

a Visual Communications production

LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

No. 37 | Sep 23 - Oct 2, 2021

2021 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 & 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.

2020 was a challenging year for many of us. In our continued work to create spaces for expression, engagement, and empowerment, Visual Communications is proud to present a hybrid edition of the **37th annual Los Angeles Asian Pacific Film Festival** from September 23 to October 2, 2021. Our featured media artists will come together to celebrate their work virtually and in person.

OUR PROGRAMS

C3:CONFERENCE FOR CREATIVE CONTENT



Media professionals in film, TV, digital, and more participate in panel discussions and presentations that aim to build a collective vision for our community.

ARMED WITH A CAMERA



Established in 2002, AWC develops the next generation of API artists to capture their world and stories.

DIGITAL HISTORIES



Established in 2003, DH provides tools for API older adults to use their unique voices and perspectives to share stories with the generations to come.

VC ARCHIVES



One of the largest photographic and moving image archives on Asian Pacific experiences in America, which includes various social movements and communities in California.

****PROGRAM DECKS AVAILABLE UPON REQUEST****



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 Pacific cinema. We continue to expand our commitment to nurturing new talent and promoting the development of Asian & 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 APA VISIONARIES SHORT FILM COMPETITION

Our festival continues to increase the industry presence of emerging Asian & Pacific Islander talent. **HBO Visionaries**, now in its fifth 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), Samoa, 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.



C3:CONFERENCE



Typically held during Festival Week, **C3:Conference for Creative Content** brings together media professionals in film, television, cable, digital, and trans media. These industry professionals converge 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
- Where are Our APA Film Critics & Journalists?



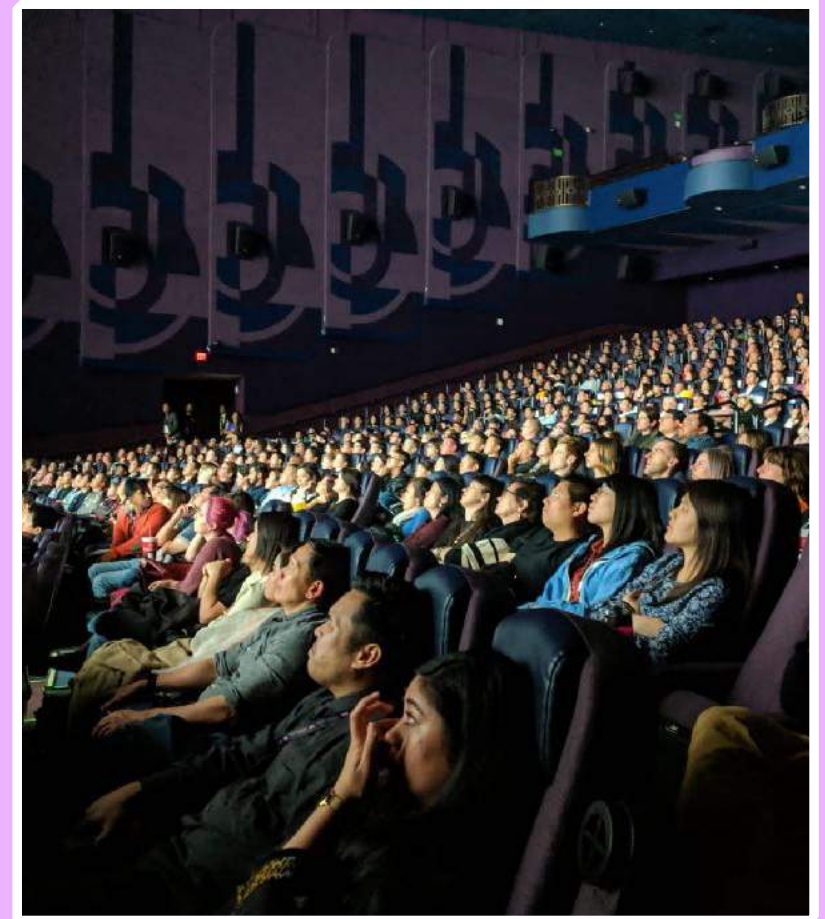
****SPONSORED EVENT ACTIVATIONS MAY BE AVAILABLE UPON REQUEST****

OUR FESTIVAL AUDIENCE

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

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

- There are currently 25.1 million APIs 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 Hawaiian & Pacific Islanders, outside of Honolulu County.



Visual Communications has over 100 community and organizational partners

10

days of film festival
programming

250+

artists supported
during LAAPFF

35

Programs
(Narrative, Documentary,
Episodics, and Emerging Media)

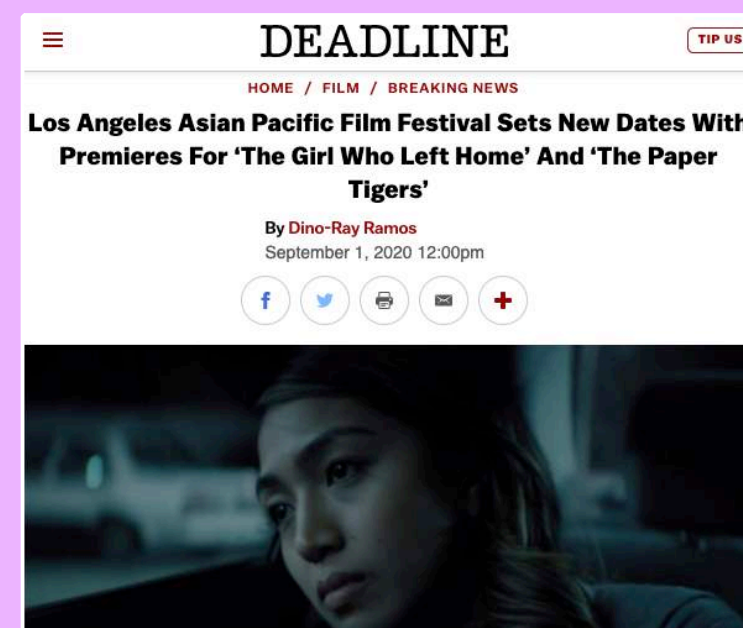
OUR PRESENCE

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	19,042+ Followers
Twitter	11,186+ Followers
Instagram	5,252+ Followers
YouTube	419,489+ Views
Vimeo	367,000+ Views
E-newsletter VCMedia / Festival Website	12,000+ Subscribers 200,000+ Impressions
Online Media Reach	24.4 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

		Title Sponsor \$100,000+	Platinum \$50,000+	Gold \$25,000+	Silver \$10,000+	Bronze \$5,000+
Branding	Branding on all Festival Digital Collateral	●				
	Branded Program Sponsor	●	●			
	Sponsor Trailer	●	●	●		
	Program Verbal Acknowledgement	●	●	●	●	
	Festival Trailer (Logo)	●	●	●	●	●
Online & Social Media Exposure	E-Newsletter (Logo)	●	●	●	●	●
	Social Media Posts	●	●	●	●	●
	Festival Website (Logo)	●	●	●	●	●
# of Tickets & Passes	Festival Pass	10	8	5	4	2
	Festival General Tickets	16	10	8	6	4

ADVERTISEMENT OPPORTUNITIES

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

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 AUGUST 13, 2021



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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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