



**aaiff15**

**SPONSORSHIP OPPORTUNITIES**  
**38TH ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL**  
JULY 22-AUGUST 01, 2014  
NEW YORK CITY





LEFT TO RIGHT: BLUE SCHOLARS DJ AND CINEPHILE SABZI BREAKS THE FOURTH WALL; SUPER PRODUCER JANET YANG TAKES HOME ASIAN AMERICAN MEDIA AWARD AT AAIFF13 OPENING NIGHT GALA SCREENING OF SHANGHAI CALLING; DIRECTOR PATRICK ESPINO WITH ACTOR AARON TAKASHI AT NY PREMIERE OF AWESOME ASIAN BAD GUYS @AAIFF14

## **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, 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 2015, AAIFF will celebrate its 38th year with an Opening Night Presentation and Gala on July 22 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: AAIFF14 OPENING NIGHT FILM *SOLD* FILMMAKERS: ACTOR SEIRAH ROYIN , DIRECTOR JEFFREY D. BROWN, *SOLD* BOOK AUTHOR PATRICIA McCORMICK, AND PRODUCER JANE CHARLES ON THE ASIA SOCIETY RED CARPET; AAIFF13 OPENING NIGHT FILM *LINSANITY* CREATIVE TEAM: L-R: PRODUCERS ALLEN LIU, BRIAN YANG, AND CHRISTOPHER CHEN, DIRECTOR EVAN JACKSON LEONG WITH SPORTS ILLUSTRATED WRITER PABLO TORRES; *MODEL MINORITY* DIRECTOR LILY MARIYE WINS AAIFF13 AUDIENCE CHOICE AWARD; OPENING NIGHT GALA RECEPTION AT ASIA SOCIETY GARDEN COURT.

**WITH OVER ONE MILLION ASIAN AMERICANS** residing in the New York City area—the fastest growing ethnic community in the U.S. (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 **Toyota Motor Corp, Cadillac, Comcast, Wells Fargo, Macy's, Anheuser-Busch, Southwest Airlines, CBS, AT&T, MTV Networks, Time Warner Cable, MetLife, 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.





**"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**

## **AAIFF15 HIGHLIGHTS**

July 22 - August 02, 2015

### **Opening Night Presentation and Gala**

Closing Night Screening and Party

Centerpiece Screening & Afterparty

Music Night Out with videos & live performances

11th annual 72hour Shootout in partnership with the **Asian American Film Lab**

**SAG/AFTRA** Filmmaker Networking Brunch

Hospitality Lounge

LGBTQ Cinema night

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

### **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 AAIFF 97, 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

**5,000+ 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 and online streaming partnership with DramaFever.com.

### **TEN DAYS AT VENUES ACROSS THE CITY**

Recent venues have included Asia Society, City Cinema Village East, Museum of Chinese In America, IFP Media Center, New York Institute of Technology; free community screenings at Queens Library Flushing Branch, Maysles Institute, and the Chinatown Partnership Project in Columbus Park, Manhattan Chinatown.



FACEBOOK LIKES AAIFF. FACEBOOK NY APA GROUP AT AIAIFF 14 OPENING NIGHT SCREENING OF SOLD.



## 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	\$68,780
Total U.S. population	\$37,900

2014 Purchasing power	\$713 billion
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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	24%
Advanced degrees	20%

### OCCUPATION

Management, professionals, related	45%
Total population	34%

### ONLINE USAGE

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
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Percentage of total New York City total population	14%
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Percentage Chinese, Filipinos, South Asians, and Koreans	77%
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Percentage growth since 2000	46%
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Percentage first generation or recent arrivals	66%
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Rapid growing regional concentrations: Flushing, Jackson Heights, Ridgewood, Elmhurst, and College Point, Queens; Sunset Park, Brooklyn; University Heights, Bronx; Lower Eastside, East Harlem, Manhattan; Hudson and Bergen Counties, New Jersey.



CLOCKWISE FROM TOP: TOYOTA YARIS GREETES AAIFF GUESTS AT THE CHELSEA CLEARVIEW; SENIOR DIRECTOR OF ASIAN MARKETING ALAN WAY PRESENTS ACTOR AND LINSANITY PRODUCER BRIAN YANG THE RÉMY MARTIN AWARD FOR OUTSTANDING ACHIEVEMENT IN ASIAN AMERICAN FILM AND TELEVISION; TOYOTA HOSTESS JESSICA CHEN AT CLOSING NIGHT AFTERPARTY.



## **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, MYX-TV, Time Warner Cable, Crossings TV, and Angry Asian Man.

Prime ad placement in AAIFF' 14 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 2013 1.4mm page requests, 440,00 unique visitors)

Logo/link on bulletin (May-Aug 2012, circulation 10,000)

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](http://asiancinevision.org/cinevue))

### **THEATER**

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



CLOCKWISE FROM TOP LEFT: FRIDAY NIGHT RUSH LINE AT CINEMA VILLAGE EAST; PHILIPPINE NATIONAL TREASURE, KULINTANG PERCUSSIONIST DANORGAN SIBAY KALANDUYAN PERFORMS LIVE AT SCREENING OF SUZI IBARA'S *THE COTABATO SESSIONS* AT ASIA SOCIETY; ANIMATOR HUI-CHING TSENG WITH STUDENTS IN STOP-MOTION ANIMATION MASTER CLASS; DIRECTOR STEVEN DE CASTRO WITH FRED HO STUDENT BEN BARSON PERFORMING LIVE AT SCREENING OF *FRED HO'S LAST YEAR*.



## 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 AAIFF15, a presenting sponsor level sponsor benefits and program exclusive “Presented by” credit for select AAIFF 15 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.

### 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), airline (domestic), hospitality (hotel), reception 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/event invitations. Please contact us for more details.

### MARKETING SPONSOR

Partner organizations who assist AAIFF with marketing via list-sharing and placement of announcements in your marketing materials will receive sponsor credit in the AAIFF brochure and catalogue and on the ACV and AAIFF web sites, in addition to Festival passes.

## AAIFF'15 SPONSOR BENEFITS

	BENEFIT	TITLE	PRESENTING	LEADERSHIP	PREMIERE	SUPPORTING	CONTRIBUTING in-kind
<b>PRINT</b>							
Program Guide	1 Page Color Ad - Inside Front Cover						
	1 Page Color Ad - Outside Back Cover	x					
Brochure	1 Page Color Ad - Inside Back Cover		x				
	1 Page Black & White Ad			x	x	x	
	1/2 Page Black & White Ad					x	NEGOTIABLE
	1/4 Page Black & White Ad						x
	Sponsored Program Logo Exposure				x	x	x
	Exclusive Ownership	x		x	x		
Other Print	Brochure Sponsor Page	x					
	One-sheet Posters Logo Exposure	LOGO	LOGO	TEXT	TEXT	TEXT	
	Festival Postcard	LOGO	LOGO	TEXT	TEXT	TEXT	
<b>WEB</b>							
	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		
<b>MEDIA</b>							
	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
<b>IN THEATRE</b>							
	Trailer	x	x	x	x	x	
	Logo Exposure in Main Venue	x	x	x	x	x	
	Festival Trailer Acknowledgement	x	x	x	x	x	x
	On-Screen Advertisement	LOGO	SELECT				
<b>DIRECT MARKETING</b>							
	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		
<b>TICKETS</b>							
	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
<b>SPECIAL OPPTS</b>							
	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	
<b>Gala Events</b>	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**

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.

The AAIFF presents works by media makers from various ethnic backgrounds, religions, 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.

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

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