

a Visual Communications production

LOS ANGELES
ASIAN
PACIFIC
FILM FESTIVAL
No. 35 | May 2 – 10, 2019

2019 SPONSORSHIP REPORT

OUR 2019 SPONSORS

The 2019 Los Angeles Asian Pacific Film Festival afforded innovative sponsorship opportunities featuring multi-platform brand exposure through print, online, and broadcast media that generated return on investment and memorable touchpoints among a diverse and upwardly mobile audience.

PLATINUM



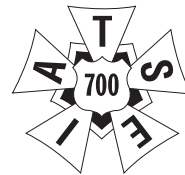
GOLD



SILVER



BRONZE



STAR



FOUNDATION



ACADEMY
OF MOTION PICTURE
ARTS AND SCIENCES



GOVERNMENT

MEDIA

IN KIND



VENUE



HOTEL



OUR FESTIVAL AUDIENCE

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

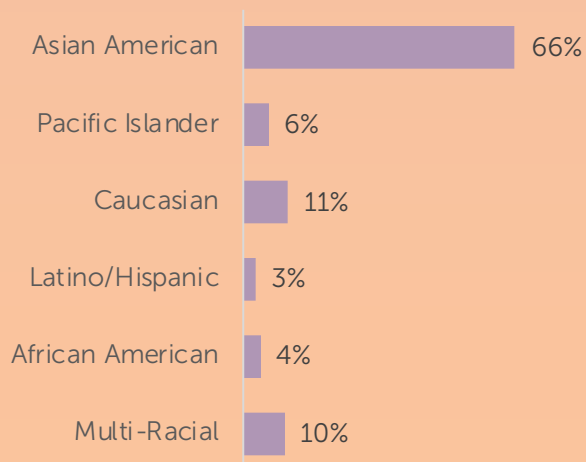
- The Los Angeles Asian Pacific Film Festival attracts a diverse, upwardly mobile audience that is the fastest-growing demographic in the nation.
- Since 2000, the number of Asian American consumers has grown the fastest of all ethnic groups, reaching \$986 billion in 2017, and is projected to be \$1.3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



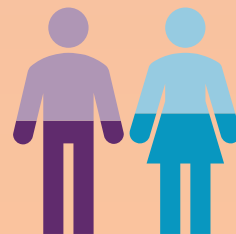
*Annual Nielsen Report, May 5, 2018: <https://bit.ly/2Ju7zKU>

Demographics

RACE/ETHNICITY

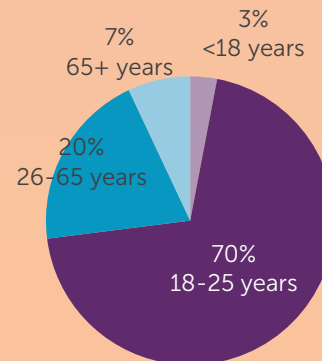


GENDER

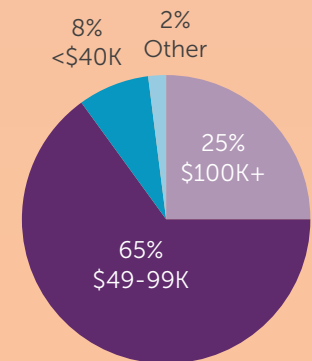


45% Men
48% Women
7% Declined to state

AGE



INCOME



OUR IMPACT

The 2019 Los Angeles Asian Pacific Film Festival enjoyed extensive coverage in local, national, and international media outlets in General Market and Asian Segmented Markets, with over 271 million total impressions. In comparison to last year's Festival, our coverage this year was enhanced by a comprehensive, active presence on social media, as well as more media coverage overall.



PROMOTIONAL OUTREACH

Facebook	17,044+ Followers
Twitter	10,606+ Followers
Instagram	3,154+ Followers
YouTube	Subscribers: 403+
	Upload Views: 35,024+
E-newsletter	10,000+ Subscribers
VCMedia/Festival Website	Estimated Impressions: 200,000+
Editorial Coverage	271 Million+
Festival Guide	100,000+ Impressions
Postcards	110,000+ Impressions



SPECIAL EVENTS & AFTERHOURS

OPENING NIGHT PARTY

\$40 (door only); FREE for badge holders and Opening Night film ticket holders
Thursday, May 2 / 9:00 pm - 11:30 pm
Japanese American Cultural & Community Center
244 S. San Pedro Street
Los Angeles, CA 90012

FESTIVAL FILMMAKER WELCOME BRUNCH

presented by the Directors Guild of America (invited filmmakers and guests only)
Friday, May 3 / 10:00 am - 11:30 am
Japanese American National Museum
100 N Central Avenue, Los Angeles, CA 90012

VISIONARIES FRIDAY

presented by HBO
(invited guests only)
Friday, May 3 / 8:00 pm - 11:00 pm
Pacific Design Center
8687 Melrose Avenue
West Hollywood, CA 90069

FESTIVAL PUB HUB @ FAR BAR

food & drink specials for badge & day-of ticket holders
Thursday, May 2 - Sunday, May 5
Far Bar
347 E 1st St, Los Angeles, CA 90012

C3: MERIENDA

presented by NBC Talent Infusion Programs (invited filmmakers and guests only)
Friday, May 3 / 1:30 pm - 3:00 pm
Japanese American National Museum
100 N Central Ave, Los Angeles, CA 90012

MADE IN TEXAS

presented by Austin Asian American Film Festival
sponsored by Greater Austin Asian Chamber of Commerce and The Boiling Crab
co-sponsored by Firelight Media
Friday, May 3 / 5:00 pm - 6:30 pm
Señor Fish
155 S Main St, Los Angeles, CA 90012

C3: CONFERENCE PARTY

hosted by the Asian Pacific Filmmakers Experience Committee
(registered C3 guests only)
Saturday, May 4 / 7:00 pm - 8:00 pm
KASIH
200 S Los Angeles St, Los Angeles, CA 90012

LT VIBES x LAAPFF vol. 2019

Free Admission
Saturday, May 4 / 10:00 pm - 2:00 am
Señor Fish
155 S Main St, Los Angeles, CA 90012

A•DOC BRUNCH

hosted by David Magdael & Associates
(invited guests only)
Sunday, May 5 / 10:00 am - 11:30 am
Far Bar
347 E 1st St, Los Angeles, CA 90012

FESTIVAL INDUSTRY WELCOME BRUNCH

presented by NIELSEN
(invited filmmakers and guests only)
Saturday, May 4 / 10:00 am - 11:30 am
Japanese American National Museum
100 N Central Ave, Los Angeles, CA 90012

DIGITAL HISTORIES RECEPTION

(invited filmmakers and guests only)
Sunday, May 5 / 12:00 pm - 1:30 pm
Far Bar
347 E 1st St, Los Angeles, CA 90012

CINEMA MUSICA LOUNGE @ 18 SOCIAL

presented by SAGindie
Monday, May 6 to Thursday, May 9
9:00 pm - Midnight
18 Social Lounge @ Hotel Indigo
899 Francisco St, Los Angeles, CA 90017

FESTIVAL AWARDS CEREMONY

(invited filmmakers and guests only)
Friday, May 10 / 5:00 pm - 6:30 pm
Hotel Indigo - Pool Deck
899 Francisco Street
Los Angeles, CA 90017

CLOSING NIGHT PARTY

\$35 CASH (door only); FREE for badge holders and Closing Night (Screening & Party) ticket holders
Friday, May 10 / 9:00 pm - midnight
Hotel Indigo
899 Francisco St, Los Angeles, CA 90017

FESTIVAL SPONSOR ACTIVATIONS



2019 HIGHLIGHTS



Watch the highlight video: <http://bit.ly/laapff19open>

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VisualCommunications



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CONTACT US!

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

Rachelle Samson
Strategic Partnerships Director
rachelle@vcmedia.org
(213) 680 - 4462