Hola Mi Rey,

Good morning, I hope all is well with the shoot!  I've seen you post some fantastic pictures on social media.  I hope it's all going well! :)  Thank you for giving me the opportunity to present them with this proposal to hopefully do the PR for "Fuerte" internationally and within the US.  The project really looks fantastic and very exciting.  This is the perfect project to push for the international Iberoamerican Awards such as the Premios Platino, Premios Fenix and the type of project that the Hollywood Foreign Press (i.e. the Golden Globes) eats up.

As I mentioned to you in our last messages, the following is just a sample list of the media Tessy and I are in direct contact with that we can push for the movie once they are ready for PR and have a marketing strategy in place.  To be effective in our proper push for PR we need to have a commitment of no less then 6 month and no less then 3 month's prior to its premiere.  Now obviously you mentioned that they don't have a distribution deal at the moment so what I would need to know from them when speaking to them is what they strategic plan is for the movie cause that when we will be able to determine when would be best to start doing publicity for the film.

Include here is a sample of the media that we would focus on for the campaign and our contacts.  Please keep in mind that this is just a sample list to give them an idea of our reach like you requested.

**Sample of the Who We Would Reach Out To -**

EFE News (US Hispanic and Latin America)

La Opinion (National)

Hoy LA (Latino LA Times)

El Nuevo Herald (Miami)

Al Dia Dallas (TX)

La Voz de Houston (TX)

La Raza (TX)

[Yahoo.com](http://yahoo.com/)

[MSN.com](http://msn.com/)

Noches Con Platanito

The Dante Night Show

Primer Impacto - Univision

Un Nuevo Dia - Telemundo

Despierta America

Hola TV

Primera Hora - Univision

LanZate - Univision

CNN En Espanol

CNN National

Alegria Magazine

Las Vegas Magazine

Grupo Reforma (Mexico)

Excelsior (Mexico)

E! News

Entertainment Tonight

Extra

[HuffingtonPost.com](http://huffingtonpost.com/" \t "_blank) (Domestic)

[Yahoo.com](http://yahoo.com/) (Domestic)

Chicago Tribune

HOY Chicago

The Associated Press (Latin American and Domestic)

[Reuters.](http://reuters.com/)com

[MSNBC.com](http://msnbc.com/)

The Examiner

El Diario NY

ABC News

ABC Vista LA

Ellen

Late Show with Jimmy Fallon

Late Night with Jimmy Kimmel

The View

Kelly and Ryan

The Today Show

Good Morning America

Good Day LA

LA Times

NY Times

NotiMex

Plus we are now working with publicity partnerships with publicist in Spain and the Dominican Republic as well.

**Please note that if there is a wish list of media that they would specifically like for us to reach out to let us know.**

As far as payment is concerned our starting rate for a feature film such as this would be no less then **$4000** a month with a commitment of 6 months. Of course there is always room for further discussion based on their needs  Payments are always due between the 1st and the 3rd of each month.With any late payments after the 3rd of each month there would be a $200 late fee that will be added. Additional cost would be any travel expenses incurred if they choose for one of us to travel with them outside of LA for PR of any kind that they feel necessary.  That would included (round trip airfare, ground transportation, hotel accommodations and per diem).

Please also let them know that this price is our salary.  This does not include the budget that they will need for marketing like I mentioned to you previously.  Marketing meaning: Ads, printed material, billboards, screenings, red carpet, premiere etc.

This should give a good start of where we are coming from.  By all means I would be happy to schedule a Skype meeting with the powers that be when ever they would like.

Te mando un abrazo grande!

Edward  
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