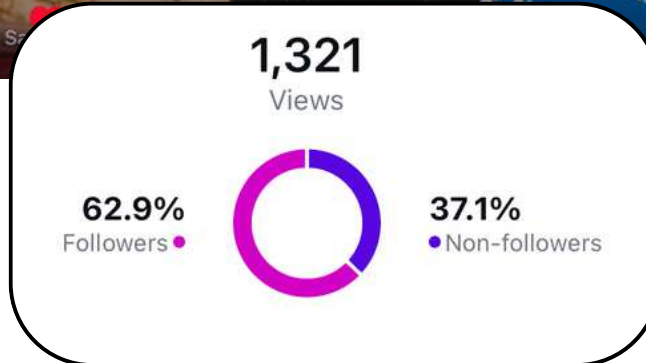
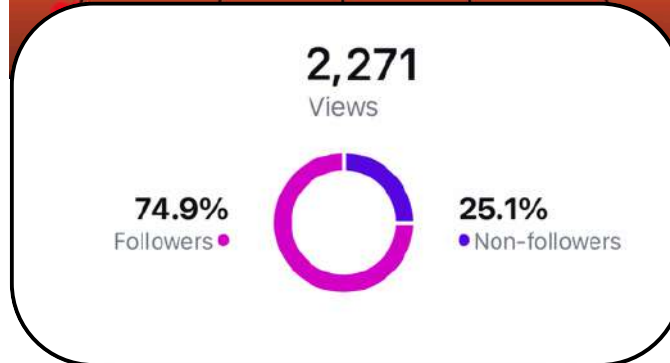
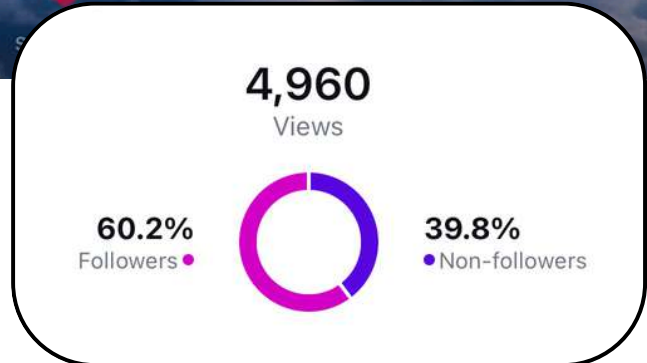


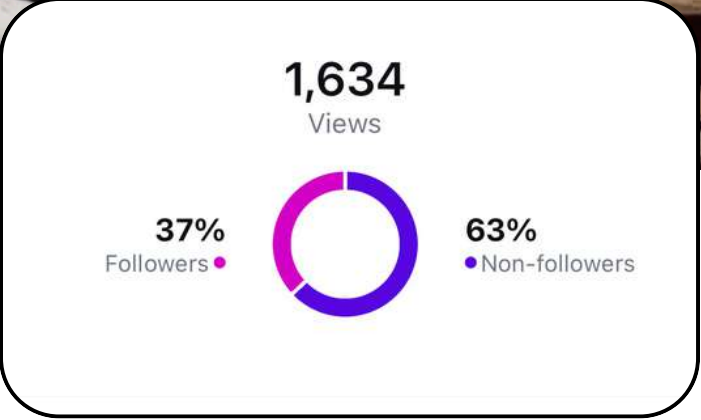
Air Europa also maintained a **strong presence during key festival moments**, including the Launch Event, Opening Night, and Closing Night at Pathé Tuschinski. A dedicated booth allowed for direct engagement with festival attendees, reinforcing brand awareness and visibility. Throughout the promotional campaign and the festival period, Air Europa was featured prominently across ASFF's communication channels, including dedicated social media exposure and newsletter features. Their collaboration and support will continue to be highlighted throughout the year, as one of ASFF's **key strategic partners**.

The visibility strategy for Air Europa included:

- A branded booth at the Launch Event, Opening Night, Closing Night, and the Embassy of Colombia screening day
- On-stage film introductions at Eye Filmmuseum and Pathé Tuschinski
- A dedicated social media exposure package
- On-stage mentions, including a giveaway contest
- Features and dedicated content in ASFF newsletters
- Commercials screened before films during the festival
- Logo placement across all festival materials
- A curated special event branded "by Air Europa"







Posts
asffofficial

asffofficial and thelatinexperience
Eye Filmmuseum

ASFF 11TH EDITION
TLX EVENT
BY AIR EUROPA
FOCUS LATINO

aireuropa was invited to be a collaborator but hasn't accepted yet.

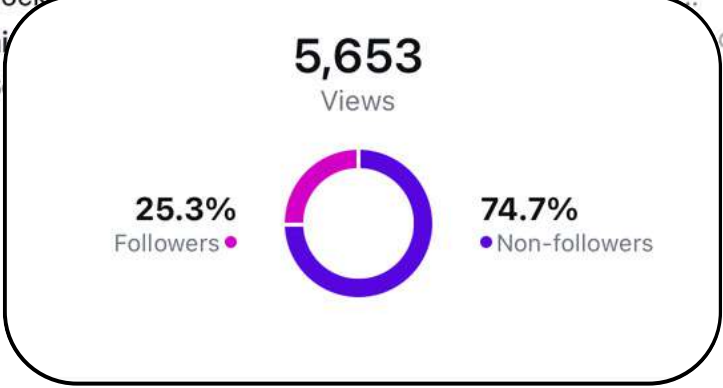
View Insights

Boost post

90 Likes, 1 Comment, 1 Retweet

Liked by thelatinexperience and others

asffofficial ASFF FOCUS LATINO took us to Argentina this time, with the Dutch premiere of "El Jockey" (Kill the Jockey) a beautiful night at Eye, full of challenges...



Total impressions ?	2,731
Total clicks ?	598



'El Jockey' (Kill the Jockey), starring Úrsula Corberó and Nahuel P. Biscayart

We accompany these two jockeys on a psychological black comedy with touches of thriller through the dark streets of Buenos Aires. After its premiere at the Venice International Film Festival, 'El Jockey' (Kill the Jockey) lands in the Netherlands through ASFF on Thursday, April 10, at 20:30. This screening will be preceded by a special event. Keep reading!

TICKETS FOR 'EL JOCKEY'

'El Jockey', preceded by The Latin Experience by Air Europa Event

Come to the premiere of 'El Jockey' (Kill the Jockey) a bit early and full of energy to discover the Latin vibes within the ASFF Focus Latino. This year, The Latin Experience hosts a special event by Air Europa, taking you through Air Europa's destinations in Latin America and the Caribbean. Argentina will have a special place in this event to homenajear the film we're about to watch, so get ready for a surprise show!

THE LATIN EXPERIENCE BY AIR EUROPA EVENT
THURSDAY 10 APRIL FROM 19:50 AT EYE FILM MUSEUM

Enjoy Latin music, gastronomy, and more before the screening for a true immersion into our beloved América Latina, brought to you by its locals and entertainment experts, TLX! This event is included with your tickets.

Air Europa contest winners to be announced during Closing Night

On Sunday, April 13, Air Europa will reveal the winner of two tickets to any of AEA's Latin American or Caribbean destinations. Remember, any ASFF screening counts toward winning, and the more tickets you purchase, the more chances you have!

Air Europa will also host a special screening event in collaboration with The Latin Experience during the during the premiere of El Jockey (Kill the Jockey).

Stay tuned!

MORE INFO



6,070 Sent emails



The Social Hub

The Social Hub played a key role in hosting ASFF's special guests this year. Their visibility was closely tied to **guest arrival photos and welcome videos**, in which the ASFF team greeted and introduced them upon arrival in Amsterdam.

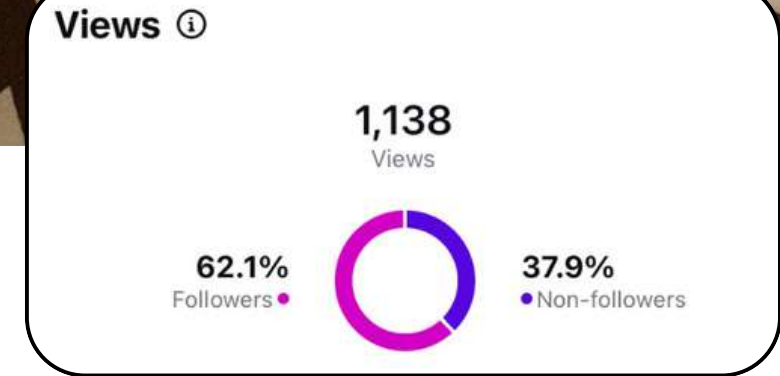
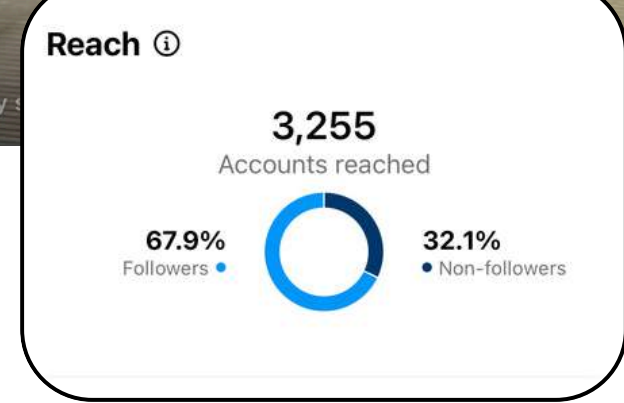
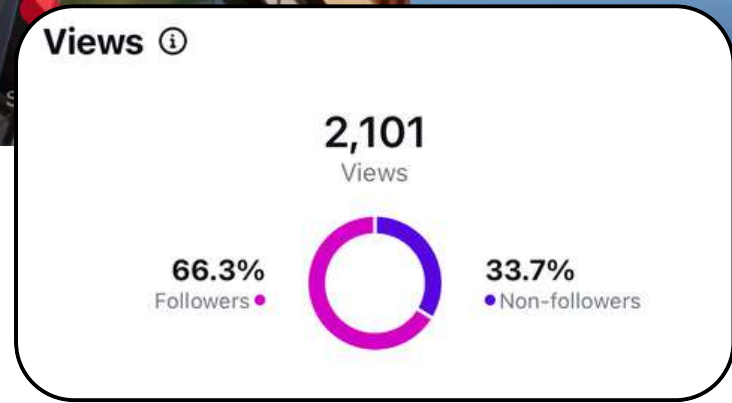
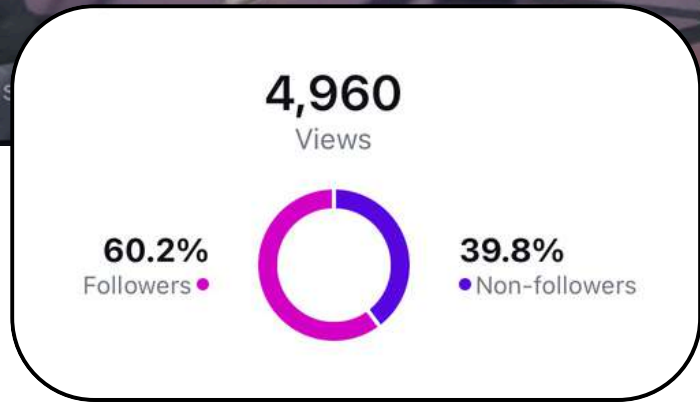
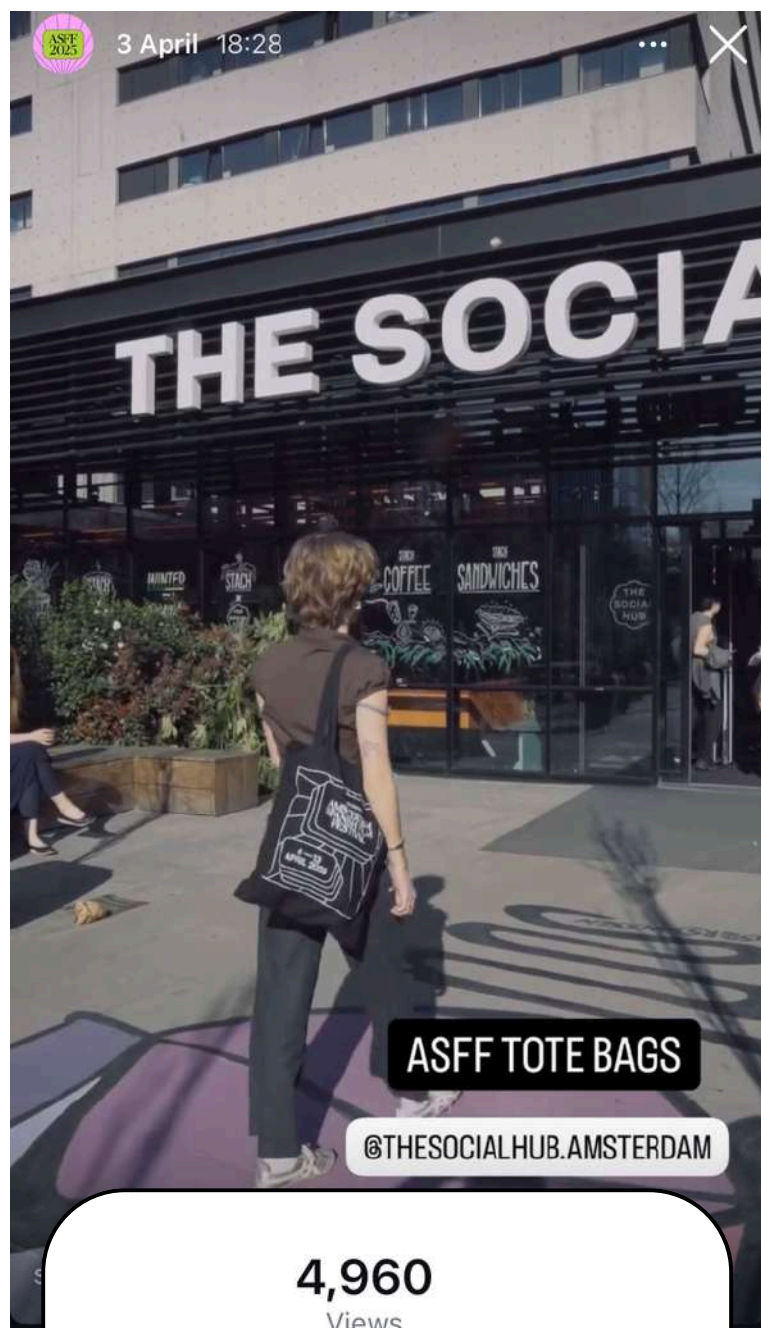
TSH also made a significant contribution during Opening Night by presenting the second film of the evening and aligning their brand with ASFF's mission. Additionally, TSH Iberia collaborated on social media, producing engaging reels that highlighted the festival and showcased their support in making it all possible. Additionally, the festival also **connected the guests with the TSH Iberia brand**, encouraging visits to their hubs in Spain and creating brand exposure through their social media channels.

The visibility strategy for both brands included:

- On-stage film introduction at Pathé Tuschinski
- A dedicated social media exposure package, including coverage of the Amsterdam hub during guest arrivals
- Commercials screened before films
- Screens displaying stills at venues prior to screenings
- Logo placement across all festival materials

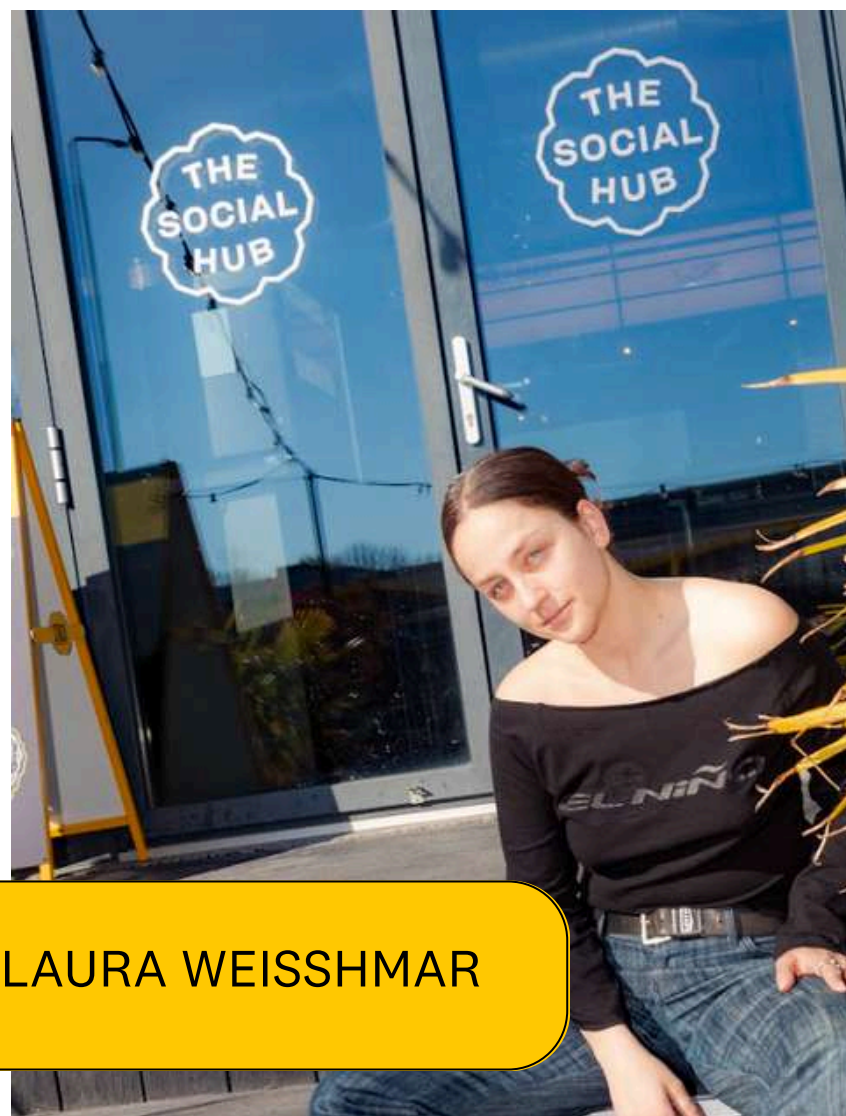
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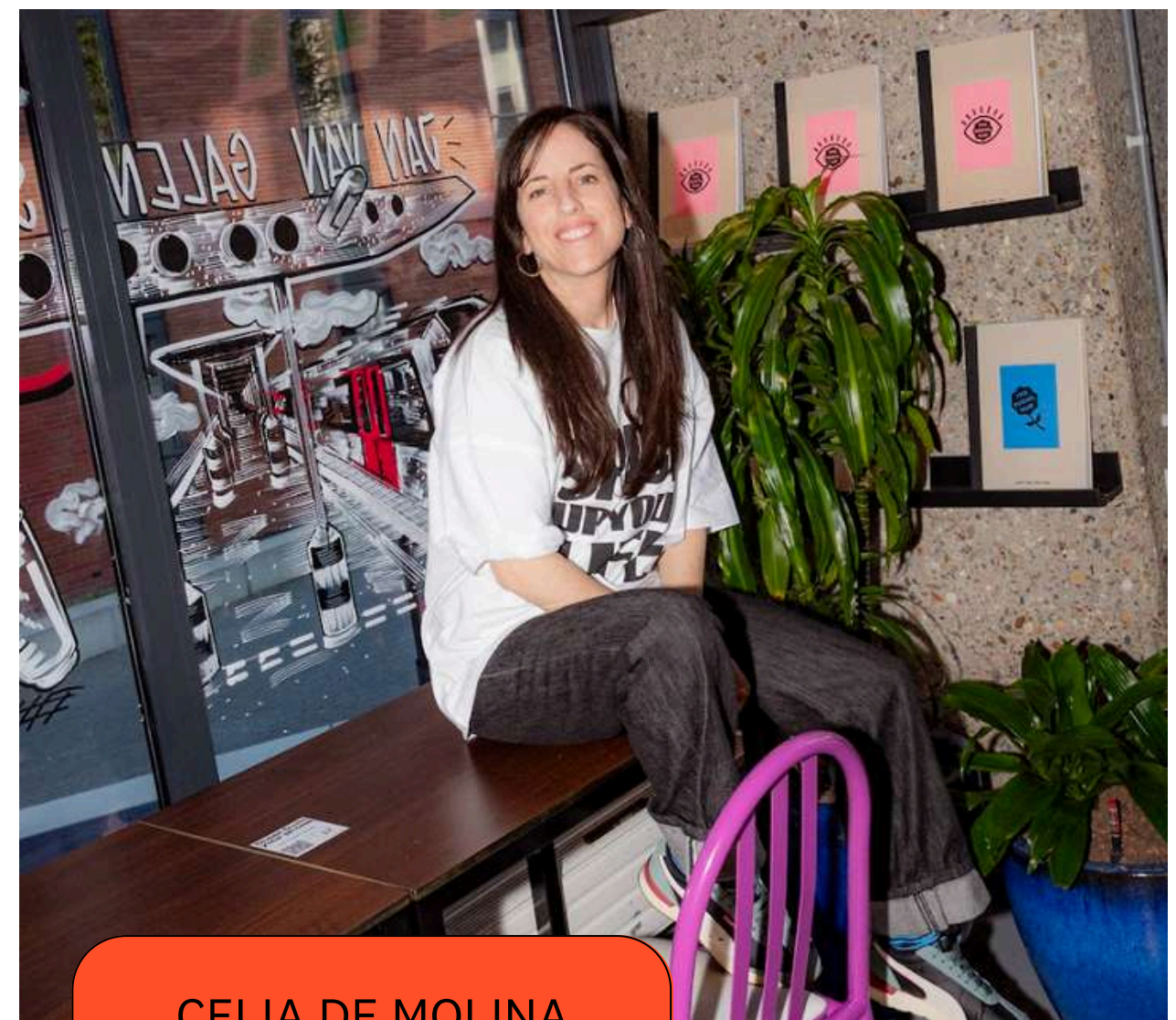




MARTA NIETO



LAURA WEISSHMAR



CELIA DE MOLINA



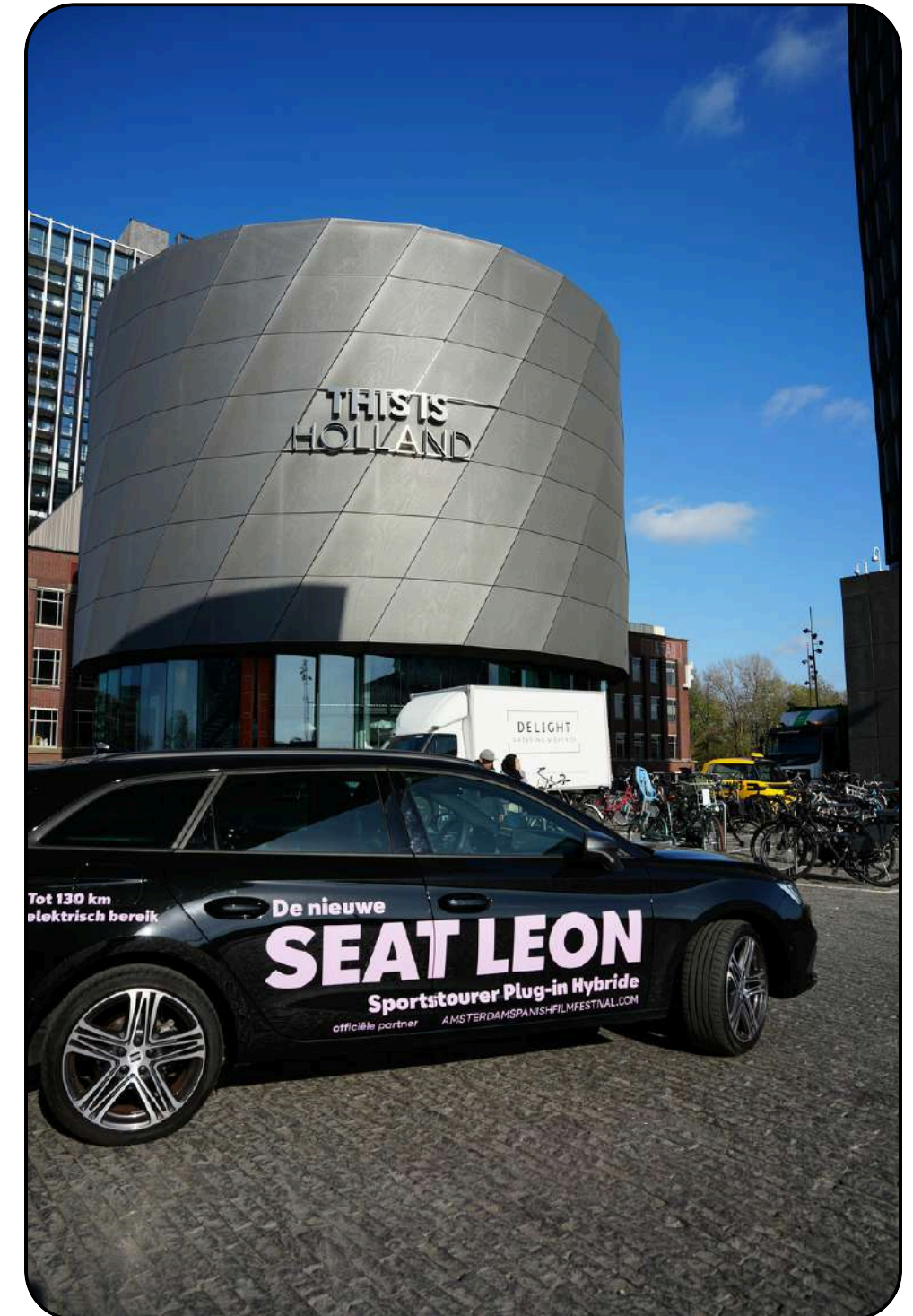
CRIS TRENAS

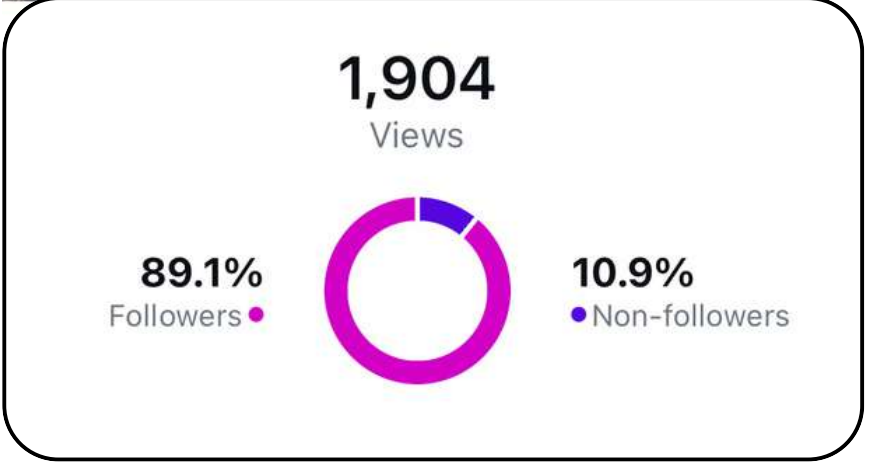
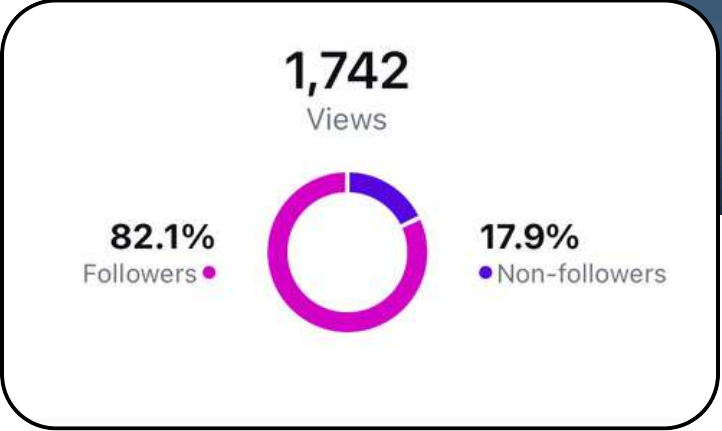
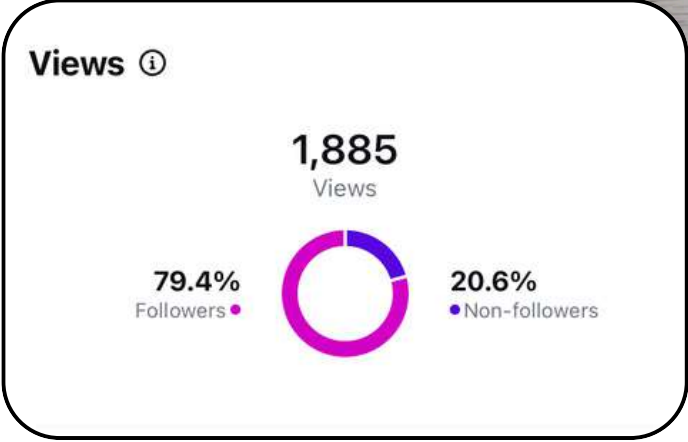
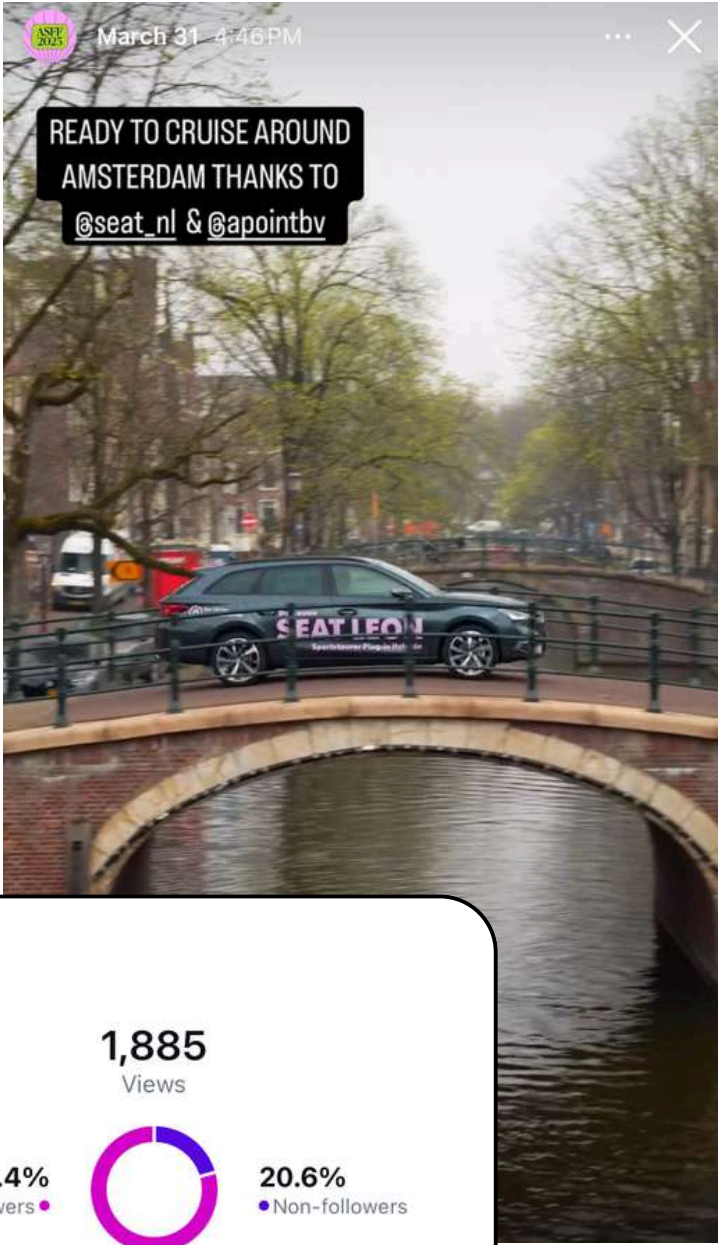
SEAT & apoint

SEAT Apoint was the **official mobility sponsor for ASFF in both Amsterdam and Haarlem**, providing vehicles to transport our special guests and production team between the festival's various venues. The cars, customized with ASFF and SEAT promotional stickers, were seen throughout different locations in Amsterdam during the festival period.

The visibility strategy for both brands included:

- A dedicated social media exposure package
- Commercials screened before films
- Logo placement on all festival materials
- On-stage mentions
- Dedicated content featuring special guests (photography)
- Exposure of three branded cars circulating in Amsterdam and Haarlem for 12 days



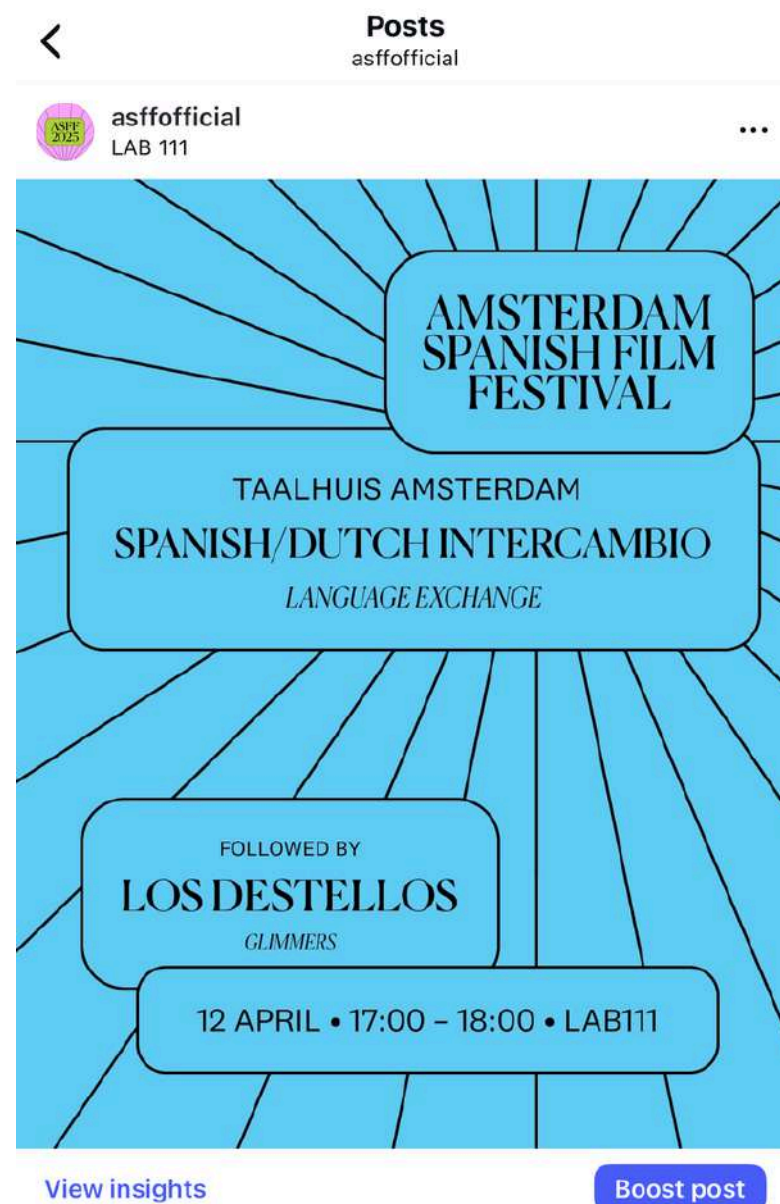




Taalhuis Amsterdam

Taalhuis Amsterdam significantly increased its visibility during ASFF this year, thanks to branded screen stills projected before every screening across all festival venues—giving the audience strong exposure to the language school and its courses.

The language exchange event, hosted at LAB111 before the screening of *Los Destellos*, was a great success, drawing high attendance and strong audience engagement. Taalhuis was also featured in several newsletters promoting the intercambio and was highlighted across ASFF’s social media channels.





LEARN SPANISH AT TAALHUIS AMSTERDAM

HOUSE FOR LANGUAGES IN THE HEART OF AMSTERDAM




Sharing
the *real taste*
of Madrid

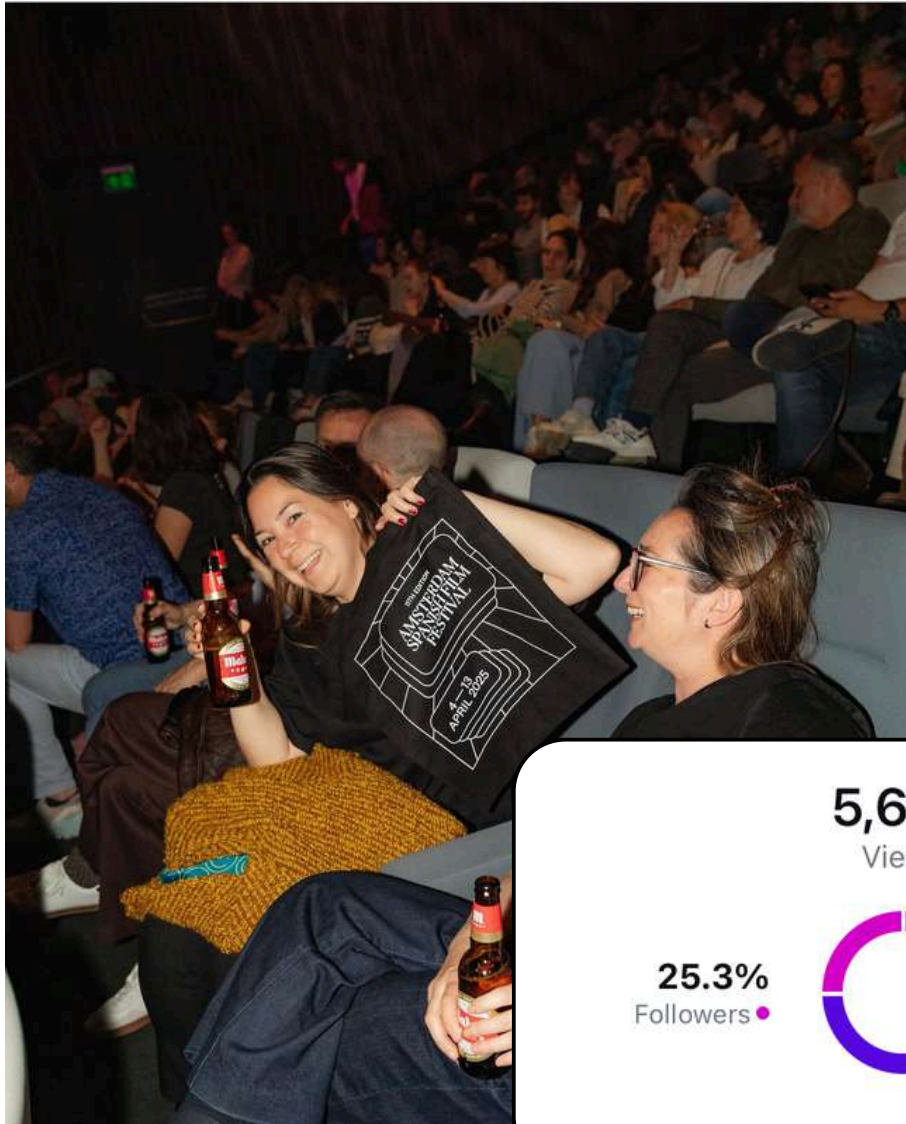


Mahou & La Cerveza Española


The Spanish beer brand Mahou was the official beer sponsor of ASFF, with strong visibility during key events including the Launch, Opening Night, and Closing Night. This year, ASFF also gave **special prominence to Mahou during the Dutch premiere of Volveréis, where it was the exclusive beer served**—making it the only brand with a strong presence at this screening. On top of the booth on venues, Mahou was also featured in several newsletters and highlighted across ASFF’s social media channels.


asffofficial
Eye Filmmuseum





asffofficial
Eye Filmmuseum






5,653
Views

25.3%
Followers

74.7%
Non-followers

April 12 8:29 PM


MAHOU AT 'VOLVERÉIS' PREMIERE



Say something...

April 13 5:57 PM

MAHOU BEFORE 'POLVO SERÁN'



Say something...



Tasca Bellota

This year, Tasca Bellota increased its visibility by participating in four of the festival's key events, serving its homemade sangria during the **Launch, Opening Night, Closing Night, and the Honorary Gieling Award Gala**, where it was the exclusive drink offered to the audience.

On the B2B side, **Tasca Bellota provided catering for the private event hosted by Turespaña and Granada**, as well as catering for the special guests during the Opening and Closing Nights. In addition to their booth presence at the venues, Tasca Bellota was also featured in several newsletters and highlighted across ASFF's social media channels.





@tascabellota



Bickerswerf 2, 1013KX Amsterdam

Posts

asffofficial

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Boost post

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1

3

March 26 11:40 AM

...

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DON'T MISS OUT ON
SANGRIA FROM @tascabellota



Say something...

April 4 5:23 PM

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×

@spain & @turgranada event



Say something...

April 12 1w
From Archive >
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SANGRIA FROM
@tascabellota



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View insights

Boost post

62

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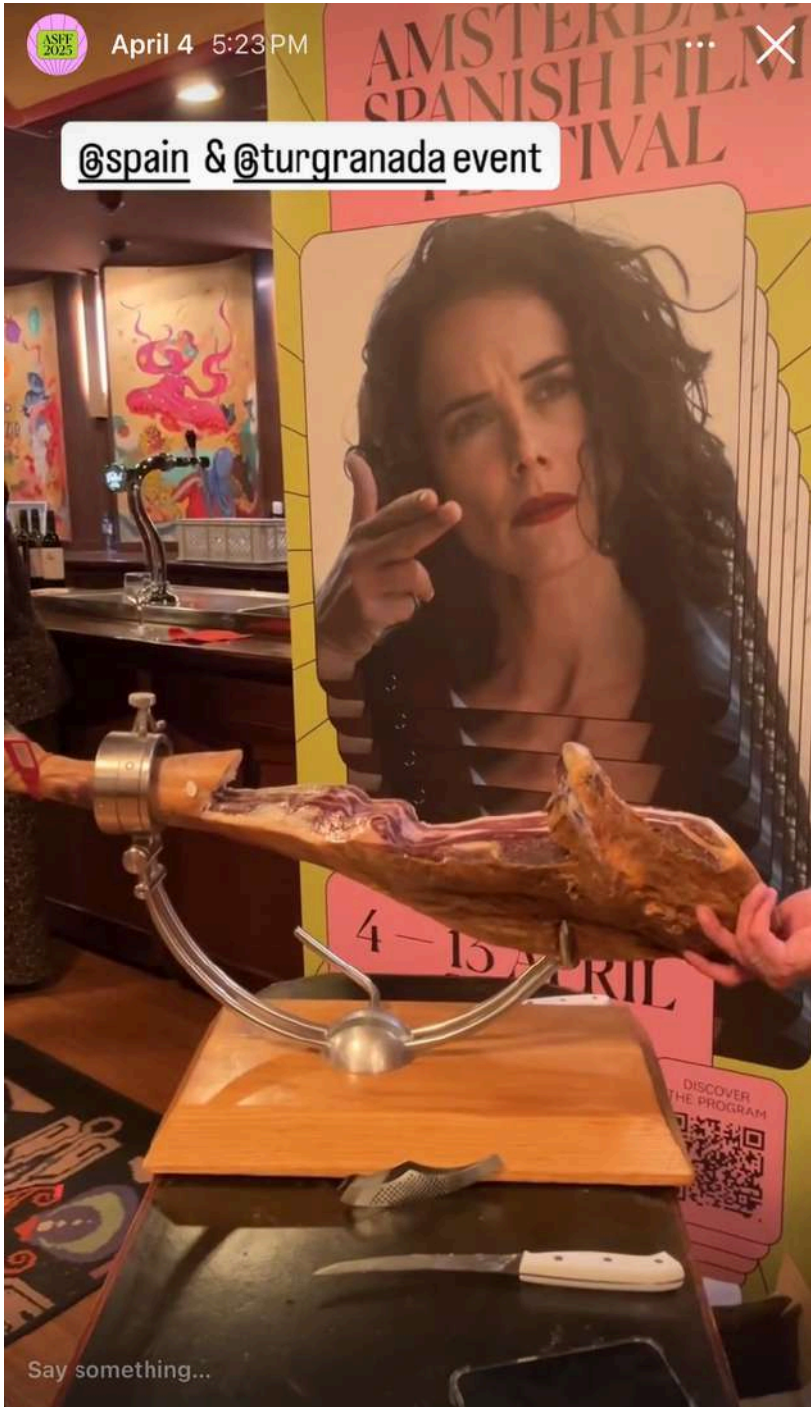
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Liked by virginia pablos and others

asffofficial Thank you for joining us for the 11th edition of the Amsterdam Spanish Film Festival! We hope you had an

Borja de Hamsnijder

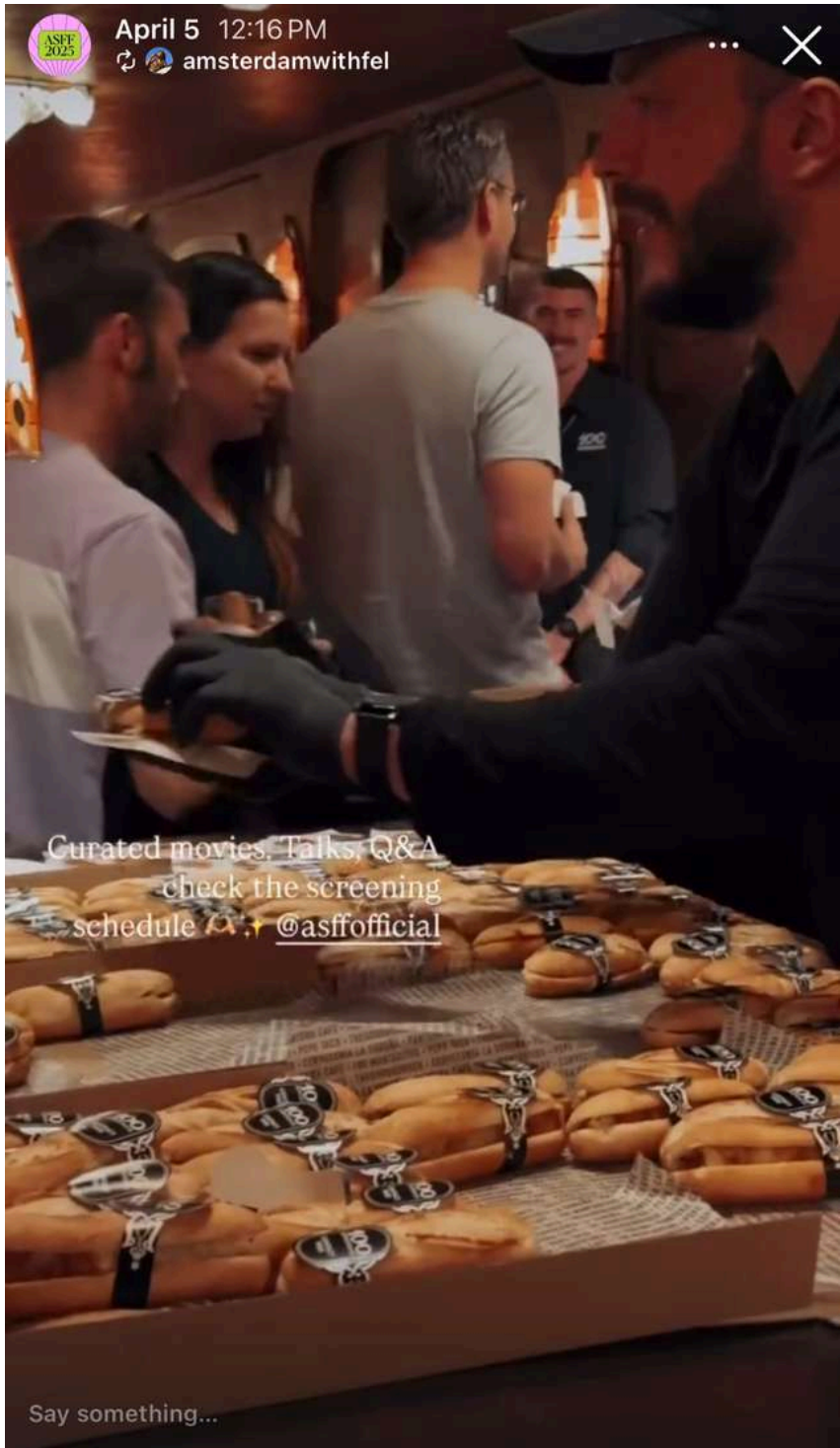
ASFF’s official ‘cortador de jamón’ was present at both the Launch Event and Opening Night, offering tastings to over 1,500 attendees. The jamón was one of the audience’s favorite treats at the special events held at Pathé Tuschinski. Borja was featured on social media and in newsletters, and their logo was prominently displayed on festival materials.

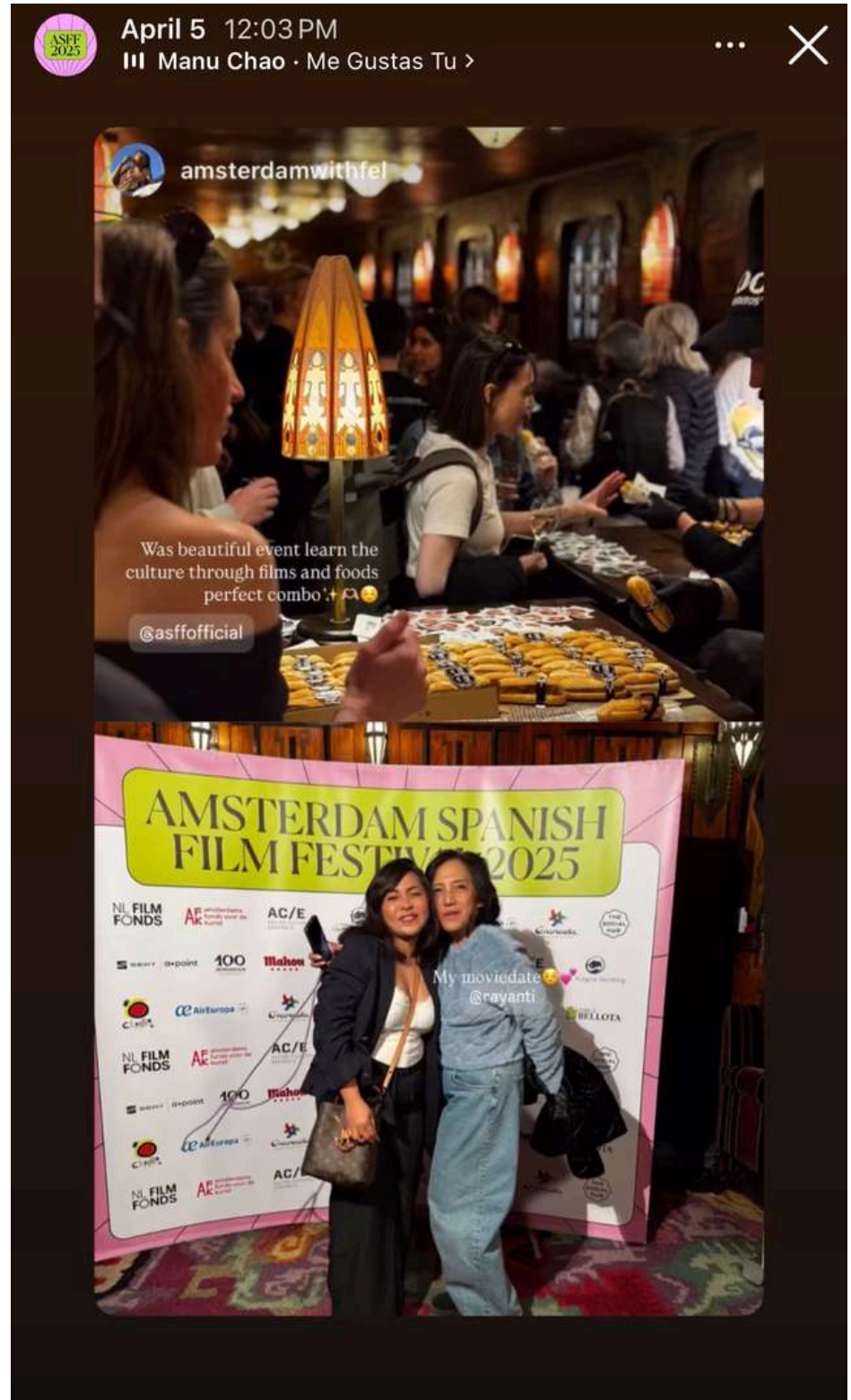




100 Montaditos

100 Montaditos was present during both the Launch and Opening Night, participating in three key festival moments. The brand was also featured in several newsletters and highlighted across ASFF’s social media channels.



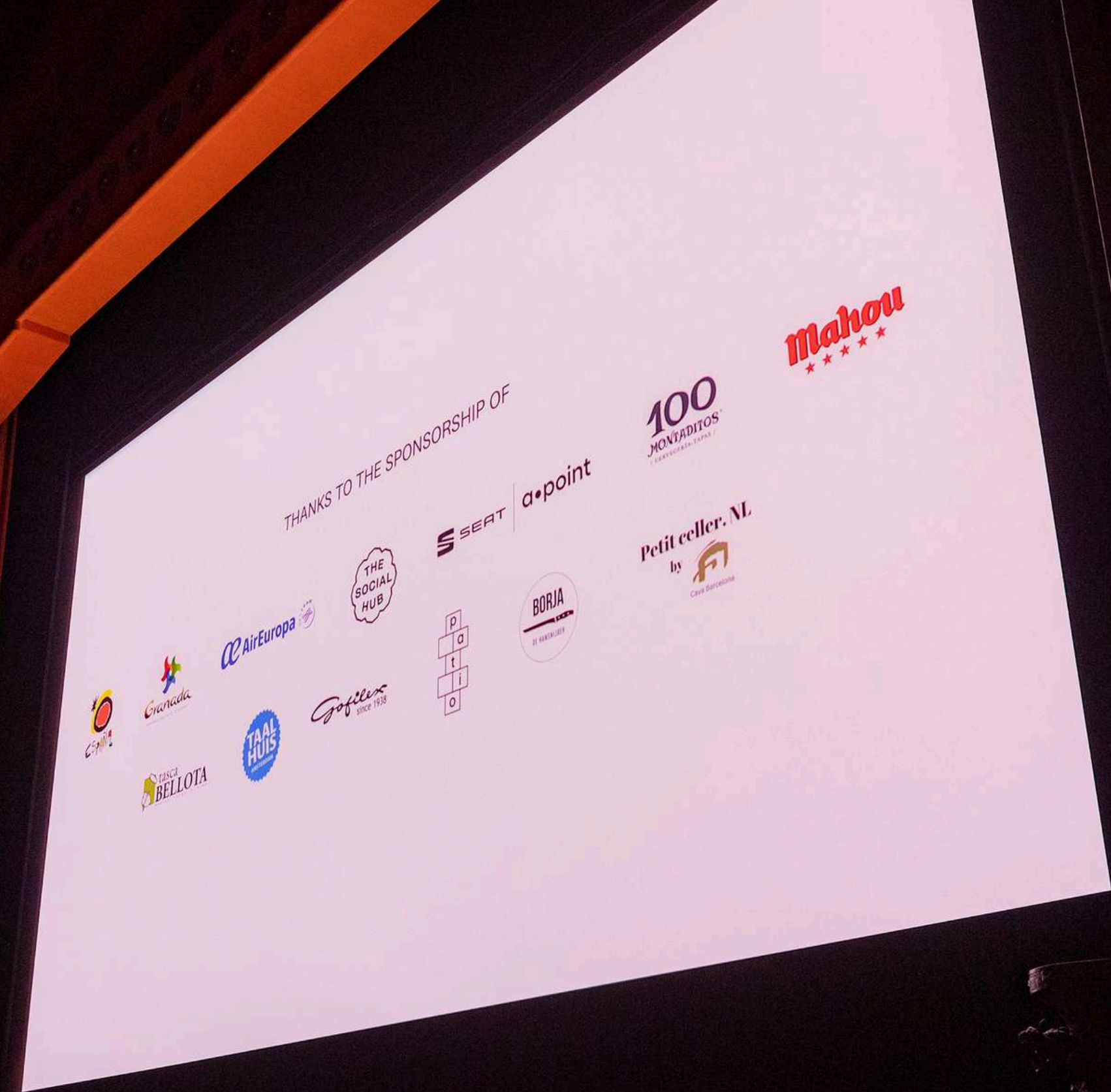


Patio Amsterdam

This year marked the first time Patio Amsterdam participated in ASFF, bringing a new flavor to the audience with their unique pinchos! The brand had a strong presence at Pathé Tuschinski during the Opening Night and the Honorary Gieling Award Gala, where they were the exclusive tapa provider. Their visibility strategy was also reinforced through features on ASFF's social media channels and in newsletter communications.













CONCLUSION

GOALS & ACHIEVEMENTS

With its **11th edition**, ASFF marks **the beginning of a new chapter**, building on a decade of growth and recognition. The festival has firmly established itself as a staple in the Dutch cultural calendar, bringing the latest and most relevant Spanish cinema to new and returning audiences. With **sold-out screenings, returning partners, and a growing number of Dutch and international guests**, this edition confirmed ASFF's cultural significance and long-term sustainability.

ASFF continues to use cinema as a vehicle for cultural dialogue and mutual understanding. Through impactful programs such as **Her Voice, Her Power** and **Spanish Cinema Without Fear**, the festival gave voice to urgent stories, often spotlighting female and LGBTQIA+ perspectives. The **Spain Meets the Netherlands** premiere of MUY LEJOS by **Gerard Oms**, featuring a Dutch-Spanish cast and followed by a lively Q&A, exemplified the festival's **commitment to cross-cultural storytelling**.

From Icía Bollaín receiving the first **Honorary Gieling Award** to a **musical opening** with Yeraí Cortés and La Tania, this edition was a diverse one. Screenings became full experiences through thoughtful Q&As and panels, turning the ASFF into a vibrant meeting point for artists and audiences alike.



GOALS & ACHEIVEMENTS

The festival continued its mission to reach **new audiences** across Amsterdam and beyond. Screenings in Haarlem saw strong local attendance, helping ASFF grow outside the city center. Programming remained inclusive and included events tailored for the **Latin American and LGBTQIA+ communities**. Venues were selected with accessibility in mind, and all films were subtitled in English, reinforcing ASFF's inclusive ethos.



This year saw deepened collaborations **with long-term partners** and **exciting new sponsors**. **SEAT-a.point** continued its support with sustainable transportation, well known brands like **Tasca Bellota, 100Montaditos, Borja de Hamsnijder** and **Mahou** enhanced the festival experience, while new gastronomical partners like **Patio** enriched specific screenings.

The partnership with **AirEuropa** was extended through special events, and the relationship with **The Social Hub** allowed us to create a home in Amsterdam for our guests. The ongoing collaboration with **Turespaña** led to the organisation of an event with a focus on the **Province of Granada** and **Taalhuis** continuously showed us the role of Spanish language. These partnerships ensure ASFF's continued growth, both financially and creatively and are vital for its continuity.

GOALS FOR NEXT YEAR

Following the success of our **milestone 10th edition**, the Amsterdam Spanish Film Festival has entered a new decade with ambition and clarity. This year, we not only achieved our projected goals, but again reached **record-breaking attendance** with 5,508 paying visitors. Our aim for the 2025 edition was to **consolidate our success** while continuing to grow in depth, reach, and impact. This goal will remain the vital one.

For next year, we plan to continue presenting **a comparable program in scale**, featuring at least 20 films across a minimum of 30 screenings. Our target is to **welcome 5,500 paying visitors once again**. We will continue to offer engaging, cultural events beyond the screenings, similar to this year's Vermutada, our artistic cumbia afterparty at Murmur, and other sponsored events. Our goal is to provide a **fully immersive experience** that combines cinema, food, music, and live performances, creating memorable moments for attendees.

Building on the success of collaborations with **the Latin Experience and the Colombian Embassy**, we will further develop our Latino Focus program, looking into partnerships with Latin American institutions to create deeper connections with these **communities**.





Related to this, we will continue to build on **existing partnerships** and seek **new collaborations** to enrich the festival experience. This includes working with sponsors and content partners to support the festival's activities and create a sustainable foundation for growth.

The festival aims to continue growing as a **key platform for Dutch premieres of Spanish films**, strengthening intercultural ties between the Netherlands and Spain. **Spain Meets the Netherlands** will remain central to our program, while the **Honorary Gieling Award** becomes a recurring highlight. We will expand collaborations with distributors and develop industry programs, reinforcing our commitment to fostering ongoing cultural exchange and professional connections.

Lastly, recognizing the demand for **more continuity**, we will explore the possibility of taking the festival "on tour" and organizing smaller events **throughout the year**. This will allow us to reach new audiences outside of our main festival period and maintain a consistent presence in the cultural landscape.



WITH SPECIAL THANKS TO OUR
BEAUTIFUL AUDIENCE



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MEDIA PARTNERS





SEE YOU
NEXT YEAR!