VISUAL COMMUNICATIONS Presents the
LOS ANGELES
ASIAN PACIFIC
FILM FESTIVAL
33rd EDITION | APRIL 27 through MAY 4, 2017
WWW.VCONLINE.ORG/FESTIVAL
ESTABLISHED IN 1983 BY VISUAL COMMUNICATIONS, the Los Angeles Asian Pacific Film Festival celebrates the achievements of Asian Pacific American and Asian international cinema artists.

The Festival includes Opening and Closing Night Celebrations, a Centerpiece presentation, an Awards Ceremony, a full complement of filmmaker seminars and workshops, and a variety of special programming and events.

Positioned to kickoff our support of Asian Pacific American Heritage Month, the Festival attracts entertainment celebrities, civic and community leaders, and film enthusiasts in a week-long celebration of the ongoing accomplishments by Asian Pacific cinema artists.
“The Festival has been supporting me since the beginning of my career. Without festivals like this, I don’t think actors like me would be here today...a festival like this reminds you that there ARE people supporting what you are fighting for.

“[Organizations like Visual Communications are] so important, because...We need mentorship. We need a community of people that understand who we are.”

– Sung Kang, Actor (April 30 2016)
The Los Angeles Asian Pacific Film Festival provides a prime opportunity to build brand awareness and captivate audiences. Join our Strategic Partners who generously continue to support the Festival and boost our efforts to celebrate and nurture Asian Pacific American cinematic artists and communities.

250% INCREASE IN SPONSORSHIPS From 2014 - 2016
STRATEGIC OPPORTUNITIES

BRAND ACTIVATIONS: From being a title presenter of the Festival, creating an experience for your clients and employees, to showcasing your product to desirable target markets, your company / organization will benefit from the Festival’s ability to deliver a blend of brand exposure, digital and on-site activations, hospitality events, and more.

“The best thing...is that the Festival has a genuine sense of community. They try to foster better filmmakers and create an environment for film lovers and people who are interested in the industry to be able to grow.”

— Daniel Park, Director, KTOWN COWBOYS | From Los Angeles Daily News
CUSTOMIZED BENEFITS

The Festival designs a customized benefits package to reflect your brand visioning and strategic goals and achieve measurable and tangible results.

In-kind, trade, and media opportunities also available. For more information and to discuss customized opportunities and/or creative sponsorship ideas, please contact:

TRACY NGUYEN-CHUNG
Director of Strategic Partnerships
tracy@vconline.org

EXCLUSIVE OPPORTUNITIES:

- **$75,000** Festival Title Sponsor
- **$50,000** Opening and Closing Night Presenting Sponsor
- **$25,000** Narrative or Documentary Competition Sponsor
- **$20,000** Festival Kick-Off Sponsor
- **$15,000** Interactive Little Tokyo! / VR Sponsor
- **$15,000** Awards Banquet Sponsor
- **$12,000** Filmmaker Lounge Sponsor
- **$10,000** Digital Histories Festival Program Sponsor
- **$10,000** Armed With A Camera Festival Program Sponsor
- **$10,000** Opening or Closing Night Gala Sponsor
- **$7,500** Centerpiece or International Gala Sponsor
- **$7,500** Filmmaker Brunch Sponsor
- **$5,000** Theater Sponsor (non-Gala, may vary based on day and venue)
- **$5,000** Festival App Sponsor
- **$3,000** Badge Sponsor (logo inclusion; lanyard opportunity available)
- **$2,000** Gift Bag Sponsor (logo inclusion)

ADDITIONAL OPPORTUNITIES:

- **$2,000-7,500** Party Sponsor
- **$850** Venue Booth Spaces
- **$450-3,500** Festival Catalogue Ad (value varies by size, color, and placement)
- **$750** Monthly Newsletter Sponsor

- Trailer prior to screenings negotiable based on number of placements; value ranges from $2,500 to $5,000 (included with all $15k+ sponsors)
- Ticket and badge benefits negotiable based on need; badge value ranges from $100-300.
- Banner placement in-venue included with all $10,000+ Sponsors
- Logo exposure on print and digital collateral is available for all $2,500+ Sponsors.
Young, empowered, and growing, Asian Americans' economic clout will continue to expand. Understanding how to connect with this vibrant and multifaceted consumer group in today's multicultural American mainstream will shape the strategies necessary to succeed now and in the future.

**ASIAN AMERICANS ARE:**
- **Fastest Growing Population:** 21 Million, a 25% increase from 2009-2014
- **Third Largest Spending Power in the Nation:** $825 Billion
- **Market Presence:** Expected 32% increase to $1.1 Trillion by 2020

*Source: “ASIAN-AMERICANS ARE EXPANDING THEIR FOOTPRINT IN THE U.S. AND MAKING AN IMPACT” http://nielsen.com

“Though there are always one-off events and concerts that you can find your people at, in many ways The Los Angeles Asian Pacific Film Festival is one of the only true festivals that brings all corners of Asian American Los Angeles together.”
— Sean Miura, blogger, Down Like JTown.com

“The Los Angeles Asian Pacific Film Festival is one of my favorite events of the year.”
— Phil Yu, blogger, Angry Asian Man.com
The Los Angeles Asian Pacific Film Festival receives extensive coverage in local, national, and international media outlets and social media platforms by general and ethnic-specific markets.

As the word “diversity” is being thrown around in Hollywood, the LAAPFF is providing the best opportunity to experience this firsthand through talent both in front of and behind the camera. Stories by women, LGBT artists, Asian Americans, Asian international, and a multitude of ethnicities are all being highlighted and shared at the Festival.

– Popcults.com (April 10 2016)
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VISUAL COMMUNICATIONS (VC)’s mission is to develop and support the diverse voices of Asian American & Pacific Islander filmmakers and media artists who empower communities and challenge perspectives. Founded in 1970 by a group of pioneering independent filmmakers, Visual Communications has evolved from being the first Asian Pacific media arts center dedicated to the honest and accurate portrayals of the Asian American & Pacific Islander people and heritage, to an artistic development and resource center for media creators.
Armed with a Camera (AWC) Fellowship is a 5-month program for emerging media artists, which nurtures the next generation of Asian Pacific American media artists and supports several filmmakers and media artists every year in efforts to create artistically and culturally significant short films.

Digital Histories is a video production and digital storytelling program for senior citizens. Designed for older generations to create and preserve visual stories to be passed down to younger generations, it has also contributed to the artistic expression and healthy lifestyles of seniors in our community.

C3: The Conference for Creative Content began as part of Visual Communications’ event lineup for its annual L.A. Asian Pacific Film Festival. Through dynamic panel discussions and events aimed at maximizing interaction between attendees and panelists, C3 continues to be a space for industry professionals to gather and interact in ways that maximize and create opportunities for Asian Americans in entertainment.

VC Archives is home to one of the largest photographic and moving image archives about Asian American and Pacific Islander communities and histories. With approximately 300,000 still images and over 1,000 film titles, it is an invaluable resource for filmmakers, historians, scholars, researchers and the entertainment community at-large.
For more information or to discuss your customized sponsorship package, please contact:

**Tracy Nguyen-Chung**  
Director of Strategic Partnerships  
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**CONNECT WITH US!**

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