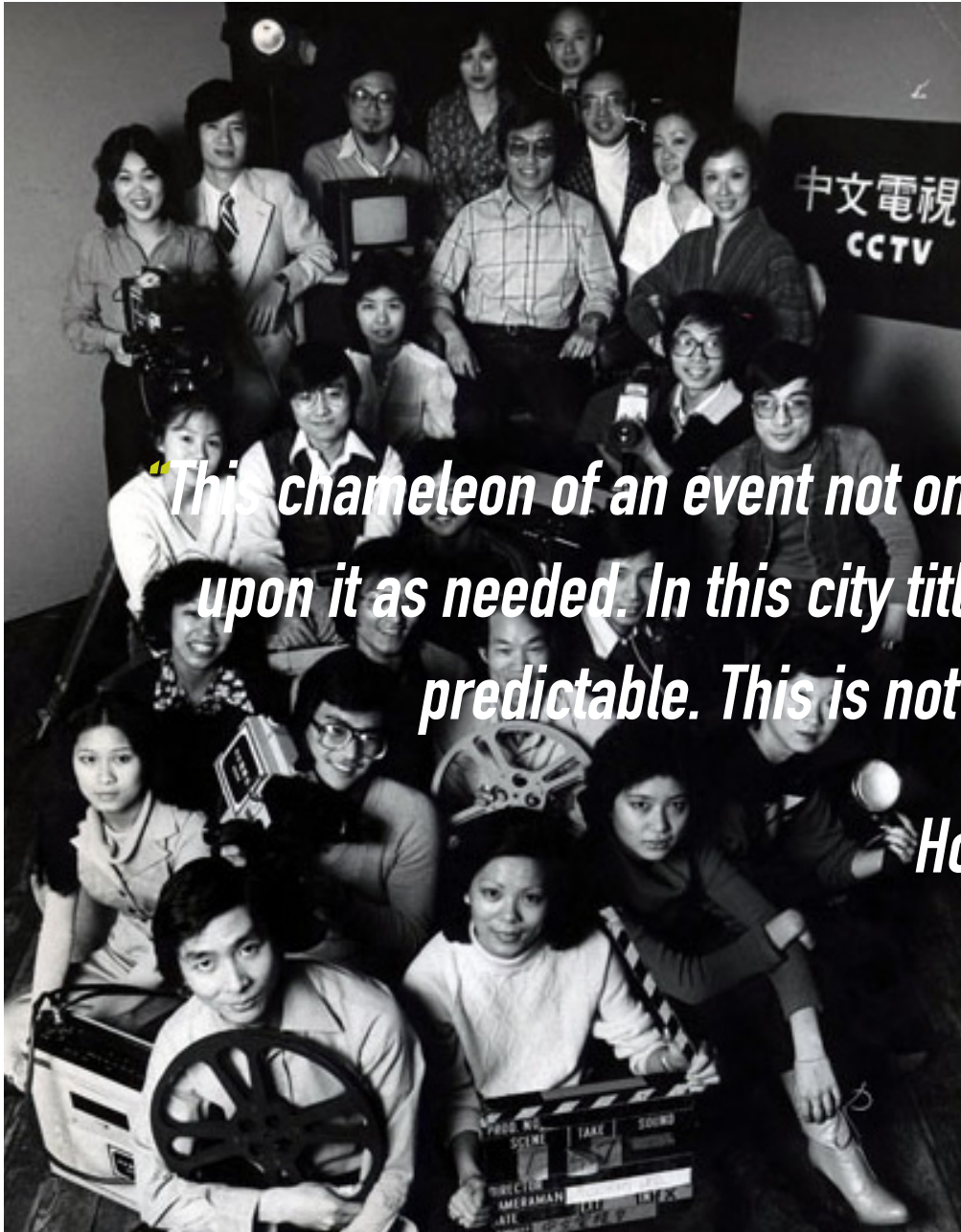




ASIAN CINEVISION PRESENTS 40TH EDITION SPONSORSHIP OPPORTUNITIES

ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL 2017

JUL 26 - AUG 5 | NEW YORK CITY | AAIFF.ORG



"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 m elange."

Howard Feinstein, Filmmaker Magazine

THEN AND NOW: IN 1975 ASIAN CINEVISION WAS FOUNDED AS CCTV (CHINESE CABLE TELEVISION) PRODUCING A WEEKLY 30 MINUTE COMMUNITY AFFAIRS TV SHOW AIRING ON THE WARNER AMEX CABLE NETWORK. THE FIRST ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL SCREENED JUST 42 FILMS IN 1978. TODAY 40 YEARS LATER AAIFF SCREENS CLOSE TO 100 TITLES FROM NEARLY 30 COUNTRIES OVER TEN DAYS IN JULY. PHOTOS COURTESY OF (L) CORKY LEE AND (R) LIA CHANG.

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 the first and longest-running festival in the U.S. to showcase the moving image work by artists of Asian descent and about the Asian American experience.

AAIFF premiered in the seminal summer of 1978 at the Henry Street Settlement in New York City. Ed Koch had been elected mayor, the first cellular mobile phone is introduced, serial killer David Berkowitz, "Son of Sam," is convicted of murder, GREASE, SATURDAY NIGHT FEVER, and CLOSE ENCOUNTERS were the blockbusters of their day.

Forty years later, the AAIFF has grown to include films and video from more than 30 countries, answering a growing need for social understanding, cultural diversity in American life, and independent cinema.

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 2017, AAIFF will celebrate its 40th year with an Opening Night Presentation and Gala on July 26 in association with the Asia Society and Museum. As a new generation of mobile, socially conscious, worldly acculturated, and politically aware comes to embrace storytelling without borders, AAIFF40 will take stock in our forty years of championing Asian American image making.

With close to 100 feature and short films of all genres and visual styles from countries around the world, industry networking mixers, music video showcase with live performances, exclusive interviews, a screenplay competition and reading, press opportunities to meet the filmmakers, post-screening receptions, after-parties, and much much more.

Join us as we celebrate the creativity and passion of the filmmakers as they share their stories with the world.



CLOCKWISE FROM TOP LEFT: AAIFF16 OPENING NIGHT FILM SPA NIGHT DIRECTOR ANDREW ANH, MAIN ACTOR JOE SEO W/HOSPITALITY QUEEN MICHELLE AHN; HK LEGEND KARA WEI PRESENTED WITH THE 2016 ACV ASIAN MEDIA HUMANITARIAN AWARD FOR HER ELDER CARE/DEMENTIA ADVOCACY WITH SUPPORTING ACTOR CAROS CHAN @ ASIA SOCIETY; AAIFF07 FINISHING THE GAME'S JUSTIN LIN AND ROGER FAN @AAIFF07 OPENING NIGHT FETE; HK ICON MAGGIE CHEUNG MEETS THE PRESS @AAIFF05.

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, 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.



CLOCKWISE FROM TOP LEFT: ACTOR BD WONG W/MIRA NAIR @AAIFF98 *MY OWN COUNTRY* PREMIERE; JET LI W/PRODUCER JENNIFER FONG *BLACK MASK* NEW YORK PREMIERE; DIRECTOR ISMAEL MERCHANT RECEIVES FIRST ACV LIFETIME ACHEIVEMENT AWARD W/A YOUNG ANG LEE; ACV FOUNDER CHRISTINE CHOY AND DAVID HENRY HWANG WITH LEGENDARY PERFORMER AND CASTING JADIN WONG @AAIFF07.

SAVE THE DATE:

THE 40TH ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL

July 26 - August 5, 2017

AAIFF16 HIGHLIGHTS

- **Opening Night Presentation and Gala Reception | Asia Society and Museum**
- Closing Night Screening and Party | Museum of the Moving Image
- Centerpiece Screening & Afterparty | Cinema Village East
- Special Preview Screening of HAPPINESS directed by Andy LO | Q+A with Kara WEI and Carlos CHAN
- CHINESE ART FILM FESTIVAL: an exclusive screening series of four Chinese independent films in association with the Shanghai Film Distribution and Exhibition Association
- BACK TO FLUSHING: four nights of free community screenings at Flushing Town Hall
- **World, U.S., and New York premieres from Korea, Mongolia, The Philippines, China and the U.S.**
- LGBTQ Cinema night
- Partnership with Mayor's Office of Media And Entertainment sponsoring MINY MASTER OF NONE panel

6 - 10,000+ 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, Made In New York Media Center, Crosby Street Hotel and Anthology Film Archives

OVER 40 PROGRAMS

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

AWARDS CATEGORIES

The Asian American Media Arts Award, past recipients: Kara Wai, Asian American Media Humanitarian Award (AAIFF16) Janet Yang (AAIFF12), Maggie Cheung, Asian American Visionary Award (AAIFF05), 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/documentary feature-length film)

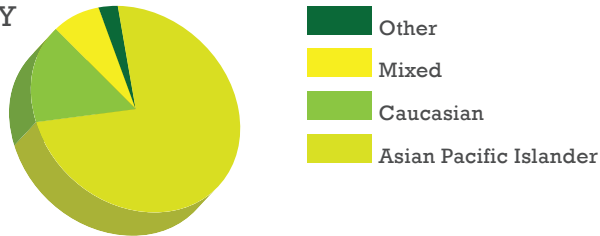
Youth Vision One-to-Watch Award



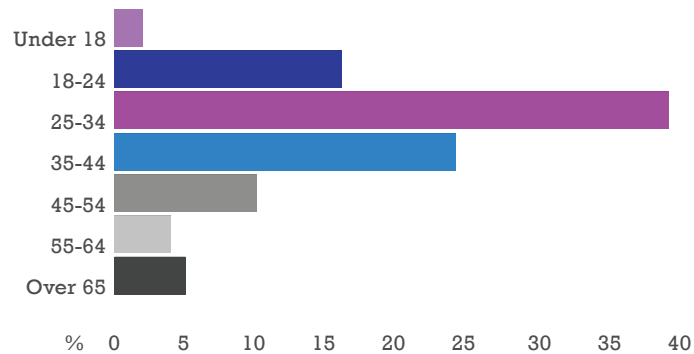
AAIFF DEMOGRAPHIC

AAIFF16 Audience: 6,600+ / ACV year-round audience 25,000

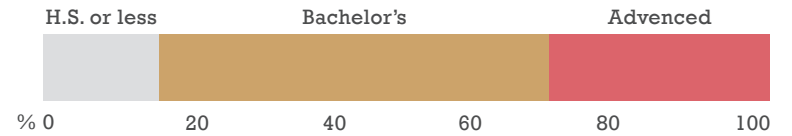
ETHNICITY



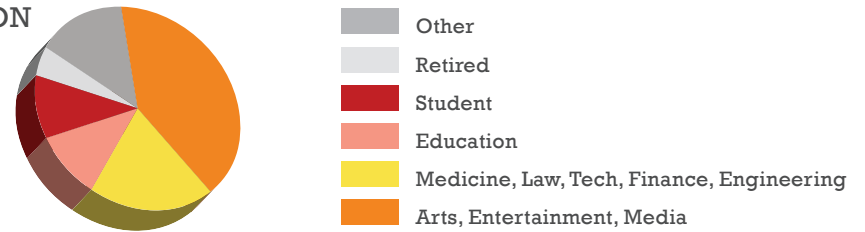
AGE



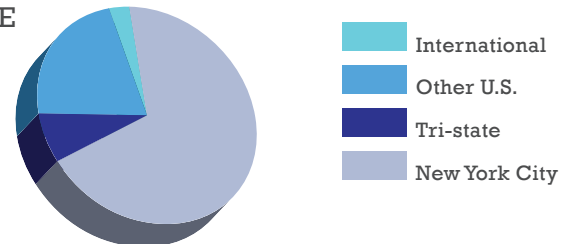
EDUCATION



PROFESSION



RESIDENCE



THE ASIAN AMERICAN MARKET

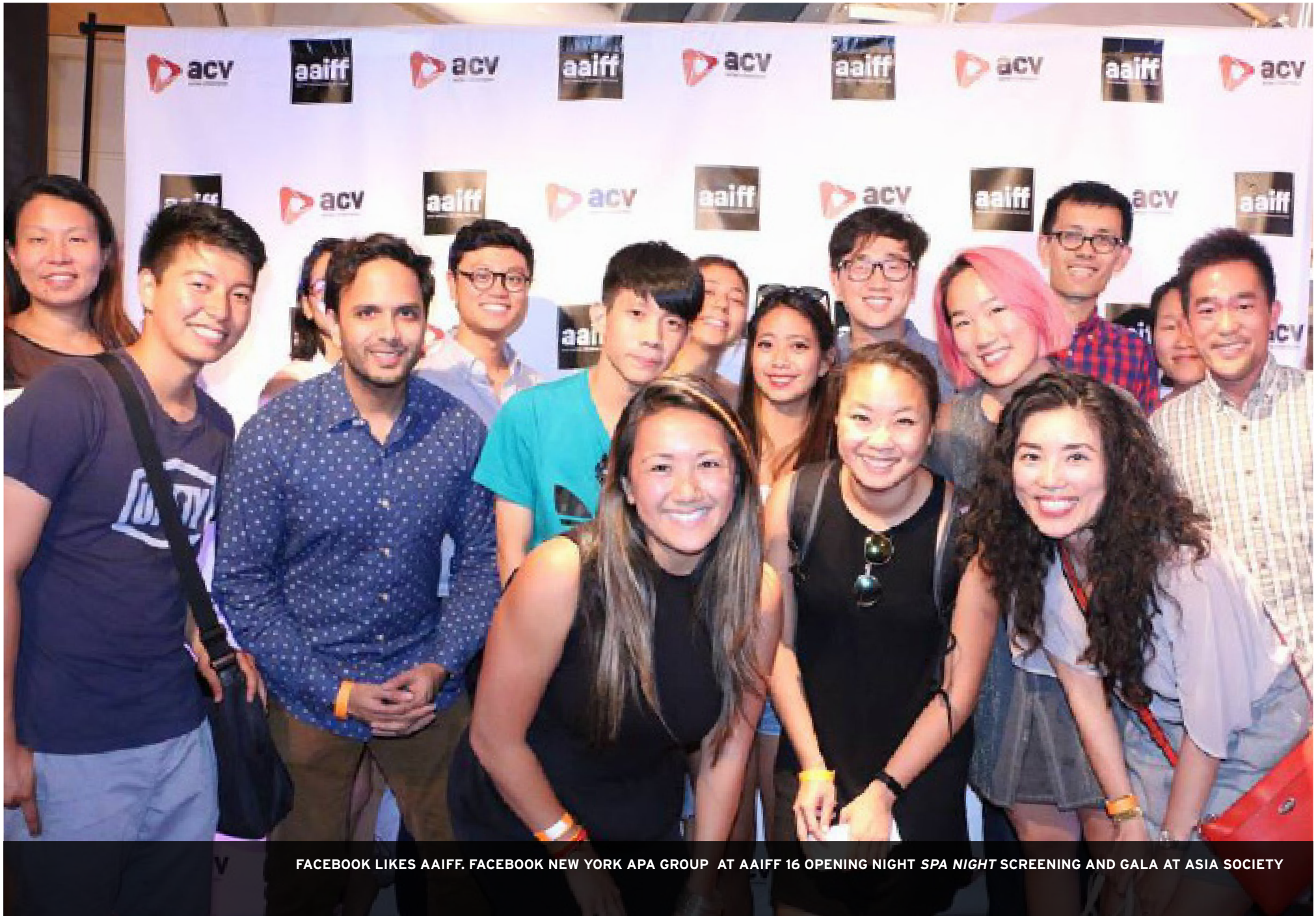
(2010 U.S. Census)

Estimated number of U.S. residents of Asian descent	18+ million
Percentage of total U.S. population	6.4%
Percentage growth since 2000	46%
Median household income	\$62,420
Total U.S. population	\$49,580
2016 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	1.6 million
Percentage of total New York City total population	14%
Percentage Chinese, Filipino, South Asian, and Korean	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 NEW YORK APA GROUP AT AAIFF 16 OPENING NIGHT SPA 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 AAIFF40 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's opportunity to address the press

WEB

- Logo/link on AAIFF homepage (Jan-Aug 2017) 1.4m page requests, 440,00 unique visitors)
- Logo/link on bulletin (May-Aug 2017 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, 1.4m impressions)



CLOCKWISE FROM TOP LEFT: AAIFF15 PAID TRIBUTE TO FILMMAKER/AUTHOR ARTHUR DONG HERE WITH ACTRESS LORI TAN CHINN AT *FORBIDDEN CITY USA* BOOK TALK AT MOCA; KEN LEUNG (*LOST, SAVING FACE*), WRITER/MODERATOR JENNIFER 8. LEE, PRODUCER ELAINE CHIN & FILMMAKER EVAN JACKSON LEONG (*LINSANITY, SNAKEHEAD*) AT YOMYOMF IMPRESSIONS SCREENING AND TALK-BACK; ACTOR JOAN CHEN WITH DIRECTOR WAYNE WANG AT DIRECTORIAL DEBUT OF CHEN'S *XIU XIU: THE SENT DOWN GIRL* @AAIFF 98

MAJOR SPONSORSHIP LEVELS

TITLE SPONSOR

\$75k

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 (value in-kind), 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

\$40k

Presenting sponsors will enjoy brand integration/product placement throughout AAIFF40, a presenting sponsor level sponsor benefits and program exclusive “Presented by” credit for select AAIFF40 programs. We also offer a year-round web sponsorship opportunity for the National Festival Tour traveling exhibitions.

LEADERSHIP SPONSORS

\$10k

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).

PREMIER AND SUPPORTING SPONSORS

\$1 - 5k

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.

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



AAIFF40 SPONSOR BENEFITS

	BENEFIT	TITLE \$75k	PRESENTING \$40k	LEADERSHIP \$10k	PREMIER \$5k	SUPPORTING \$1k	CONTRIBUTING
PRINT							
Program Guide	1 Page Color Ad – Back Cover	x					NEGOTIABLE x x
	1 Page Color Ad – Inside Front Cover		x				
Brochure	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	
	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	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
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Judy Lei, Festival Director
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