

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



OUR STORY

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.

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 VAULT

LAAPFF AT A GLANCE



30K+ ATTENDEES



**140+ FILMS FROM
OVER 30 COUNTRIES**



75+ PROGRAMS

(spotlights, special presentations,
award ceremonies, industry panels,
and more)



**200+
VOLUNTEERS**



20+ VENUES

(movie theaters, community centers,
restaurants, bars, & event spaces)



9 DAYS

“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



LAAPFF PREMIERE EVENTS



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.



HBO APA Visionaries



Special Presentations



Industry Brunches



Award Ceremonies



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

f 15,000+ Facebook Followers

t 10,300+ Twitter Followers

i 3,154+ Instagram Followers

y 300+ Youtube Subscribers
35,024+ Upload Views
178.2K+ Impressions

3 Million+ Impressions

10,000+
E-Newsletter Subscribers

146,728+
Festival Website Impressions



CONNECT YOUR BRAND TO OUR AUDIENCE

Los Angeles has the 2nd largest Asian Pacific Islander population in the nation.

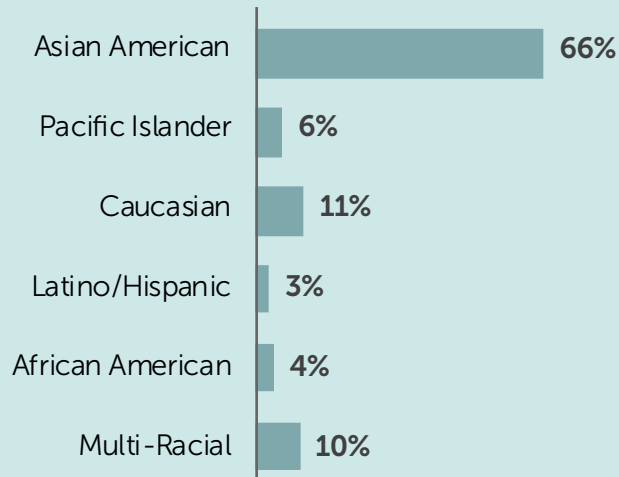
- The Los Angeles Asian Pacific Film Festival attracts a diverse, upwardly mobile audience that is the fastest-growing demographic in the nation.
- Since 2000, the number of Asian American consumers has grown the fastest of all ethnic groups, reaching \$986 billion in 2017, and is projected to be \$1.3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

*Annual Nielsen Report, May 5, 2018: <https://bit.ly/2Ju7zKU>

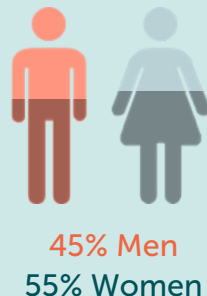


Demographics:

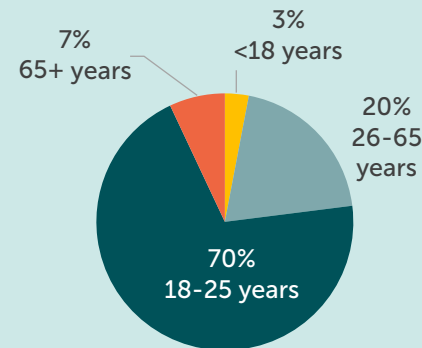
Race/Ethnicity



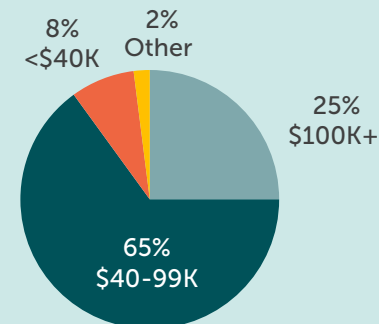
Gender



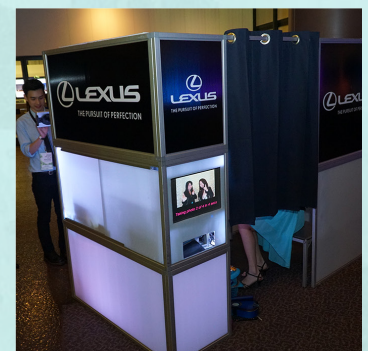
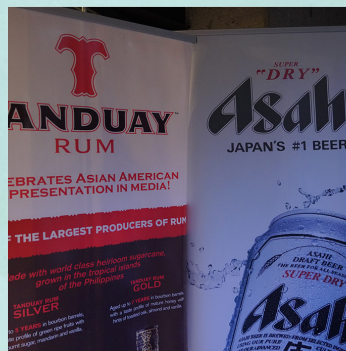
Age



Income



FESTIVAL ACTIVATIONS



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

DAVID RYU
L.A. CITY COUNCILMEMBER



ANGRY
ASIAN MAN



SAG-PRODUCERS
IACF



JAPANESE AMERICAN
NATIONAL MUSEUM



REGAL L.A. LIVE
A Barco Innovation Center



CAA



meiji



SPITZ

SPONSORSHIP LEVELS & BENEFITS

		Festival Title Sponsor \$100,000+	Platinum \$50,000+	Gold \$25,000+	Silver \$10,000+	Bronze \$5,000+
Branding	Branded Event Space	●				
	Branded Merchandise	●				
	Banner Placement	●	●			
	Sponsor Trailer	●	●	●	●	
	Theater Acknowledgement	●	●	●	●	●
	Festival Trailer (Logo)	●	●	●	●	●
Print, Online, & Social Media Exposure	Sponsor Logo and Link (E-newsletter)	●	●	●		
	Social Media Blasts	●	●	●	●	●
	Logo (Festival Program)	●	●	●	●	●
	Printed Ad (Festival Program)	2 pages	1 page	1 page	1 page	½ page
	Sponsor Listing, Logo, and Link (Festival Homepage)	Logo	Logo	Logo	Logo	Logo
# of Invitations, Tickets, & Badges	Festival Badges	15	10	8	4	2
	Festival General Tickets	50	40	30	20	10
	Opening/Closing Night Tickets	30	20	16	8	4

PRINT & ON-SCREEN ADVERTISEMENT RESERVATION FORM

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

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
- 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

CONNECT WITH US!



vcmedia.org



vcfilmfestival



vcfilmfestival



VisualCommunications



vcmediaorg

CONTACT US!

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

Rachelle Samson

Strategic Partnerships Director

rachelle@vcmedia.org

(213) 680-4462