a Visual Communications production

LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

No. 36 | April 30 – May 8, 2020

2020 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.

Visual Communications turns 50 in 2020!

PAST//FORWARD is our series of signature events to celebrate our upcoming 50th anniversary. Our goal is to celebrate VC’s past, present, and future by (re)connecting with people and communities who make great things happen. Learn more at vcmedia.org/vc50
OUR PROGRAMS

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.

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.

C3: CONFERENCE FOR CREATIVE CONTENT
ARMED WITH A CAMERA
DIGITAL HISTORIES
VC ARCHIVES
During my short but long career, LAAPFF has always been an anchor and home to me. Every time I go to any events involving LAAPFF, I always feel like I’m coming to my auntie’s living room.”

- Justin Chon, Director of GOOK and MS. PURPLE
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.
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*.

The 2019 Los Angeles Asian Pacific Film Festival enjoyed extensive coverage in local, national, and international media outlets in General Market and Asian Segmented Markets, with over 271 million total impressions. In comparison to last year’s Festival, our coverage this year was enhanced by a comprehensive, active presence on social media, as well as more media coverage overall.

## Promotional Outreach

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers</th>
<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>17,044+</td>
<td>271 Million+</td>
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<tr>
<td>Twitter</td>
<td>10,606+</td>
<td>100,000+</td>
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<tr>
<td>Instagram</td>
<td>3,154+</td>
<td>110,000+</td>
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<tr>
<td>YouTube</td>
<td></td>
<td>Estimated Impressions: 200,000+</td>
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<tr>
<td>E-newsletter</td>
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<tr>
<td>VCMedia/Festival Website</td>
<td>10,000+</td>
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<td>Editorial Coverage</td>
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<tr>
<td>Festival Guide</td>
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<tr>
<td>Postcards</td>
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FESTIVAL SPONSOR ACTIVATIONS
Make an impact as an LAAPFF Partner:

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
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS &amp; BENEFITS</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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<tbody>
<tr>
<td><strong>Branding</strong></td>
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<tr>
<td>Branded Event Space</td>
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<tr>
<td>Branded Merchandise</td>
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<tr>
<td>Banner Placement</td>
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<tr>
<td>Sponsor Trailer</td>
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<tr>
<td>Theater Acknowledgement</td>
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<tr>
<td>Festival Trailer (Logo)</td>
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<td>●●</td>
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<tr>
<td><strong>Print, Online, &amp; Social Media Exposure</strong></td>
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<tr>
<td>Sponsor Logo and Link (E-newsletter)</td>
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<tr>
<td>Social Media Blasts</td>
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<tr>
<td>Logo (Festival Program)</td>
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<tr>
<td>Printed Ad (Festival Program)</td>
<td>2 pages</td>
<td>1 page</td>
<td>1 page</td>
<td>1 page</td>
<td>½ page</td>
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<tr>
<td>Sponsor Listing, Logo, and Link (Festival Homepage)</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td><strong># of Invitations, Tickets, &amp; Badges</strong></td>
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<td>Festival Badges</td>
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<td>4</td>
<td>2</td>
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<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
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<tr>
<td>Opening/Closing Night Tickets</td>
<td>30</td>
<td>20</td>
<td>16</td>
<td>8</td>
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</table>
ALL ASSETS MUST BE SUBMITTED TO VISUAL COMMUNICATIONS BY MARCH 20, 2020

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, and 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

*Additional $2,000 to add Opening, Centerpiece, and Closing

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

SPECIFICATIONS
On-screen ads should be 1920x1080, action safe 1728x972, 16x9 ratio.

• $2,500 Business Rate
• $1,500 Non-Profit Rate

SAMPLE IMAGE

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
• All text must be outlined
• 300 dpi
• All color ads must be CMYK-compatible

A $50 minimum charge will be added for artwork requiring additional layout/design by the publisher.

SELECT YOUR AD SIZE

FULL PAGE (Full-Color)
4.5" x 7.5" 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” live area only
(Bleeds, add 1/8” all sides)
• $1,500 Business Rate
• $1,000 Non-Profit Rate
CONNECT WITH US!

vcmedia.org

vcmediaorg vcfilmfestival

vcmediaorg vcfilmfestival

VisualCommunications

vcmediaorg

CONTACT US!

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

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rachelle@vcmedia.org  
(213) 680 - 4462