a Visual Communications production

LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

No. 36 | Sep 24 – Oct 31, 2020

2020 PARTNERSHIP OPPORTUNITIES
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.

During this time, we are all looking for ways for our communities to stay connected. Visual Communications is proud to present the online edition of our 36th annual Los Angeles Asian Pacific Film Festival, so that Asian American and Pacific Islander media artists can still come together and celebrate their work.

Visual Communications turns 50 in 2020! We hope you will join us, support us, and celebrate VC’s past, present and future by (re)connecting with people and communities who make great things happen. Please consider supporting our VC50 Campaign throughout the online presentation.
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
LAAPFF AT A GLANCE

- **30+ DAYS**
- **50K+ VIEWS**
- **200+ FILMS FROM OVER 30 COUNTRIES**
- **30+ PROGRAMS** (Shorts, Features, Special Presentations)

LAAPFF PROGRAMS

- Armed With a Camera Alumni Episodics
- Emerging Media
- Documentary Features
- Narrative Features
- Documentary Shorts
- Narrative Shorts

Programs include North American and International Films

SPECIAL PRESENTATIONS

- 2020 HBO APA Visionaries
- 2020 Armed With a Camera
- 2020 Digital Histories
Los Angeles has the 2nd largest Asian Pacific Islander population in the nation.

- At the dawn of a new decade, Asian Americans will continue on their trajectory of growth in population size, cultural influence, and consumer power.
- There are currently 23.1 million AAPIs living in the U.S. The Asian American population grew 46% in the past 10 years, representing the fastest-growing ethnic or racial segment in the U.S.
- The recent success of Asian-led projects, notably CRAZHY RICH ASIANS, THE FAREWELL and MIRA, THE ROYAL DETECTIVE reflect the exceptional talent in their craft of storytelling, and the Asian American community voting with their wallet for more authentic stories to be told.

Demographics

- **RACE/ETHNICITY**
  - Asian American: 66%
  - Pacific Islander: 6%
  - Caucasian: 11%
  - Latino/Hispanic: 3%
  - African American: 4%
  - Multi-Racial: 10%

- **GENDER**
  - 45% Men
  - 55% Women
  - 7% Decline to State

- **AGE**
  - 18-25 years: 70%
  - 26-65 years: 20%
  - 65+ years: 3%
  - <18 years: 7%

- **INCOME**
  - <$40K: 8%
  - $49-99K: 25%
  - $100K+: 2%
  - 65% Other
Our recent pivot to online programming has allowed us to reach an international audience with presence in the Philippines, Tunisia, Cambodia, and Brazil. Our recent virtual showcase in May 2020 enjoyed extensive coverage in local, national, and international media outlets in the General Market and Asian Segmented Markets. With virtual programming increasing, we anticipate our coverage this Fall to be enhanced by a comprehensive, active presence on our social media platforms as well as more media coverage overall.

**PROMOTIONAL OUTREACH**

- **Facebook**: 18,629+ Followers
- **Twitter**: 10,814+ Followers
- **Instagram**: 4,333+ Followers
- **YouTube**: 758+ Subscribers, 340,536+ Upload Views
- **E-newsletter**: 11,000+ Subscribers
- **VCMedia/Festival Website**: 200,000+ Estimated Impressions
- **Online Media Reach**: 24.4 Million+
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
## Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>Branding</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>
<th>Star $2,500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>branding on all Festival Digital Collateral</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded Program Sponsor</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Trailer</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Program Verbal Acknowledgement</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Festival Trailer (Logo)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Online &amp; Social Media Exposure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Logo and Link (E-newsletter)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Social Media Blasts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sponsor Listing, Logo, and Link (Festival Homepage)</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td># of Passes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Access Festival Pass</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>
PRE-SCREENING TRAILER
Pre-screening trailers play before online presentations during the Festival, reaching an audience of potentially 50,000+ views.

SPECIFICATIONS
Please submit your sponsor trailer in the following (2) digital formats:
1) 1920x1080, Apple ProRes HQ, .mov format, 24 fps
2) 1920x1080, H.264 encoded at 10mbps, .mov or .mp4 format, 10 GB max file size, 24 fps

30-sec. Sponsor Trailer Shown prior to three (3) programs of choice:
- $3,000 Business Rate
- $1,500 Non-Profit Rate

ALL ASSETS MUST BE SUBMITTED TO VISUAL COMMUNICATIONS BY AUGUST 28, 2020

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

Rachelle Samson
Strategic Partnerships Director
rachelle@vcmedia.org