

SPONSORSHIP OPPORTUNITIES

35TH ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL

**07.25.12-08.05.12
NEW YORK CITY**

aaiff
asian american international film festival



aaiff

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MOVING
IMAGINATIONS

THE ANNUAL ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL

(AAIFF) is New York's first and longest running festival for Asian and Asian American independent filmmakers. Join us as we celebrate the creativity and genius of the directors and their crew, and help them share their stories with the world.

In previous years, AAIFF has had the privilege of discovering notable projects from acclaimed directors such as: Wayne Wang (THE JOY LUCK CLUB), Ang Lee (BROKEBACK MOUNTAIN), Mira Nair (THE NAMESAKE), Zhang Yimou (HOUSE OF FLYING DAGGERS), Christine Choy (WHO KILLED VINCENT CHIN?), Steven Okazaki (THE MUSHROOM CLUB), Jessica Yu (PING PONG PLAYA), Frieda Lee Mock (ENTERPRISING WOMEN), Marilou Diaz-Abaya (JOSE RIZAL), and Justin Lin (FAST FIVE).

In 2012, AAIFF will celebrate its 35th year Opening Night and Gala on July 25 in association with the prestigious Asia Society. The festival will feature films and shorts programs from countries all over the world, industry mixers, our popular music video showcase with live performances, exclusive interviews, post-screening receptions, afterparties, and a press conference with a first chance to meet the filmmakers and sponsors.



ALL EYES LOCKED ON THE SCREEN AT THE OPENING OF AAIFF'11.



WITH OVER ONE MILLION ASIAN AMERICANS residing in the New York City metropolitan area—the fastest growing ethnic community—the AAIFF provides a unique forum for reaching diverse Asian cultures as well as a window to the Asian American experience. Since 1978, the festival has broken new ground in international exposure for filmmakers of Asian descent and met the growing need for cultural diversity in American life.

ASIAN CINEVISION (ACV) is a nonprofit arts organization devoted to the production, exhibition, promotion and preservation of the Asian and Asian American media arts. Since 1978, ACV through AAIFF has been dedicated to the search and discovery of amazing stories told by talented independent filmmakers from around the world.

AAIFF SPONSORSHIP. Recent corporate sponsors such as Toyota Motor Corp, Anheuser-Busch, Cathay Pacific, Southwest Airlines, Verizon, CBS, AT&T, Cadillac, MTV Networks, Time Warner, MetLife, Macy's, Proctor & Gamble, and HBO recognize the distinctive opportunity to participate in this vibrant cultural event, and to cultivate an on-going relationship with one of the fastest-growing and most sophisticated Asian American markets.

ACV and AAIFF look forward to crafting a partnership that optimizes value toward your company's goals. We invite you to contact us to develop a sponsorship package to meet your charitable and branding priorities.

FROM TOP: INDIE HIP HOP GROUP BLUE SCHOLARS PERFORMS AT MUSIC NIGHT OUT; CINEPHILES QUEUE UP; GUESTS ENJOY CHANG BEER FROM OUR SPONSOR.

AAIFF'12 HIGHLIGHTS

July 25-August 5, 2012

OPENING NIGHT SCREENING & GALA AT ASIA SOCIETY

PLUS

Centerpiece Screening & Afterparty

Closing Night Screening, Awards Ceremony & Afterparty

Music Night Out with videos & live performance

Filmmaker Networking Brunch

Hospitality Lounge

LGBTQ Cinema Night

Dinner & A Movie promotions with restaurant partners

Panel discussions and workshops with industry experts and pioneers in Asian American cinema and entertainment

OVER 20 PROGRAMS

including 100 new narrative and documentary features and short films in all genres. 95% of new feature films are U.S. or New York City premieres.

AWARD CATEGORIES

Emerging Director (narrative feature filmmaker), Emerging Director (documentary feature filmmaker), Excellence in Short Filmmaking, Audience Choice (feature-length film), and Youth Vision One-to-Watch Award

Award naming opportunities available

6,000-10,000 ATTENDEES

per year drawn from all 5 boroughs of NYC and tri-state areas. 50,000 year-round audience via our traveling National Festival Tour and online partnership with DramaFever.com

FREE COMMUNITY SCREENINGS

in partnership the Maysles' Institute in Harlem, Queens Library Flushing Branch, and The Big Screen Project in Manhattan

10 DAYS AT VENUES ACROSS THE CITY

2011 venues included Clearview Cinemas Chelsea, Museum of Chinese in America (MOCA), Maysles Institute, Big Screen Plaza, Queens Flushing Library, and Drom NYC

CLOCKWISE FROM TOP L: "SUITE SUITE CHINATOWN" DIRECTOR LILLIAN CHAN; SUPER VOLUNTEER OLIVIA; "CHARLIE CHAN: THE UNTOLD STORY OF THE HONORABLE DETECTIVE" AUTHOR YUNTE HUANG; BLUE SCHOLARS' GEO BREAKS THE FOURTH WALL.





L to R: BUDWEISER HOSPITALITY LOUNGE; ONE WORLD SERVES OUR GUESTS A TASTE OF FIRST CLASS; FOOD SHOULD TASTE GOOD CHIPS FUEL OUR FESTIVAL GUESTS.

THE ASIAN AMERICAN MARKET

(2010 U.S. Census Bureau)

POPULATION

17.3 million	U.S. residents of Asian descent, estimated
5.6%	Of total U.S. population
46%	Growth since 2000
31%	U.S. native
69%	Foreign born

INCOME

\$68,780	Median household income
\$37,900	Total U.S. population median income
\$485 billion	2008 Purchasing power

AGE

Under 18	23.9%
18 - 64	68.4%
Over 65	7.7%

EDUCATION

50%	Bachelor's degree or higher
20%	Advance degrees
24%	Total U.S. population with Bachelor's or higher

OCCUPATION

45%	Management, professionals, related
34%	Total U.S. population management, professionals, related

ONLINE USAGE

34%	Search day's news online
20%	Read financial information online
19%	Search political news online

NEW YORK METROPOLITAN AREA

AAIFF takes place in the country's second-largest Asian American market

1.4 million	Estimated Asian Pacific Americans in the NYC
13%	Of total New York City population
34%	Growth since 2000
77%	Chinese, South Asians, Filipinos and Koreans
67%	First generation or recent arrivals

Rapid growing regional concentrations:

Flushing, Queens and Sunset Park, Brooklyn, Lower Eastside, Hudson and Bergen Counties in New Jersey.



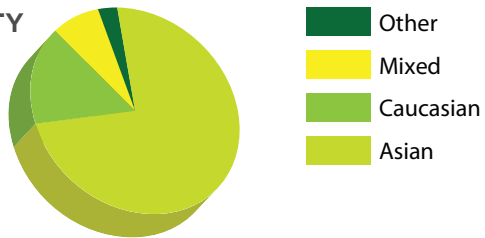
L to R: *LOST*'S KEN LEUNG, WRITER JENNIFER 8. LEE, PRODUCER ELAINE CHIN & FILMMAKER EVAN JACKSON LEONG AT *YOU OFFEND ME, YOU OFFEND MY FAMILY IMPRESSIONS* PANEL; TOYOTA COROLLA MOVES INTO THE CHELSEA CLEARVIEW THEATER LOBBY.

AAIFF DEMOGRAPHIC

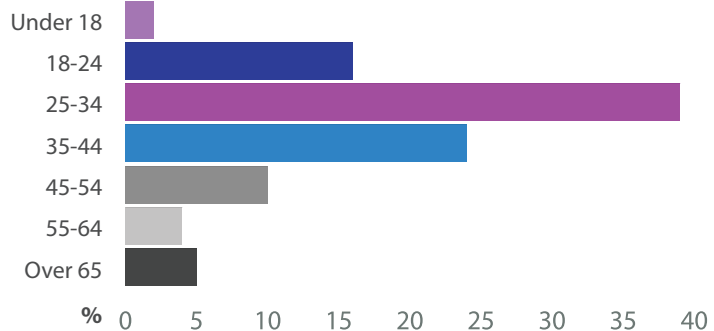
(2010-11 Audience Survey)

AAIFF'11 Audience 6,500 / ACV Year-round Audience 50,000

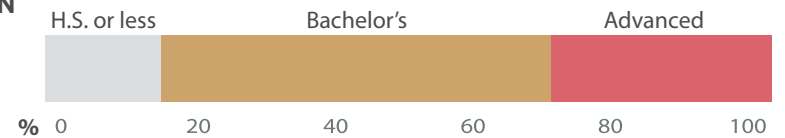
ETHNICITY



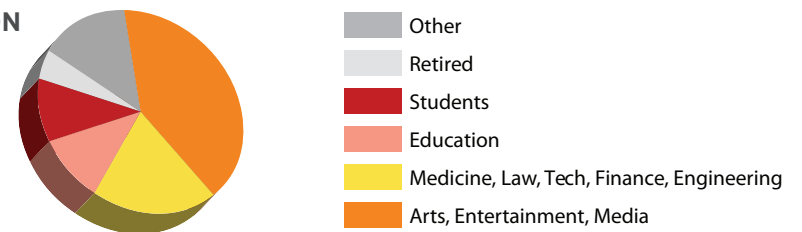
AGE



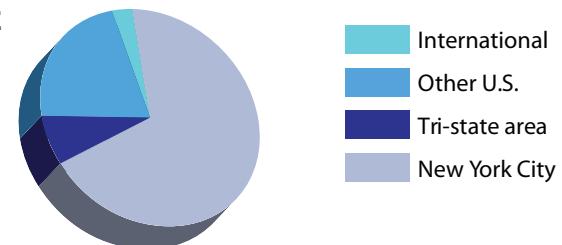
EDUCATION



PROFESSION



RESIDENCE



THE BENEFITS OF SPONSORSHIP

Over the years we've had the privilege of working with a dynamic group of corporate and community sponsors, who bring their full enthusiasm and creativity to the partnership table. We love the synergy of shared values and of helping to promote brands and products to our audience, energizing the sense of community. We look very forward to both welcoming back long-standing friends, and launching new and exciting partnerships.

VISIBILITY

- Signage & Banners with sponsor logos prominently displayed at all screening venues - *15,000 estimated impressions*
- One-sheets at select regional Clearview Cinemas - *1mm impressions*

ADVERTISING

- Original 30-sec promotional trailer: created by sponsor specifically for AAIFF, in consultation with ACV, to play before select program screenings
- Sponsored print & web ads, including: The New York Times, Village Voice, Time Out New York, World Journal, Korea Times, WNYC, Hyphen Magazine, MYX TV, Time Warner Cable Cinema, Angry Asian Man, Channel APA, ANBM, 8Asians - *10mm estimated impressions*
- Prime ad space in Program Guide - *3,000 impressions*

PRODUCT MARKETING

- Product/marketing materials in Gala bags - *300 bags*
- Product distribution/sampling at AAIFF venues - *6,500-10,000 impressions*

COMPANY EMPLOYEE BENEFITS

- Festival Gold Passes & reserved VIP seating
- Invitations to exclusive festival events

MEDIA

- Sponsor credit in all AAIFF press releases - *over 100 targeted media outlets*
- Press conference: sponsor opportunity to address the press

WEB EXPOSURE

- AAIFF homepage - *1mm impressions*
- Ebulletin - *circulation 8,000*
- Facebook - *10,000 views Apr-Aug, 1,900 fans*
- Twitter - *62,000 views Apr-Aug, 2,000 followers*
- Sponsor acknowledgement in text descriptions & audio introductions for podcasts with filmmakers & actors (posted on AAIFF.org)

THEATER EXPOSURE

- AAIFF slide & trailer to play at select Clearview Cinemas - *June-July, 1.4mm impressions*

L-R: SPONSOR ARGO TEA SERVES DELICIOUS SAMPLES TO LOUNGE GUESTS; STAFF BETWEEN RUSHES; MYX TV FILMMAKER BAGS.





MAJOR SPONSORSHIP LEVELS

Connect your brand, product or service with the most aspirational, upwardly mobile consumer group in America today.

TITLE SPONSOR

\$60,000

Industry exclusivity

Sponsor name/logo will appear above the title (e.g. HBO/Time Warner Cable Asian American International Film Festival) and have priority positioning on all printed, promotional, and media materials. Past Title Sponsors include AT&T, Cadillac, AZN Television and Toyota Motor Corp.

A minimum of \$60,000 in a combination of cash/VIK (value in kind). The actual amount, and the ratio of cash to VIK, will vary depending upon the specific ACV component sponsored. At this level, we offer sponsors year-round brand exposure and involvement opportunities—a close working partnership that extends to all Asian CineVision programs and online constituencies.

PRESENTING SPONSORS

\$30,000

Presenting Sponsors will enjoy brand integration/product placement throughout the AAIFF'12, a minimum of \$30,000 in a combination, to be negotiated, of cash/VIK, a Presenting Sponsor level of AAIFF'12 Sponsor Benefits and a prominent exclusive "Presented By" credit for the specific AAIFF'12 program sponsored which may include:

EMERGING ASIA

For the past 34 years Asian CineVision and AAIFF has championed the creativity and innovation of independent filmmakers from throughout the Asian Diaspora. Recent AAIFF favorites include FLOWER IN THE POCKET (2007 Malaysia), DRIVING WITH MY WIFE'S LOVER (2007 Korea), MEGUMI (2008 The Netherlands), CLAUSTROPHOBIA (2009 Hong Kong), MANILA SKIES (2010 Philippines) AU REVIOR TAIPEI (2010 Taiwan), PIANO IN A FACTORY (2011 China).

ASIAN AMERICAN FILM NOW!

With its core mission to showcase the year's achievements by APIA filmmakers, each year exemplary AAIFF premieres enter the entertainment mainstream including: TAKEOUT (AAIFF'06), FINISHING THE GAME (AAIFF'07), A THOUSAND YEARS OF GOOD PRAYER, PING PONG PLAYA (AAIFF'08), WHITE ON RICE (AAIFF'09), THE PEOPLE I'VE SLEPT WITH (AAIFF'10), AMIGO, WEDDING PALACE, SAIGON YO! (AAIFF'11).

TOP, L-R: TOYOTA OFFICIAL VEHICLE SPONSOR GIVES GUESTS A FREE SPIN; FILM-MAKER KATHY HUANG Q&A AFTER "TALES OF THE WARIA"; ARTIST DJ SPOOKY AND FILM CRITIC CHRIS BOURNE AT OPENING NIGHT GALA AT ARTGATE GALLERY.



LEADERSHIP SPONSORS

\$15,000

At this level we offer exclusive sponsorship of special visibility AAIFF programs (e.g. Stella Artois Filmmakers Hospitality Lounge) or special presentations (e.g. Closing Night Presentation & Afterparty Sponsored by Macy's) with comprehensive brand exposure (e.g. car or marketing booth in Clearview Cinemas groundfloor lobby for 11 days). We also offer a year-long web sponsorship opportunity for the online National Festival Tour at DramaFever.com.

PREMIERE SPONSORS

\$10,000

Sponsors have the opportunity to exclusive sponsorship of themed program offerings (e.g. Cathay Pacific LGBTQ Cinema Night & Afterparty, Verizon Films for Good, MTV Light & Sound Music Video Showcase) with comprehensive brand exposure.

SUPPORTING SPONSORS

\$5,000

At this level, we offer the opportunity to exclusive sponsorship of feature films and shorts programs with 'sponsored by' credit (e.g. AZN Television 72 Hour Shootout & special awards) or the festival volunteer program composed of students and professionals.

ADDITIONAL SPONSORSHIP LEVELS

With product placement opportunities—from gift bags to Award prizes, in-kind goods and services, and raffles—your brand will enjoy the benefits of exposure to this dynamic, cultured demographic.

CONTRIBUTING SPONSOR

The AAIFF welcomes contributions of goods and services in exchange for on-site, media display and online marketing promotion. Categories include: airline (international or domestic), hospitality (hotel), catering, beverages (spirits, wine & beer, soft drinks, water, coffee) and consumer products or services.

MEDIA SPONSOR

ACV is pleased to customize a media sponsorship package for your publication, TV/radio station, or website, including sponsor recognition, marketing partnerships, and Festival passes.

MARKETING SPONSOR

Partner organizations assist AAIFF with marketing and placement of announcements in their marketing materials, and receive sponsor credit in the AAIFF brochure, catalogue, and website, in addition to Festival passes.

CLOCKWISE FROM TOP: GUESTS POSE WITH CARDBOARD CUTOUTS; POPCHIPS; "AMIGO" OPENING NIGHT Q&A WITH JOHN SAYLES AND SCOTT FOUNDAS OF THE FILM SOCIETY OF LINCOLN CENTER; GUESTS IN THE SPONSOR PHOTO BOOTH.



SPONSOR BENEFITS



	BENEFIT	TITLE \$60k	PRESENTING \$30k	LEADERSHIP \$15k	PREMIERE \$10k	SUPPORTING \$5k	CONTRIBUTING in-kind
PRINT							
Program Guide	1 Page Color Ad – Inside Front Cover	x					
	1 Page Color Ad – Outside Back Cover		x				
	1 Page Color Ad – Inside Back Cover			x			
	1 Page Black & White Ad	x			x		
	1/2 Page Black & White Ad					x	NEGOTIABLE
	1/4 Page Black & White Ad						x
Brochure	Sponsored Program Logo Exposure	x	x	x	x	x	x
	Exclusive Ownership	x					
	Brochure Sponsor Page	LOGO	TEXT	TEXT			
Other Print	One-sheet Posters Logo Exposure	LOGO	TEXT	TEXT	TEXT	TEXT	
	Festival Postcard	LOGO	TEXT	TEXT	TEXT	TEXT	
WEB							
	ACV Website – Year Round	x	x	x	x	x	x
	Festival Website Logo Rotation	x	x	x	x	x	x
	Sponsor Page	x	x	x	x	x	x
	Advertising space	BANNER	SIDEBAR				
MEDIA							
	Logo on Festival Step-and-Repeat Backdrop	x					
	Press Conference Acknowledgement	x	x	x	x	x	
	Press Release Acknowledgement	x	x	x	x	x	x
IN THEATRE							
	Company Trailer	x	SELECT	SELECT	SELECT	SELECT	
	Logo Exposure in Main Venue	x	x	x	x		
	Festival Trailer Acknowledgement	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
	On-Screen Advertisement	x	x	x	x		
DIRECT							
	On-Site Promotions	x	x	x	x	x	
MARKETING							
	Opening Night Gala & Filmmaker Bags	x	x	x	x	x	x
	Product Distribution in bags	x	x	x	x	x	x
	Product Sampling Table	x	x	x	x		
TICKETS							
	GoldPass (All Access)	4	2	2			
	CinePass (All except special presentations & Gala)	10	5	2	2		
	Opening Night Screening & Gala	10	5	3	2	2	
	Closing Night Screening & Gala	10	5	3	2	2	
	Advance Ticket Requests	20	15	10	8	8	4
SPECIAL OPPS							
	Jury & Audience Awards	x	x	x	x		
	Centerpiece Screening & Afterparty	x	x	x	x		
	LGBTQ Cinema Night & Afterparty	x	x	x	x		
	Music Night Out & Afterparty	x	x	x	x	x	
	Festival Volunteer Program	x	x	x	x	x	
	National Festival Tour on DramaFever.com	x	x	x	x		
Gala Events	Opening Night Screening & Gala	x	x	x	x		
	Closing Night Screening & Afterparty	x	x	x	x		



35 YEARS OF MOVING IMAGINATIONS

Thank you for your interest in partnering with us to bring New York film—and culture—loving audiences the best in independent Asian and Asian American cinema.

We once again have the pleasure of presenting to you the full gamut of sponsor opportunities for the annual Asian American International Film Festival.

AAIFF'12 recognizes our 35th year as the first and longest running festival in the U.S. to showcase the film and video work by, for, or about the Asian experience. Recalling our roots in NYC Chinatown activism of the 1970s, the festival brings together leading media artists, scholars, and critics exploring some of the major global trends and issues—immigration, the environment, urban development, global economics, labor issues, and technology—which both shape and are shaped by media makers. We believe that these programs bring great value to the audience experience, providing thought-provoking context to the independent filmmaking showcased throughout the Festival week.

Please join us this year for what is sure to be one of the richest, most compelling AAIFF'12 programs yet, and a superlative year for independent Asian and Asian American cinema.

CONTACT

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FROM TOP: L-R: "WEDDING PALACE" DIRECTOR CHRISTINE YOO AND ACTORS STEPHEN PARK & CHARLES KIM AT CLOSING NIGHT SCREENING; BLOWING IT OUT AT AN AFTERPARTY; AAIFF BAR OFFERINGS FOR GALA GUESTS.