



ASIAN CINEVISION PRESENTS

aaiiff41

JULY 25 - AUG 4 2018 | NEW YORK CITY

SPONSORSHIP OPPORTUNITIES



"This chameleon of an event not only retains its eclectic nature, it builds upon it as needed. In this city titles in some major festivals can be too predictable. This is not the case in this refreshing mélange."

Howard Feinstein, Filmmaker Magazine

THE ANNUAL ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL (AAIFF) is New York's leading showcase for the Asian American and Asian independent cinema. Presented by Asian CineVision (ACV) in association with Asia Society, the AAIFF is the first and longest-running festival in the U.S. to showcase the moving image work by artists of Asian descent and about the Asian American experience.

AAIFF premiered in the seminal summer of 1978 at the Henry Street Settlement in New York City. Ed Koch had been elected mayor, the first cellular mobile phone is introduced, serial killer David Berkowitz, "Son of Sam," is convicted of murder, GREASE, SATURDAY NIGHT FEVER, and CLOSE ENCOUNTERS were the blockbusters of their day.

Forty-one years later, the AAIFF has grown to include films and video from more than 30 countries, answering a growing need for social understanding, cultural diversity in American life, and independent cinema.

AAIFF has played a vital role in discovering and nurturing such acclaimed talent as Oscar Award winners **Ang Lee, Jessica Yu, Steven Okazaki, Ruby Yang and Chris Tashima**; Oscar Award nominees **Christine Choy and Rene Tajima-Pena, Frieda Lee Mock, Arthur Dong, Zhang Yimou**; and mainstream entertainment directors **Wayne Wang, Mira Nair, and Justin Lin**.

In 2018, AAIFF will celebrate its 41st year with an Opening Night Presentation and Gala on July 25 in association with the Asia Society and Museum. As a new generation of mobile, socially conscious, worldly acculturated, and politically aware comes to embrace storytelling without borders, AAIFF41 will take stock in our forty some years of championing Asian American image making.

With close to 100 feature and short films of all genres and visual styles from countries around the world, industry networking mixers, music video showcase with live performances, exclusive interviews, a screenplay competition and reading, press opportunities to meet the filmmakers, post-screening receptions, after-parties, and much much more.

Join us as we celebrate the creativity and passion of the filmmakers as they share their stories with the world.



CLOCKWISE FROM TOP LEFT: AAIFF40 OPENING NIGHT FILM **GOOK** DIRECTOR JUSTIN CHON RECEIVES 2017 ASIAN AMERICAN MEDIA AWARD; HK LEGEND KARA WEI PRESENTED WITH THE 2016 ACV ASIAN MEDIA HUMANITARIAN AWARD FOR HER ELDER CARE/DEMENTIA ADVOCACY WITH SUPPORTING ACTOR CAROS CHAN @ASIA SOCIETY; AAIFF07 FINISHING THE GAME'S JUSTIN LIN AND ROGER FAN @AAIFF07 OPENING NIGHT FETE; HK ICON MAGGIE CHEUNG MEETS THE PRESS @AAIFF05.

WITH OVER ONE MILLION ASIAN AMERICANS residing in the New York City area—the fastest growing multicultural segment of the U.S. population (U.S. Census 2010)—the AAIFF provides a critical forum for understanding diverse Asian cultures as well as a window to the Asian American experience.

AAIFF SPONSORSHIP Recent corporate sponsors such as **Nielsen, Beam Suntory, Toyota Motor Corp, Remy Martin, Cadillac, Comcast, Macy's, Southwest Airlines, Time Warner Cable, Verizon, and HBO** recognize the distinctive opportunity to participate in this vital and vibrant cultural event, and to cultivate an on-going relationship with one of the fastest-growing and most sophisticated Asian American markets in the U.S.

ACV and the AAIFF look forward to crafting a sponsor partnership and benefits package to optimize your company's outreach goals and values. We invite you to collaborate with us to develop a sponsorship package to meet your charitable and branding priorities, to directly engage with New York's most aspirational and desirable demographic.



CLOCKWISE FROM TOP LEFT: ACTOR BD WONG W/MIRA NAIR @AAIFF98 *MY OWN COUNTRY* PREMIERE; JET LI W/PRODUCER JENNIFER FONG *BLACK MASK* NEW YORK PREMIERE; DIRECTOR ISMAEL MERCHANT RECEIVES FIRST ACV LIFETIME ACHIEVEMENT AWARD W/A YOUNG ANG LEE; ACV FOUNDER CHRISTINE CHOY AND DAVID HENRY HWANG WITH LEGENDARY PERFORMER AND CASTING JADIN WONG @AAIFF07.

SAVE THE DATE:

THE 41ST ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL

July 25 - August 4, 2018

AAIFF40 HIGHLIGHTS

- **Opening Night Presentation and Gala Reception | GOOK (USA 2017) | Asia Society and Museum**
- Closing Night Screening and Party | FREE AND EASY (China 2016) | Asia Society
- Centerpiece Screening & Afterparty | SMALL TALK ((Taiwan 2016) | Asia Society
- Screening/panel: Class of '97 | SHOPPING FOR FANGS (Quentin Lee), STRAWBERRY FIELDS (Rea Tajiri), SUNSETS (Eric Nakamura & Michael Aki), YELLOW (Chris Chn Lee)
- BACK TO FLUSHING: four nights of free community screenings at Flushing Town Hall
- **World, U.S., and New York premieres from Korea, Mongolia, The Philippines, China and the U.S.**
- LGBTQ Cinema night
- Partnership with Mayor's Office of Media And Entertainment | MADE IN NEW YORK

6 - 8,000+ ATTENDEES converge from all five NYC boroughs and the tri-state region, with a 25,000 year-round audience via our traveling National Festival Tour

TEN DAYS AT VENUES ACROSS THE CITY

Recent venues have included Asia Society, City Cinema Village East; free community screenings at Flushing Town Hall, Maysles Institute, Made In New York Media Center

OVER 40 PROGRAMS

100 new narrative and documentary feature and short films of all genres and visual styles, mostly all U.S. or New York premieres.

AWARDS CATEGORIES

The Asian American Media Arts Award, past recipients: Justin Chon (AAIFF40) Janet Yang (AAIFF16), Sammo Hung (AAIFF99), Ismael Merchant (AAIFF97), Joan Chen (AAIFF94)

Asian American Visionary Award: Maggie Cheung (AAIFF05)

Asian American Media Humanitarian Award: Kara Wai(AAIFF16), Jet Li (AAIFF07)

Emerging Director (narrative feature filmmaker)

Emerging Director (documentary feature filmmaker)

Excellence in Short Filmmaking

Audience Choice (narrative/documentary feature-length film)

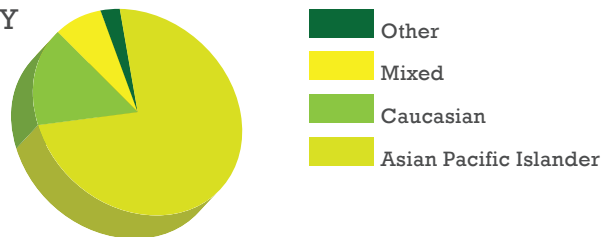
Youth Vision One-to-Watch Award



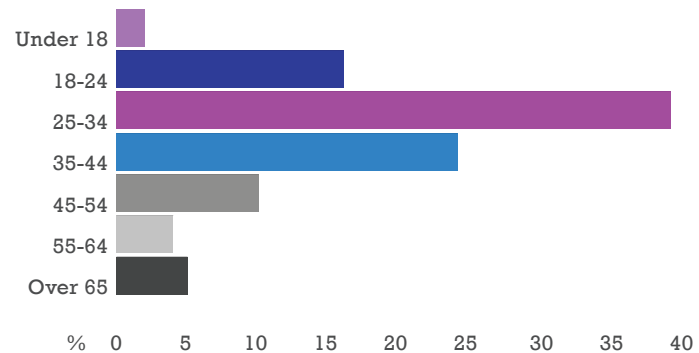
AAIFF DEMOGRAPHIC

AAIFF40 Audience: 6,000+ / ACV year-round audience 25,000

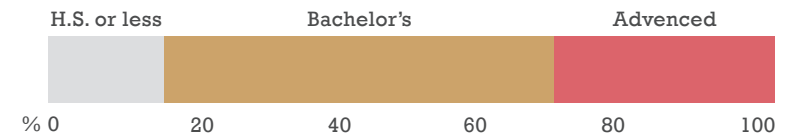
ETHNICITY



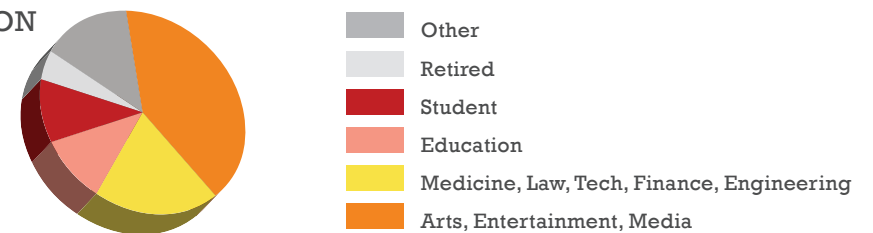
AGE



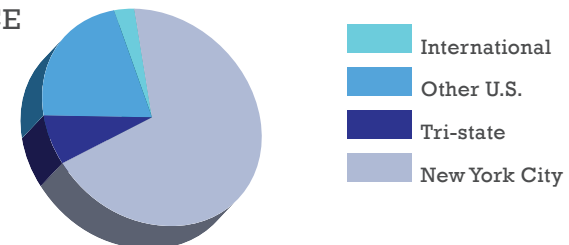
EDUCATION



PROFESSION



RESIDENCE



THE ASIAN AMERICAN MARKET

(2010 U.S. Census)

Estimated number of U.S. residents of Asian descent	18+ million
Percentage of total U.S. population	6.4%
Percentage growth since 2000	46%

Median household income	\$62,420
Total U.S. population	\$49,580

2017 Purchasing power	\$718 billion
2018 estimate	\$1 trillion
Age: Under 18	23.9%
18 - 54	68.4%
Over 55	7.7%

U.S. native population	34%
Foreign born	66%

EDUCATION

Bachelor's degree or higher	56%
Total U.S. population	28%
Advanced degrees	20%

OCCUPATION

Management, professionals, related	45%
Total population	34%

ONLINE USAGE

Broadband at home	80%
Use mobile devices	90%
Engage social media	76%
Search day's news online	39%
Financial information online	32%
Political news online	29%

NEW YORK METROPOLITAN AREA

AAIFF takes place in the country's second-largest Asian American market

Estimated Asian Pacific Americans living in the New York City metropolitan area	1.6 million
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Percentage of total New York City total population	14%
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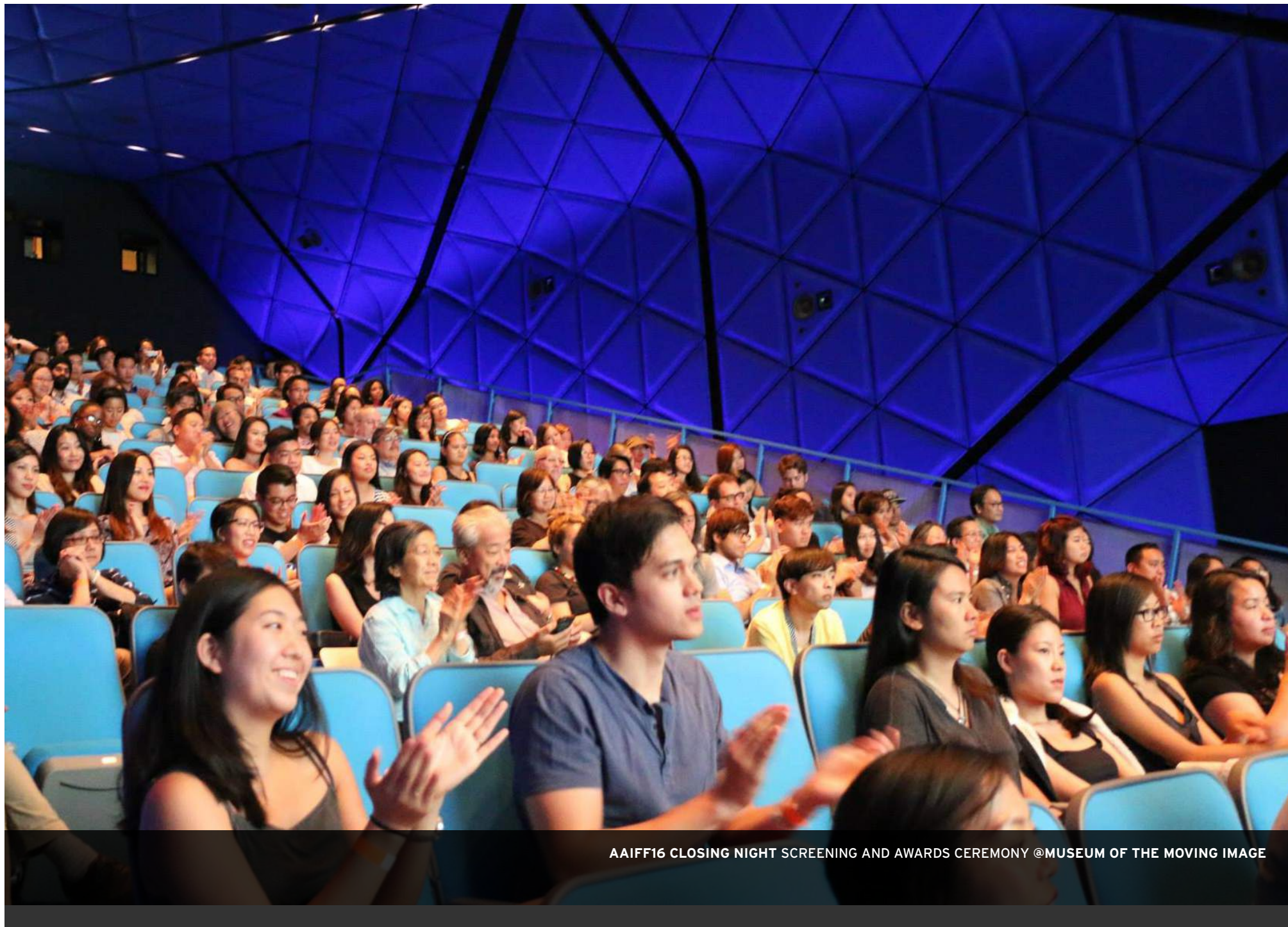
Percentage Chinese, Filipino, South Asian, and Korean	77%
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Percentage growth since 2000	51%
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Percentage first generation or recent arrivals	66%
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Rapid growing regional concentrations:

Flushing, Jackson Heights, Ridgewood, Elmhurst, and College Point, Queens, Sunset Park, Brooklyn, University Heights, Bronx, Lower Eastside, East Harlem, Manhattan, Long Island, NY, Hudson and Bergen Counties, New Jersey (Mayor's Office of Media and Entertainment)



AAIFF16 CLOSING NIGHT SCREENING AND AWARDS CEREMONY @MUSEUM OF THE MOVING IMAGE

THE BENEFITS OF SPONSORSHIP

Connect your brand, product or service with the most highly educated, upwardly mobile, technologically savvy, and community minded consumer group in America today.

VISIBILITY

- Sponsor names/logos will appear and have priority positioning on all printed and promotional media materials
- Signage & Banners with sponsor logos prominently displayed at all screening venues

ADVERTISING

- Original 30-sec promotional trailer: created by sponsor specifically for AAIFF, in consultation with ACV, to play before select program screenings
- Sponsored print & web ads: past ads include The New York Times, Village Voice, Time Out New York, World Journal, Korea Times, WNYC, Hyphen Magazine, Time Warner Cable, and Angry Asian Man.
- Prime ad placement in AAIFF40 Program Guide
- One-sheets displayed at select regional venues

PRODUCT MARKETING

- Product/marketing materials placement in guest gift bags
- Product distribution/sampling at AAIFF venues

COMPANY EMPLOYEE BENEFITS

- All-access Festival Gold Passes and reserved VIP seating at all events
- Invitations to exclusive pre-festival fundraisers and special events

MEDIA

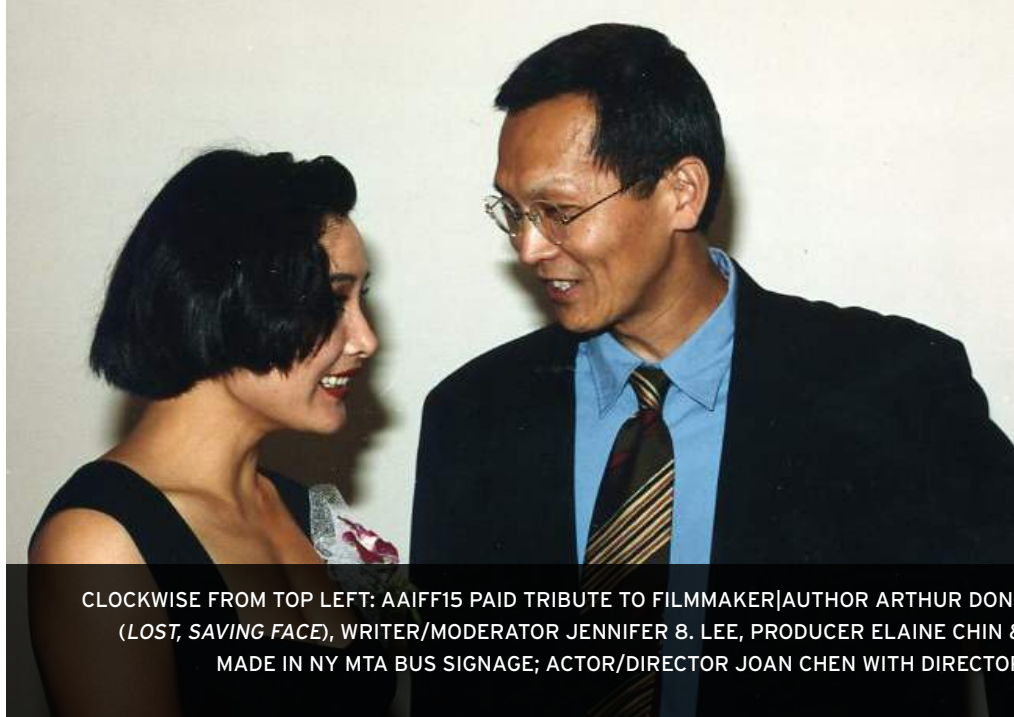
- Sponsor credit in all AAIFF press releases generated by ACV
- Press conference: sponsor's opportunity to address the press

WEB

- Logo/link on AAIFF homepage (Jan-Aug 2018) 1.4m page requests, 440,00 unique visitors)
- Logo/link on bulletin (May-Aug 2018 circulation 21,000)
- Facebook followers (10,000 views Apr-Aug)
- Twitter followers (32,000 views Apr-Aug)
- Sponsor acknowledgement in text descriptions & audio introductions for video interviews and podcasts with filmmakers & actors, imbedded sponsored posts (asiancinevision.org/cinevue)

THEATER

- AAIFF slide & trailer to play at select regional venues (June-July, 1.4m impressions)



CLOCKWISE FROM TOP LEFT: AAIFF15 PAID TRIBUTE TO FILMMAKER|AUTHOR ARTHUR DONG WITH ACTRESS LORI TAN CHINN AT *FORBIDDEN CITY USA* BOOK TALK AT MOCA; KEN LEUNG (*LOST, SAVING FACE*), WRITER/MODERATOR JENNIFER B. LEE, PRODUCER ELAINE CHIN & FILMMAKER EVAN JACKSON LEONG (*LINSANITY, SNAKEHEAD*) AT *IMPRESSIONS* SCREENING; MADE IN NY MTA BUS SIGNAGE; ACTOR/DIRECTOR JOAN CHEN WITH DIRECTOR WAYNE WANG AT DIRECTORIAL DEBUT OF CHEN'S *XIU XIU: THE SENT DOWN GIRL* @AAIFF 98

MAJOR SPONSORSHIP LEVELS

TITLE SPONSOR

\$50k

Industry Exclusivity

Sponsor logo/name will appear above the title (i.e.: HBO/Time Warner Asian American International Film Festival) and have priority positioning on all printed, promotional, and media materials. Past Title Sponsors include AT&T, Cadillac, Time Warner Cable/HBO, AZN Television and Toyota Motor Corp.

The actual amount, and the ratio of cash to VIK (value in-kind), will vary depending upon the specific ACV component sponsored. At this level, we offer sponsors year-round brand exposure and involvement opportunities--a close working partnership that extends to all Asian CineVision exhibition programs and online constituencies.

PLATINUM SPONSORS

\$25k

Platinum sponsors will enjoy brand integration/product placement throughout AAIFF41, a presenting sponsor level sponsor benefits and program exclusive "Presented by" credit for select AAIFF41 programs. We also offer a year-round web sponsorship opportunity for the National Festival Tour traveling exhibitions.

GOLD SPONSORS

\$10k

Gold sponsors receive exclusive sponsorship of special high visibility AAIFF programs (e.g. Stella Artois Filmmakers Hospitality Lounge) or special presentations (i.e.: Closing Night Presentation & After party presented by AARP) with comprehensive brand exposure (i.e.: product demo or marketing booth).

SILVER & BRONZE SPONSORS

\$1 - 5k

Sponsors have the opportunity to exclusive sponsorship of themed program offerings (e.g. Cathay Pacific LGBTQ Cinema Night & After party, Verizon Films for Good, MTV Light & Sound Music Video Showcase) with comprehensive brand exposure.

ADDITIONAL SPONSORSHIP LEVELS

With sponsorship opportunities for product placement—from gift bags to Award prizes, in-kind goods and services, and other hosting opportunities—your brand will enjoy the benefits of exposure to this dynamic acculturated demographic.

RECENT AAIFF CORPORATE/FOUNDATION SPONSORS

Join our generous Foundations and Corporate Partners and work with our staff to create a customized package that meets all of your community engagement and promotional needs



AAIFF41 SPONSOR BENEFITS

	BENEFIT	TITLE \$50k	PLATINUM \$25k	GOLD \$10k	SILVER \$5k	BRONZE \$1k	CONTRBUTING		
PRINT Program Guide	1 Page 4c Color Ad – Back Cover	x	x		x		NEGOTIABLE x x		
	1 Page 4c Color Ad – Inside Front Cover								
	1 Page 4c Color Ad – Inside Back Cover			x					
	1 Page Black & White Ad								
	1/2 Page Black & White Ad				x				
	1/4 Page Black & White Ad								
	Logo, custom message on e-ticket printout	x				x			
	Sponsored Program Logo Exposure	x	x	x	x				
	Festival postcard	text	text	text	text	text			
	Festival press releases	text	text	text	text	text			
	WEB	ACV website – year round	LOGO	LOGO		x x			x x
Festival website logo slide show rotation		LOGO	LOGO	x	x		x		
Sponsor page		LOGO	LOGO	x	x		x		
Advertising space		banner	banner						
MEDIA	Logo on Festival step-and-repeat backdrop	x	x		x		x		
	Press conference speaking opportunity	x	x	x					
	Press release acknowledgement	x	x	x		x		x	
IN THEATRE	Festival Trailer	x	x 30 sec spot	x	x	x			
	Banner/gobo exposure in main venues	x							
	On-screen advertisement	30 sec spot							
DIRECT MARKETING	On-site promotions	x	x	x	x	x	x x		
	Opening Night Gala & filmmaker/guest bags	x	x	x	x	x			
	Product placement in bags	x	x	x	x	x			
	Product sampling table	x	x	x	x				
TICKETS	GoldPass (All Access)	10	8	6	4	2			
	CinePass (All except Gala & special presentations)	10	8	6	4	2			
	Advance Ticket Requests	50	20	20	10	2			
SPECIAL OPPS	Opening Night Screening & Gala						15		
	Centerpiece Screening & Afterparty								
	Closing Night Screening & awards ceremony								
	Music Night Out & Afterparty								
	LGBTQ Cinema Night & Afterparty								
	Awards sponsors								
	National Festival Tour sponsorship								

CONTACT

The AAIFF presents works by media makers from various ethnic backgrounds, classes, and creeds, in order to promote an understanding that Asian and Asian American experiences are complex and multiple. We seek to create a setting where artists, scholars, and cultural enthusiasts can meet live, on-tour, on-line and on-air and explore how to push creative bounds and the development of relevant media.

Over the years we've had the privilege of working with a dynamic group of corporate and community partners who bring their full enthusiasm and creativity to the table. We love the synergy of shared values and helping to promote brands and products to our audience, energizing a sense of community. We look forward to both welcoming back old friends, and launching new and exciting partnerships.

Please join us this year as we continue to build audience appreciation for Asian American and global Asian independent cinema.

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Kayla Wong, Festival Co-Director
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