

2017 PARTNERSHIP OPPORTUNITIES

VISUAL COMMUNICATIONS Presents the

# LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

33rd EDITION | APRIL 27 through MAY 4, 2017



[WWW.VCONLINE.ORG/FESTIVAL](http://WWW.VCONLINE.ORG/FESTIVAL)



# THE LOS ANGELES ASIAN PACIFIC FILM 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 Center-piece 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.



**8 DAYS**



**24K+ ATTENDEES**



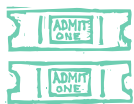
**500+ GUESTS**  
Festival Artists / Industry  
Press / VIPs



**3 COMMUNITIES**  
Little Tokyo/DTLA  
Koreatown / West Hollywood



**15+ EVENT SPACES**  
Movie Theaters / Community  
Centers / Restaurants / Bars



**75+ PROGRAMS**  
Galas / Spotlights  
Showcases / Industry Panels



**300+ VOLUNTEERS**



**100+ PARTNERS**  
Arts Orgs / Social Services  
Civic Orgs / Cultural Orgs



**23K+ LIKES & FOLLOWS**  
Facebook / Twitter / YouTube  
Instagram / SnapChat



**20+ SOCIAL EVENTS**  
Galas / Parties / Receptions  
Socials / Meet-Ups



**INTERSECT:** As Visual Communications celebrates its 50th anniversary in 2020, the organization aims to holistically present a Festival that showcases Asian American and Pacific Islander arts and culture as it intersects with cinematic arts. Starting in 2017, the Los Angeles Asian Pacific Film Festival will explicitly engage with the artistic modes of music, comedy, food, fashion, technology, and other cultural art forms to create moments that celebrate our communities.

"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)

## ON TAP for Festival Week 2017:



**SPECTRUM**  
Galas / Spotlights  
Showcases / Panels



**ANIMATION**  
Master Class / Films in Focus



**VC FRESH TAKES**  
Youth Media  
Childrens' Media



**IMMERSIVE CINEMA**  
Interactive Little Tokyo!  
VR Experiences



**FOCUS**  
National Spotlights  
Artist in Focus



# STRATEGIC PARTNERSHIPS

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

Photos credits this page, clockwise from top left: Charlie Van Le, Steven Lam, Lindy Leong, Steven Lam, Reece Cambra, Emil Vanta.

# 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:

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

## ADDITIONAL OPPORTUNITIES:

<b>\$2,000-7,500</b>	Party Sponsor
<b>\$850</b>	Venue Booth Spaces
<b>\$450-3,500</b>	Festival Catalogue Ad (value varies by size, color, and placement)
<b>\$750</b>	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.





Photo: Priscilla Tan

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:

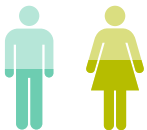
### • **Fastest Growing Population:**

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>



### GENDER

Male 45%  
Female 55%



### AGE

0-17 3%  
18-25 20%  
26-35 25%  
36-45 25%  
46-65 20%  
Over 65 7%



### INCOME

\$15K-\$40K 15%  
\$40K-\$99K 60%  
\$100K + 25%



### ETHNICITY

Asian American 66%  
Pacific Islander 6%  
Caucasian 12%  
Latino/Hispanic 3%  
African American 3%  
Multi-Racial 10%

"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*

# CONNECT WITH OUR COMMUNITY

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 first hand 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)







## WEBSITE AND SOCIAL MEDIA

Impressions	2.5 million
Facebook	12,000+ Combined Fans on Facebook pages
Twitter	9,000+ Followers   176.4K impressions reached in a 90-day period, one month prior to and immediately after the Film Festival
YouTube	Subscriber - 600+   Upload Views - 431,759   Impressions - 42,681 (peak)
Instagram	1,500+ Followers
SnapChat	200+ Followers
E-newsletter	10,000 + subscribers
Mobile App Download	1,100
vonline/Fest Website	Estimated Impressions - 40,000 unique visitors in 2 months



## PRINT MEDIA

Gross Impressions	7 million
Press Releases	6 press releases (Release REACH over 1,000 local national, international outlets)
Press coverage	5 million impressions (PSAs, advertisements, reviews, web banners)
Program Calendar	50,000 impressions
Program Catalog	10,000 impressions
Postcards	100,000 impressions

"...a weeklong showcase of cinematic works from across the Asian diaspora."

— Oliver Gettel, *Los Angeles Times*



## BROADCAST MEDIA - TV/RADIO

Estimated Impressions	15 million
Television	12 million
Radio	3 million



## IN-THEATRE - PROMOTIONAL REACH

In-Theatre Advertising	1600 "served impressions" x 5 secs = 8,000 secs; or an average of 2 mins. exposure of your brand prior to each scheduled program
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# VISUAL COMMUNICATIONS



Photo: Visual Communications Photographic Archive

**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.



# VISUAL COMMUNICATIONS PROGRAMS

Photo: Visual Communications Photographic Archive



**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.

Photo: Brandon Okumura



**Digital Histories** 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.

Photo: Sthanlee Mirador



**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.

Photo: Visual Communications Photographic Archive



**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.



# CONNECT WITH US!

 [www.vconline.org](http://www.vconline.org)

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 / VCFilmFest

 / VCFILMFEST

 / vconline

 / vc\_online

# CONTACT US!

For more information or to discuss your customized sponsorship package, please contact:

**Tracy Nguyen-Chung**

Director of Strategic Partnerships

(213) 680-4462 ext. 28 | [tracy@vconline.org](mailto:tracy@vconline.org)

