

ASIAN CINEVISION PRESENTS

AUDIENCE ENGAGEMENT OPPORTUNITIES

ASIAN AMERICAN
INTERNATIONAL
FILM FESTIVAL 2016

07.21-30.16

NEW YORK CITY | BK | QNS

AAIFF.ORG



CLOCKWISE FROM TOP LEFT: *MY VOICE, MY LIFE* PERFORMERS COBY WONG, SIO FAN LAM, AND DIRECTOR RUBY YANG GRAB A SELFIE ON AAIFF15 OPENING NIGHT RED CARPET; "TWINS" NEKHEBET KUM AND UATCHET JIN JUCH AT *SEOUL SEARCHING* FREE COMMUNITY SCREENING AT FLUSHING TOWN HALL; AARON YOO, CHRISTOPHER DINH, AND WONG FU'S WESLEY CHAN AT AAIFF15 CLOSING NIGHT SCREENING OF *EVERYTHING BEFORE US* AT MOMI; *MADE IN FLUSHING* NIGHT AT FLUSHING TOWN HALL

THE ANNUAL ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL (AAIFF)

is New York's leading showcase for the Asian American and Asian independent cinema. Presented by Asian CineVision (ACV), the AAIFF is first and longest-running festival in the U.S. to showcase the film and video work by artists of Asian descent and about the Asian experience. Join us as we celebrate the creativity and passion of the filmmakers as they share their stories with the world.

AAIFF has played a vital role in discovering and nurturing such acclaimed talent as Oscar Award winners Ang Lee, Jessica Yu, Steven Okazaki, Ruby Yang and Chris Tashima; Oscar Award nominees Christine Choy and Rene Tajima-Pena, Frieda Lee Mock, Arthur Dong, Zhang Yimou; and mainstream entertainment directors Wayne Wang, Mira Nair, and Justin Lin.

In 2016, AAIFF will celebrate its 39th year with an Opening Night Presentation and Gala on July 21 in association with the Asia Society and Museum. The festival will highlight: feature and short film programs of all genres and visual styles from countries around the world, industry networking mixers, music video showcase with live performances, exclusive interviews, screenplay readings, press opportunities to meet the filmmakers, post-screening receptions, after-parties, and much much more.

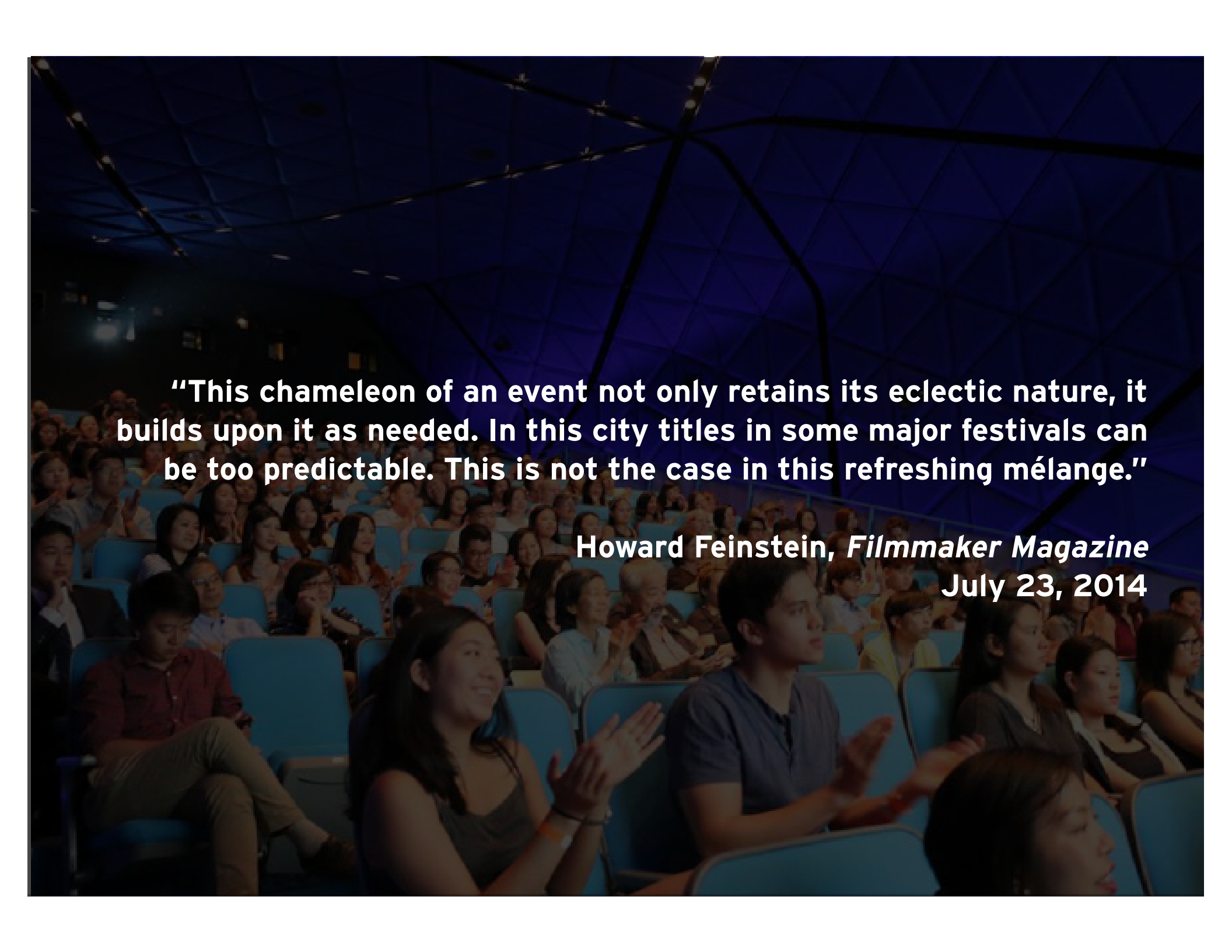


CLOCKWISE FROM TOP LEFT: AAIFF15 STAFF; LA'S FUNG BROTHERS CRASH CLOSING NIGHT; MOMI CLOSING NIGHT FULL HOUSE; WORKING ON THE RAILROAD: HELL ON WHEELS CAST MEMBERS ANGELA ZHOU, BYRON MANN AND TZI MA WITH SHOWRUNNER JOHN WIRTH SHOW UP FOR FREE COMMUNITY PREVIEW

WITH OVER ONE MILLION ASIAN AMERICANS residing in the New York City area—the fastest growing multicultural segment of the U.S. population (U.S. Census 2010) --the AAIFF provides a critical forum for understanding diverse Asian cultures as well as a window to the Asian American experience.

AAIFF SPONSORSHIP Recent corporate sponsors such as **Nielsen, Beam Suntory, Toyota Motor Corp, Remy Martin, Cadillac, Comcast, Macy's, Southwest Airlines, Time Warner Cable, Verizon, Proctor & Gamble, and HBO** recognize the distinctive opportunity to participate in this vital and vibrant cultural event, and to cultivate an on-going relationship with one of the fastest-growing and most sophisticated Asian American markets in the U.S.

ACV and the AAIFF look forward to crafting a sponsor partnership and benefits package to optimize your company's outreach goals and values. We invite you to collaborate with us to develop a sponsorship package to meet your charitable and branding priorities, to directly engage with New York's most aspirational and desirable demographic.



"This chameleon of an event not only retains its eclectic nature, it builds upon it as needed. In this city titles in some major festivals can be too predictable. This is not the case in this refreshing mélange."

**Howard Feinstein, *Filmmaker Magazine*
July 23, 2014**

SAVE THE DATE: THE 39TH ASIANAMERICAN INTERNATIONAL FILM FESTIVAL
July 21 - 30, 2016

AAIFF15 HIGHLIGHTS

- **Opening Night Presentation and Gala Reception | Asia Society**
- Closing Night Screening and Party | Museum of the Moving Image
- Centerpiece Screening & Afterparty | Cinema Village East, Drom
- **A Tribute to Arthur Dong**
- **Five nights of free community screenings at Flushing Town Hall: Opening Night, Wealth and Wellness Night, Made In Flushing Night, Eat Well Night, free all day screenings at Sheraton LaGuardia Hotel**
- 11th annual 72hour Shootout in partnership with the Asian American Film Lab
- SAG/AFTRA/AAISC Screenplay Competition and Reading
- **World, U.S., and New York premieres from Korea, Mongolia, The Philippines, China and the U.S.**
- LGBTQ Cinema night
- Topical panel discussions and workshops with industry experts and pioneers in Asian American cinema and entertainment

8,000+ ATTENDEES converge from all five NYC boroughs and the tri-state region, with a 25,000 year-round audience via our traveling National Festival Tour

TEN DAYS AT VENUES ACROSS THE CITY

Recent venues have included Asia Society, City Cinema Village East, Museum of Chinese In America; free community screenings at Flushing Town Hall, Maysles Institute, and the Chinatown Partnership Project in Columbus Park, Manhattan Chinatown.

OVER 40 PROGRAMS

100 new narrative and documentary feature and short films of all genres and visual styles, most all U.S. or New York premieres.

AWARDS CATEGORIES

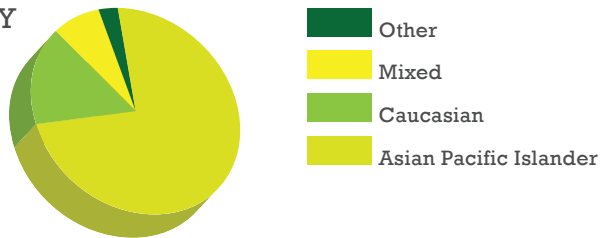
The Asian American Media Arts Award (past recipients: Janet Yang AAIFF12, Sammo Hung AAIFF99, Ismael Merchant AAIFF97, Joan Chen AAIFF94)
Emerging Director (narrative feature filmmaker)
Emerging Director (documentary feature filmmaker)
Excellence in Short Filmmaking
Audience Choice (narrative feature-length film)
Audience Choice (documentary feature-length film)
Youth Vision One-to-Watch Award



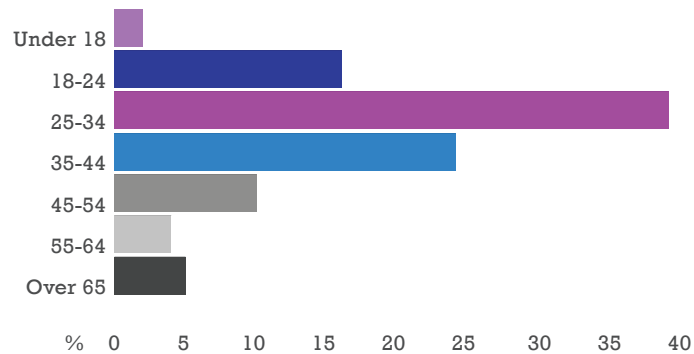
AAIFF DEMOGRAPHIC

AAIFF15 Audience: 8,000+ / ACV year-round audience 25,000

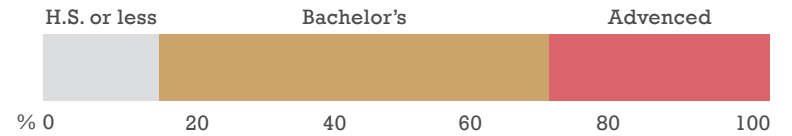
ETHNICITY



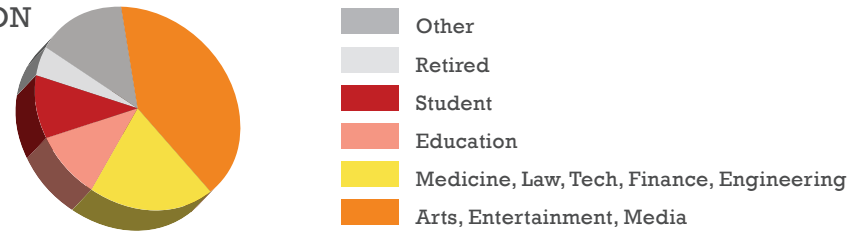
AGE



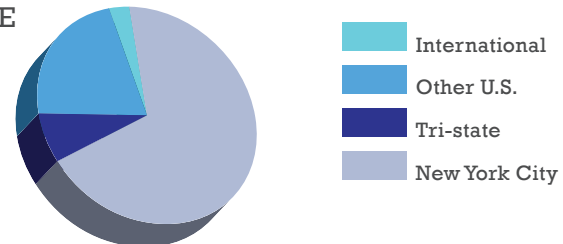
EDUCATION



PROFESSION



RESIDENCE



THE ASIAN AMERICAN MARKET
(2010 U.S. Census)

Estimated number of U.S. residents of Asian descent	18+ million
Percentage of total U.S. population	5.6%
Percentage growth since 2000	46%
Median household income	\$62,420
Total U.S. population	\$49,580
2015 Purchasing power	\$718 billion
2017 estimate	\$1 trillion
Age: Under 18	23.9%
18 - 54	68.4%
Over 55	7.7%
U.S. native population	34%
Foreign born	66%
EDUCATION	
Bachelor's degree or higher	54%
Total U.S. population	28%
Advanced degrees	20%
OCCUPATION	
Management, professionals, related	45%
Total population	34%
ONLINE USAGE	
Broadband at home	80%
Use mobile devices	90%
Engage social media	76%
Search day's news online	39%
Financial information online	32%
Political news online	29%

NEW YORK METROPOLITAN AREA

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

Estimated Asian Pacific Americans living in the New York City metropolitan area	1.4 million
Percentage of total New York City total population	14%
Percentage Chinese, Filipinos, South Asians, and Koreans	77%
Percentage growth since 2000	51%
Percentage first generation or recent arrivals	66%

Rapid growing regional concentrations:
Flushing, Jackson Heights, Ridgewood, Elmhurst, and College Point, Queens
Sunset Park, Brooklyn
University Heights, Bronx
Lower Eastside, East Harlem, Manhattan
Long Island, NY
Hudson and Bergen Counties, New Jersey



FACEBOOK LIKES AAIFF. FACEBOOK NY APA GROUP AT AIAIFF 14 OPENING NIGHT SCREENING AND GALA AT ASIA SOCIETY

THE BENEFITS OF SPONSORSHIP

Connect your brand, product or service with the most highly educated, upwardly mobile, technologically savvy, and community minded consumer group in America today.

VISIBILITY

- Sponsor names/logos will appear and have priority positioning on all printed and promotional media materials
- Signage & Banners with sponsor logos prominently displayed at all screening venues

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: past ads include The New York Times, Village Voice, Time Out New York, World Journal, Korea Times, WNYC, Hyphen Magazine, Time Warner Cable, and Angry Asian Man.
- Prime ad placement in AAIFF' 16 Program Guide
- One-sheets displayed at select regional venues

PRODUCT MARKETING

- Product/marketing materials placement in guest gift bags
- Product distribution/sampling at AAIFF venues

COMPANY EMPLOYEE BENEFITS

- All-access Festival Gold Passes and reserved VIP seating at all events
- Invitations to exclusive pre-festival fundraisers and special events

MEDIA

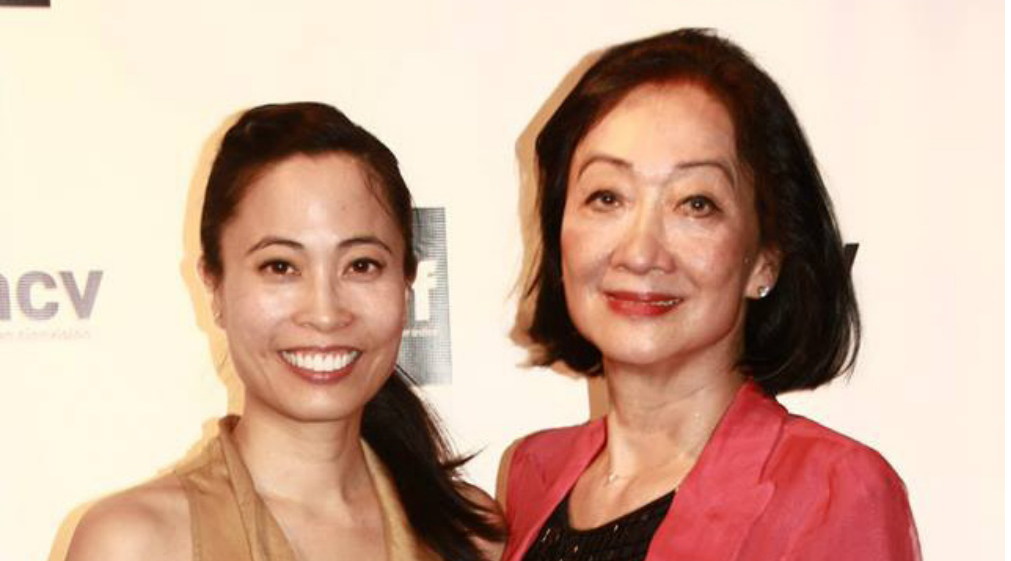
- Sponsor credit in all AAIFF press releases generated by ACV
- Press conference: sponsor opportunity to address the press

WEB

- Logo/link on AAIFF homepage (Jan-Aug 2015) 1.4m page requests, 440,00 unique visitors)
- Logo/link on bulletin (May-Aug 2015) circulation 21,000)
- Facebook followers (10,000 views Apr-Aug)
- Twitter followers (32,000 views Apr-Aug)
- Sponsor acknowledgement in text descriptions & audio introductions for video interviews and podcasts with filmmakers & actors, imbedded sponsored posts (asiancinevision.org/cinevue)

THEATER

- AAIFF slide & trailer to play at select regional venues (June-July, 1.4mm impressions)



CLOCKWISE FROM TOP LEFT: FILMMAKER/AUTHOR ARTHUR DONG WITH ACTRESS LORI TAM CHINN AT *FORBIDDEN CITY USA* BOOK TALK AT MOCA; AAIFF15 STAFFER MICHELLE AHN WITH *JASMINE'S* JASON TOBIN AT FLUSHING OPENING NIGHT AFTER PARTY; SCREENPLAY READING COORDINATOR ROSANNE MA WITH ACTRESS TINA CHEN AT OPENING NIGHT; STEVEN MAING WITH FESTIVAL DIRECTOR JUDY LEITAKES HOME EXCELLENCE IN SHORT FILMMAKING AWARD FOR *THE SURRENDER*

MAJOR SPONSORSHIP LEVELS

TITLE SPONSOR

Industry Exclusivity

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

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 exhibition programs and online constituencies.

PRESENTING SPONSORS

Presenting sponsors will enjoy brand integration/product placement throughout AAIFF16, a presenting sponsor level sponsor benefits and program exclusive “Presented by” credit for select AAIFF16 programs. We also offer a year-round web sponsorship opportunity for the National Festival Tour traveling exhibitions and streaming at DramaFever.com.

LEADERSHIP SPONSORS

At this level we offer exclusive sponsorship of special high visibility AAIFF programs (e.g. Stella Artois Filmmakers Hospitality Lounge) or special presentations (e.g. Closing Night Presentation & After party presented by AARP) with comprehensive brand exposure (e.g. product demo or marketing booth).

SUPPORTING SPONSORS

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

ADDITIONAL SPONSORSHIP LEVELS

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

See SPONSOR BENEFITS page 15

RECENT AAIFF CORPORATE SPONSORS

Join our generous Corporate Partners and work with our staff to create a customized package that meets all of your community engagement and promotional needs



AAIFF16 SPONSOR BENEFITS

	BENEFIT	TITLE \$50k	PRESENTING \$30k	LEADERSHIP \$10k	PREMIERE \$5k	SUPPORTING	CONTRIBUTING	
PRINT	Program Guide	1 Page Color Ad – Back Cover	x				NEGOTIABLE	
		1 Page Color Ad – Inside Front Cover		x				
		1 Page Color Ad – Inside Back Cover			x			
		1 Page Black & White Ad			x	x		
		1/2 Page Black & White Ad				x		
		1/4 Page Black & White Ad						
		Sponsored Program Logo Exposure				x		x
	Brochure	Exclusive Ownership	x	x	x			
		Brochure Sponsor Page	x					
	Other Print	One-sheet Posters Logo Exposure	LOGO	LOGO	TEXT	TEXT		TEXT
Festival Postcard		LOGO	LOGO	TEXT	TEXT	TEXT		
WEB	ACV Website – Year Round	LOGO	LOGO		x	x	x	
	Festival Website Logo Rotation	LOGO	LOGO	x	x	x	x	
	Sponsor Page	LOGO	LOGO	x	x	x	x	
	Advertising space	LOGO	LOGO	x	x			
MEDIA	Logo on Festival Step-and-Repeat Backdrop	x	x					
	Press Conference Acknowledgement	x	x	x	x	x		
	Press Release Acknowledgement	x	x	x	x	x	x	
IN THEATRE	Trailer	x	x	x	x	x		
	Banners/Logo Exposure in Main Venues	x	x	x	x	x		
	Festival Trailer Acknowledgement	x	x	x	x	x	x	
	On-Screen Advertisement	LOGO	SELECT					
DIRECT MARKETING	On-Site Promotions	x	x	x	x	x		
	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)	10	8	6	4	2		
	CinePass (All except special presentations & Gala)	10	8	6	4	2		
	Opening Night Screening & Gala	10	8	4	2	2		
	Closing Night Screening & Gala	10	8	4	2	2		
	Advance Ticket Requests	40	20	20	10	10	10	
SPECIAL OPPS	Jury & Audience Awards	x	x	x	x	x		
	Centerpiece Screening & Afterparty	x	x	x	x	x		
	LGBTQ Cinema Night & Afterparty	x	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			
	Opening Night Screening & Gala	x	x	x	x			
Closing Night Screening & Afterparty	x	x	x	x				

CONTACT

The AAIFF presents works by media makers from various ethnic backgrounds, classes, and creeds, in order to promote an understanding that Asian and Asian American experiences are complex and multiple. We seek to create a setting where artists, scholars, and cultural enthusiasts can meet live, on-tour, on-line and on-air and explore how to push creative bounds and the development of relevant media.

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

Please join us this year as we continue to build audience appreciation for Asian American and global Asian independent cinema.

John Woo, Executive Director
john@asiancinevision.org

Judy Lei, Festival Director
judy@asiancinevision.org

ASIAN CINEVISION
Made In New York Media Center
30 John Street
Brooklyn, NY 11201
212.989.1422
www.asiancinevision.org