a Visual Communications production

LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

No. 35 | May 2 - 10, 2019

2019 PARTNERSHIP OPPORTUNITIES

CONNECTING COMMUNITIES THROUGH MEDIA ARTS • VCMEDIA.ORG/FESTIVAL
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 with the understanding that media and the arts are powerful forms of storytelling, Visual Communications creates cross-cultural connections between peoples and generations. The organization has created award-winning productions, nurtured and given voice to our youth, promoted new artistic talent, presented new cinema, and preserved our visual histories.
Throughout our history, Visual Communications’ programs have evolved to meet the changing needs of a diverse Asian Pacific community of over 25 different languages, cultures, and nationalities.

Established in 1983 by Visual Communications, the Los Angeles Asian Pacific Film Festival is the largest film festival in Southern California dedicated to showcasing films by and about Asians & Pacific Islanders around the world. LAAPFF is a proud Academy Award®-qualifying film festival for the Short Film Awards and the only one of its kind to have earned this qualification.
“This is my favorite festival because they really celebrate Asian American voices. LAAPFF does a really great job of taking care of their filmmakers and connecting us to one another.”

- Sujata Day, HBO APA Visionaries Ambassador
C3: CONFERENCE FOR CREATIVE CONTENT
C3 brings together top professionals in film, television, and digital industries to discuss how to remain forerunners on the ever-changing media landscape.

FESTIVAL PARTIES
Our red-carpet events bring together entertainment, business, and community leaders to celebrate LAAPFF’s films, enjoy live entertainment, and meet influential VIP guests.
**OUR IMPACT**

**PRINT & BROADCAST MEDIA**

- **8.5 Million+** Gross Impressions
  - Press Releases
    - Across 1,000+ local, national, and international outlets
- **250+** Press Kits Distributed
- **5 Million+** Impressions
  - (PSAs, advertisements, reviews, web banners)
- **100,000+** Festival Guide Impressions
- **110,000+** Postcard Impressions
- **46 Million+** Estimated Impressions
  - (Online, Broadcast, Press)

**WEBSITE & SOCIAL MEDIA**

- **3 Million+ Impressions**
  - **10,000+** E-Newsletter Subscribers
  - **146,728+** Festival Website Impressions
- **15,000+** Facebook Followers
- **10,300+** Twitter Followers
- **3,154+** Instagram Followers
- **300+** Youtube Subscribers
  - **35,024+** Upload Views
  - **178.2K+** Impressions

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*Image with VARIETY articles and social media posts.*
Los Angeles has the 2nd largest Asian Pacific Islander population in the nation.

- The Los Angeles Asian Pacific Film Festival attracts a diverse, upwardly mobile audience that is the fastest-growing demographic in the nation.
- Since 2000, the number of Asian American consumers has grown the fastest of all ethnic groups, reaching $986 billion in 2017, and is projected to be $1.3 trillion by 2022.
- Asian Americans have a buying power that is expected to exceed $1 trillion in the next five years*.

STRATEGIC PARTNERSHIPS

Make an impact as an LAAPFF sponsor:

Access influential, trendsetting audiences

Captivate the attention of distinguished industry and press professionals

Showcase “good corporate citizenship” through our mission and values

Build relationships with the entertainment industry and creative communities
# Sponsorship Levels & Benefits

<table>
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<th>Branded Event Space</th>
<th>Festival Title Sponsor $100,000+</th>
<th>Platinum $50,000+</th>
<th>Gold $25,000+</th>
<th>Silver $10,000+</th>
<th>Bronze $5,000+</th>
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<td>Branded Merchandise</td>
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<td>Banner Placement</td>
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<td>Sponsor Trailer</td>
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<td>Theater Acknowledgement</td>
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<td>Festival Trailer (Logo)</td>
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<td>Branding</td>
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<td>Sponsor Logo and Link (E-newsletter)</td>
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<td>Social Media Blasts</td>
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<td>Logo (Festival Program)</td>
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<td>Printed Ad (Festival Program)</td>
<td>2 pages</td>
<td>1 page</td>
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<td>½ page</td>
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<td>Sponsor Listing, Logo, and Link (Festival Homepage)</td>
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<td># of Invitations, Tickets, &amp; Badges</td>
<td>Festival Badges</td>
<td>15</td>
<td>10</td>
<td>8</td>
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<td>Festival General Tickets</td>
<td>50</td>
<td>40</td>
<td>30</td>
<td>20</td>
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<td>Opening/Closing Night Tickets</td>
<td>30</td>
<td>20</td>
<td>16</td>
<td>8</td>
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PRE-SCREENING TRAILER
Pre-screening trailers play before theatrical presentations during Festival week, reaching an audience of potentially 30,000+ attendees.

SPECIFICATIONS
Please submit your sponsor trailer in digital format:
1920 x 1080, Apple ProRes HQ, .mov format, 24 fps
30-Sec. Sponsor Trailer Shown Prior to Premiere programs (Opening, Centerpiece, Closing)
☐ $3,000 Business Rate ☐ $1,500 Non-Profit Rate
30-Sec. Sponsor Trailer Shown Prior to 20 programs*
☐ $6,000 Business Rate ☐ $3,000 Non-Profit Rate
*Add Opening, Centerpiece, Closing ☐ $2,000

ON-SCREEN ADVERTISEMENT
On-screen print ad in front of every theatrical presentation (including Opening Night, Centerpiece, and Closing Night presentations).

SPECIFICATIONS
On-screen print ads should be 1920x1080, action safe 1728x972, 16x9 ratio.
☐ $2,500 Business Rate
☐ $1,500 Non-Profit Rate

PROGRAM GUIDE ADVERTISEMENT
The program guide is a 64-page full-color publication that features information about films, sponsors, and events. A limited pressrun of 6,000 copies of the program guide are distributed to industry professionals, special guests, and sponsors during and after the Film Festival.

SPECIFICATIONS
• Acceptable file formats: .eps, .png, .pdf, .ai, .ps, .indd
• Make sure all text is outlined
• 300 dpi
• All color ads need to be CMYK-compatible

A $50 minimum charge will be added for artwork requiring additional layout/design, typography and/or camera work.

SELECT YOUR AD SIZE

FULL PAGE (Full-Color)
4.5” x 5.5” live area only
5.5 x 8.5” full page
(Bleeds, add 1/8” all sides)
☐ $3,000 Business Rate
☐ $2,000 Non-Profit Rate

HALF PAGE (Full-Color)
5” x 3.5” horizontal
(Bleeds, add 1/8” all sides)
☐ $1,500 Business Rate
☐ $1,000 Non-Profit Rate

PLEASE MAKE CHECK PAYABLE TO: VISUAL COMMUNICATIONS

Name ____________________________
Title ____________________________
Business __________________________
Address __________________________
City/State/Zip ______________________
Telephone __________________________
E-mail ____________________________

Return this form with your check to:
Visual Communications
120 Judge John Aiso St.
Los Angeles, CA 90012

Contact: Rachelle Samson, Strategic Partnerships Director
(213) 680-4462
rachelle@vcmedia.org
C O N N E C T  W I T H  U S !

vcmedia.org
vcfilmfestival
vcfilmfestival
VisualCommunications
vcmediaorg

C O N T A C T  U S !

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

Rachelle Samson
Strategic Partnerships Director
rachelle@vcmedia.org
(213) 680-4462