VISUAL COMMUNICATIONS presents the

LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

No. 34 | MAY 3 - 12, 2018

CONNECTING COMMUNITIES THROUGH MEDIA ARTS

2018 PARTNERSHIP OPPORTUNITIES

VCONLINE.ORG/FESTIVAL
ESTABLISHED BY VISUAL COMMUNICATIONS IN 1983, LOS ANGELES ASIAN PACIFIC FILM FESTIVAL (LAAPFF) IS THE PREMIERE SHOWCASE FOR THE BEST AND BRIGHTEST OF ASIAN PACIFIC AMERICAN AND INTERNATIONAL CINEMA.

LAAPFF is the largest festival of its kind in Southern California and a proud Academy Award®-qualifying film festival for the Short Film Awards.

LAAPFF 2017 AT A GLANCE

- 15 Days
- 30,000+ Attendees
- 180+ Films (from over 31 countries)
- 75+ Programs (Galas, Spotlights, Showcases, Industry Panels)
- 15+ Venues (Movies Theatres, Community Centers, Restaurants, Bars)
LAAPFF is also known for

C3 brings together top professionals in film, television, and digital industries to discuss how to remain forerunners on the ever-changing media landscape.

C3: CONFERENCE FOR CREATIVE CONTENT

OPENING/ CLOSING NIGHT GALAS

These red-carpet Gala events bring together more than 500 entertainment, business, and community leaders to celebrate LAAPFF’s films, enjoy live entertainment, and meet influential VIP guests.
STRATEGIC PARTNERSHIPS

LAAPFF major sponsorships deliver the greatest marketing impact possible. Align brands with LAAPFF events.

We offer valuable support and guidance to develop a custom program that fits your brand’s needs.

We work closely with sponsors to:

- Reach target demographics
- Hone activation approach
- Amplify sponsor initiatives
- Integrate sponsor products and offerings
- Achieve marketing objectives
- Garner the attention of influential industry and press figures
- Influence of general consumers
$100,000
FESTIVAL TITLE SPONSOR

$50,000
PLATINUM
Opening + Closing Night presenting sponsor

$25,000
GOLD
Awards Banquet Sponsor

$10,000
SILVER
Centerpiece / Filmmaker Lounge Sponsor

BRANDING OPPORTUNITIES:
- Venues
- Theatres
- Lounges
- Programmer
- Digital
- Events + Partner
- Custom Activations
CONNECT YOUR BRAND TO THE MARKET THAT IS SHAPING THE FUTURE

DIVERSE TRENDSSETTING INTERCULTURAL

Asian Americans represent the nation’s fastest-growing multicultural segment, with a population the U.S. Census Bureau projects will reach 25.7 million by 2019.

Asian Americans spend nearly twice as many minutes per day using multimedia devices than the total population.

Buying Power: $825 billion, expected to increase to $1.1 trillion by 2020. Asian American median income is higher than the national general-population average.
“TO WITNESS SUCH TALENT AND TO BE GIVEN A VOICE IN THE LOS ANGELES ASIAN PACIFIC FILM FESTIVAL, IT'S AMAZING TO BE A SMALL PART OF THAT.”
-Valeria Martinez & Jacob McCarthy, Pria (Winner of LAAPFF 2017 Golden Reel Award)
Popcorn Talk

ENGAGEMENT

36.3K Likes & Followers
Facebook / Instagram / Newsletter / Twitter

43.3 Million Impressions
Online / Broadcast / Press

Asian Pacific Film Festival revisits 'Better Luck Tomorrow', 'Bronzeville' and the L.A. riots
Visual Communications’ mission is to develop and support the voices of Asian American & Pacific Islander filmmakers and media artists who empower communities and challenge perspectives.

Founded in 1970, Visual Communications creates cross cultural connections between peoples and generations.

OUR PROGRAMS:

Los Angeles Asian Pacific Film Festival  
C3: Conference for Creative Content  
Armed With a Camera Fellowship  
Digital Histories  
VC Vault

For more information on our programs please visit vconline.org/overview
CONNECT WITH US!

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- /VCFilmFest
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CONTACT US!

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

RACHELLE SAMSON
Strategic Partnerships Director
RACHELLE@VCONLINE.ORG
(213) 680-4462