

a Visual Communications production

# LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

No. 36 | Sep 24 – Oct 31, 2020

2020 PARTNERSHIP OPPORTUNITIES

CONNECTING COMMUNITIES THROUGH MEDIA ARTS • [VCMEDIA.ORG/FESTIVAL](https://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.

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)



TOP 100 BEST REVIEWED  
FILM FESTIVALS

## 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

# OUR FESTIVAL AUDIENCE

Los Angeles has the 2<sup>nd</sup> largest Asian Pacific Islander population in the nation.

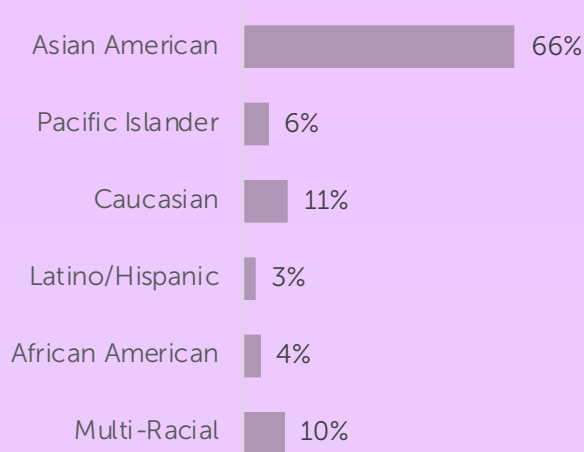
- At the dawn of a new decade, Asian Americans will continue on their trajectory of growth in population size, cultural influence, and consumer power.
- There are currently 23.1 million AAPIs living in the U.S. The Asian American population grew 46% in the past 10 years, representing the fastest-growing ethnic or racial segment in the U.S.
- The recent success of Asian-led projects, notably CRAZY 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.



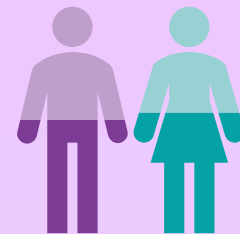
*\*Annual Nielsen Report, May 18, 2020: <https://bit.ly/3jwDjcU>*

## Demographics

### RACE/ETHNICITY

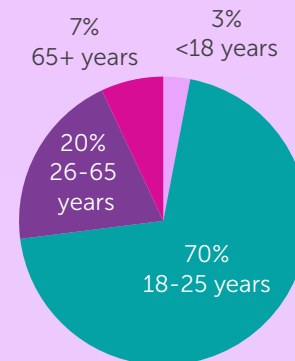


### GENDER

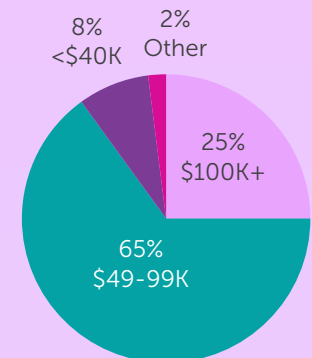


45% Men  
55% Women  
7% Decline to State

### AGE



### INCOME



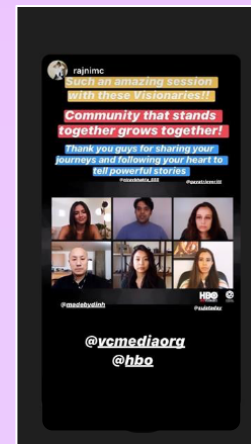
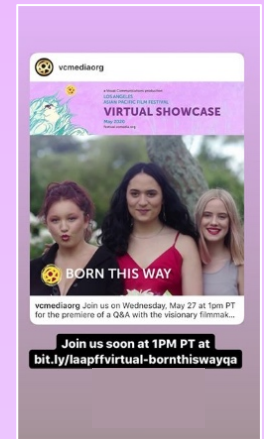
# OUR IMPACT

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	Subscribers: 758+
	Upload Views: 340,536+
E-newsletter	11,000+ Subscribers
VCMedia/Festival Website	Estimated Impressions: 200,000+
Online Media Reach	24.4 Million+



# STRATEGIC PARTNERSHIPS

## 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

		Festival Title Sponsor \$100,000+	Platinum \$50,000+	Gold \$25,000+	Silver \$10,000+	Bronze \$5,000+	Star \$2,500+
Branding	Branding on all Festival Digital Collateral	●					
	Branded Program Sponsor	●	●				
	Sponsor Trailer	●	●	●	●		
	Program Verbal Acknowledgement	●	●	●	●	●	
	Festival Trailer (Logo)	●	●	●	●	●	●
Online & Social Media Exposure	Sponsor Logo and Link (E-newsletter)	●	●	●	●	●	●
	Social Media Blasts	●	●	●	●	●	●
	Sponsor Listing, Logo, and Link (Festival Homepage)	Logo	Logo	Logo	Logo	Logo	Logo
# of Passes	All Access Festival Pass	40	30	20	15	10	5

# LAAPFF ADVERTISEMENT

## 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



# CONNECT WITH US!



[vcmedia.org](http://vcmedia.org)



[vcmediaorg](https://www.facebook.com/vcmediaorg)



[vcfilmfestival](https://www.facebook.com/vcfilmfestival)



[vcmediaorg](https://twitter.com/vcmediaorg)



[vcfilmfestival](https://twitter.com/vcfilmfestival)



[VisualCommunications](https://www.youtube.com/user/VisualCommunications)



[vcmediaorg](https://www.instagram.com/vcmediaorg)

## CONTACT US!

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

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