a Visual Communications production

LOS ANGELES

ASIAN PACIFIC FILM FESTIVAL

No. 38 | May 5 - May 14, 2022

2022 PARTNERSHIP OPPORTUNITIES

CONNECTING COMMUNITIES THROUGH MEDIA ARTS • VCMEDIA.ORG/FESTIVAL
Visual Communications’ mission is to develop and support the voices of Asian & 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.

In this ever-changing world with many new challenges since 2020, we have continued our work to create spaces for expression, engagement, and empowerment. Visual Communications is proud to present a hybrid edition of the 38th annual Los Angeles Asian Pacific Film Festival from May 5 to May 14, 2022. Our communities will gather, virtually and in person, to celebrate our featured media artists and their works.
Established in 1983, the Los Angeles Asian Pacific Film Festival is the largest festival of its kind in Southern California, and the premier showcase for the best and brightest of Asian and Pacific cinema. We continue to expand our commitment to nurturing new talent and promoting the development of Asians and Pacific Islanders both behind and in front of the camera.
FESTIVAL HIGHLIGHTS

SHORTS COMPETITION
LAAPFF is a proud Academy Award®-qualifying film festival for the Short Film Awards. Recipient(s) of the Film Festival’s Golden Reel Award for Narrative Short Film will be eligible for consideration in the Animated Short Film/Live-Action Short Film category of the Academy Awards®.

HBO MAX APA VISIONARIES SHORT FILM COMPETITION
Our festival continues to increase the industry presence of emerging Asian & Pacific Islander talent. HBO Max Visionaries, now in its sixth year, awards three winners with cash prizes and the opportunity to license their films to premiere exclusively on HBO platforms, following their festival presentation at LAAPFF.

PACIFIC CINEWAVES
In our fortified commitment to amplify Native Hawaiian and Pacific Islander communities, Pacific Cinewaves programming celebrates stories and storytellers emerging from Hawai‘i, Aotearoa (New Zealand), Guåhan (Guam), Rapa Nui (Easter Island), Sāmoa, and throughout the Pacific region.
FESTIVAL HIGHLIGHTS

YOUTH PROGRAMS
To create space for our littlest film lovers, Itsy Bitsy Shorts features films for children ages 0-5 and allows them to participate in interactive activities. Kids Shorts caters to youth from ages 6-12. From Visions to Reel typically showcases content created by emerging filmmakers under 25.

EMERGING MEDIA / VR
To explore the uncharted realm of storytelling and technology, our Emerging Media / VR programming highlights new artists who create cutting edge creative works using virtual reality, video games, live streaming, interactive installations, and other innovative approaches.

CINEMA MUSICA
Cinema Musica is the recognition and celebration of the unique interplay of sight and sound. Experience the intersection of cinema and music through live performance, projected visuals, music videos, and more.
Typically held during Festival Week, C3:Conference for Creative Content brings together media professionals in film, television, cable, digital, and transmedia. These industry professionals converge with communities to create a dialogue on the ever-changing media industry, share best practices, network, and celebrate one another.

Previous panels at the C3:Conference have included:

- Women FTW: Transcending the Inclusion Crisis and the Gender Gap in Hollywood
- BETTER LUCK TOMORROW: A Retrospective
- Never Erased: Cultural Preservation in Media
- CRAZY | RICH | ASIANS

**SPONSORED EVENT ACTIVATIONS MAY BE AVAILABLE UPON REQUEST**
Los Angeles has the 2nd largest Asian population & 3rd largest Pacific Islander population in the nation.

- There are currently 25.1 million Asians and Pacific Islanders 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.
- As of 2010, Los Angeles County has the highest population of Native Hawaiians & Pacific Islanders, outside of Honolulu County and Hawaii County.

As a media arts and cultural center, Visual Communications engages a diverse audience and serves intersections of artists and communities throughout greater Los Angeles and abroad. While our focus is supporting and developing Asian and Pacific Islander artists, our inclusive programs are aimed to create connections with all peoples through our stories and experiences.

We continue to follow local, state, and federal health guidelines and encourage our community to do their part in creating an environment that is welcoming, safe, and inspiring.

10 days of film festival programming

140+ artists supported during LAAPFF

53 Programs (Narrative, Documentary, Episodics, and Emerging Media)
COMMUNITY CONVERGENCE

In addition to our Los Angeles focused activations, Visual Communications maintains strong connections with various partner organizations to foster fellowship across wider regions of the United States, Canada, and Oceania throughout the year.

The racialization of COVID-19 has incited hateful acts towards our communities, with media being utilized to perpetuate perilous narratives. In these challenging moments, we continue to come together to create spaces for reflecting a diverse set of our histories and experiences, and to allow audiences to (re)discover our humanity.

Visual Communications collaborates with over 100 community and organizational partners
The Los Angeles Asian Pacific Film Festival receives extensive coverage in local, national, and international media outlets in General Market and Asian Segmented markets. Coverage is typically enhanced by a comprehensive, active presence on social media, as well as media coverage overall.

**PROMOTIONAL OUTREACH**

- **Facebook**: 19,329+ Followers
- **Twitter**: 11,334+ Followers
- **Instagram**: 5,728+ Followers
- **YouTube**: 448,066+ Views
- **Vimeo**: 400,000+ Views
- **E-newsletter**: 12,800+ Subscribers
- **VCMedia / Festival Website**: 200,000+ Impressions

**Online Media Reach**: 77.7 Million+
PARTNER IMPACT

NBCU TIPS VR DINNER
During this multi-sensory dining experience exploring Asian American identity through food, drink, VR, and poetry, filmmakers had the opportunity to meet with NBCUniversal Executives from the Talent Infusion Programs.

DGA FILMMAKER WELCOME BRUNCH
Filmmakers were invited to gather and kick off their Festival experience at this brunch hosted by the Directors Guild of America, where they learned more about the DGA and its programs.

MPEG PANEL DISCUSSIONS
Professionals from the Motion Picture Editors Guild shared their insight, experience, and suggestions on how to best prepare with the finished film in mind, then allowed attendees to participate in breakout sessions to further engage with the panelists.

SONY LOT TOUR WITH AWC
Sony Pictures Studios invited a rising generation of artists from our Armed With a Camera Fellowship program for a tour of the campus, introducing them to on-site exposure and resources in the studio system.
FESTIVAL PARTNERSHIPS

We thrive on developing relationships with partners and allies who share our values.

In solidarity with our partners, our collective movements not only promote diversity, equity, and inclusion, but also exhibit our anti-racist work to support storytellers who use the power of media to dismantle supremacist structures.

Join us as we continue to move forward in uplifting and connecting our communities.
# Sponsorship Levels & Benefits

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<th>Title Sponsor $100,000+</th>
<th>Platinum $50,000+</th>
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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 20 programs + Premier presentations (Opening, Centerpiece, Closing)

- $8,000 Business Rate
- $5,000 Non-Profit Rate

30-sec. Sponsor Trailer Shown prior to Premier presentations (Opening, Centerpiece, Closing)

- $3,000 Business Rate
- $1,500 Non-Profit Rate

**Pre-screening trailers ahead of online presentations may be available upon request.**

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

ALL ASSETS MUST BE SUBMITTED TO VISUAL COMMUNICATIONS BY MARCH 25, 2022
CONNECT WITH US!

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CONTACT US!

For more information or to discuss your customized sponsorship package, please contact our Impact Partnerships team:

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