

# SPONSORSHIP PACKET



CAAM

CENTER FOR ASIAN AMERICAN MEDIA



# WELCOME

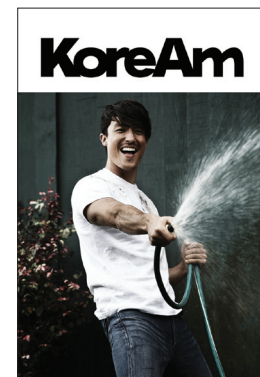
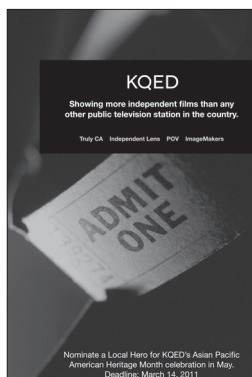
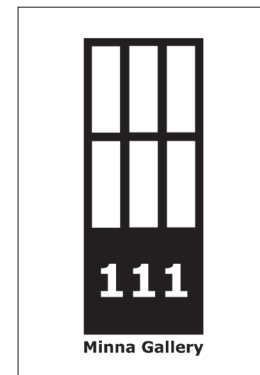
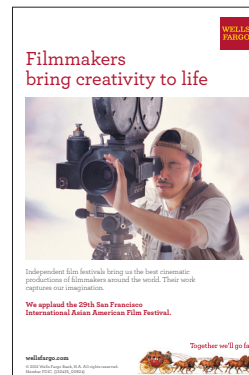
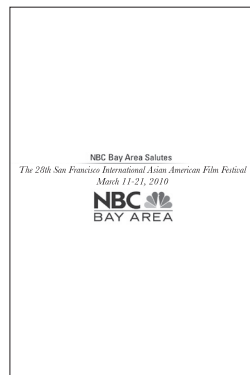
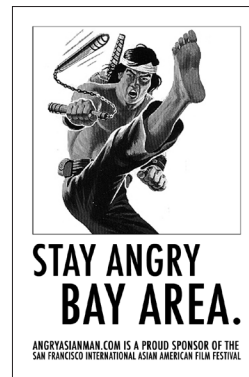
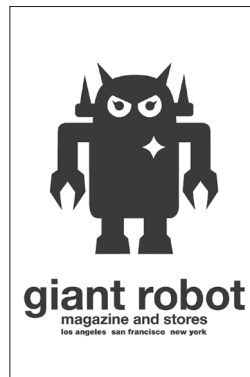
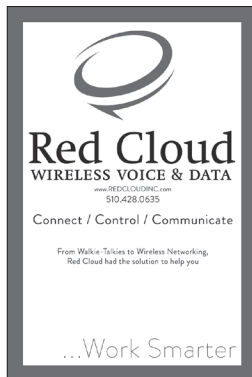
The **Center for Asian American Media (CAAM)** is a national non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. Since 1980, CAAM has exposed audiences to new voices and new communities, advancing our collective understanding of the American experience and evolving into the nation's leading Asian American media arts organization.

CAAM features innovative Asian American works in new forms by showcasing films at our annual San Francisco International Asian American Film Festival (SFIAAFF), funding and producing engaging projects on public television, distributing educational content for schools and libraries across the nation and creating forward thinking digital and interactive media.

## CONTACT

We look forward to partnering with you to create a custom sponsorship packet. Please contact us at [sponsorship@caamedia.org](mailto:sponsorship@caamedia.org) or (415)863-0814 x104. For more information, please visit [www.CAAMedia.org](http://www.CAAMedia.org).

As a sponsor, we will partner with you to develop a unique package that meets your marketing and philanthropic goals. Our sponsors enjoy creative multi-channel exposure online, in-person and in print, through media that generates return on investment and memorable touchpoints. CAAM offers premium opportunities for your company to reach an engaged and diverse audience.



# MARKETING & MEDIA IMPRESSIONS

**WE HAVE AN IDEAL TARGET AUDIENCE** which consists of highly educated, affluent and community-minded individuals. The average CAAM patron is Asian American, 38 years old, holds a graduate/post-graduate degree and earns an average income of \$75,000 per year.

## SPONSORS

### PRESENTING



With XFINITY from Comcast, entertainment has been reinvented so you can enjoy it your way. Featuring better TV, faster Internet, and smarter home phone services that all work together—letting you access and enjoy everything you love anytime, anywhere, and any way you want. See how XFINITY can transform your entertainment experience today. Visit [XFINITY.com](http://XFINITY.com) or call 1-800-XFINITY.

HOLD TK

### GRAND



The Asian Art Museum is a proud sponsor of the 29th San Francisco International Asian American Film Festival.



Introducing 4G LTE from Verizon. The fastest, most advanced 4G network in America. Verizon is proud to sponsor the 29th San Francisco International Asian American Film Festival.



18 SFIAAFF

## SPONSORS

### PRINCIPAL



### PREMIER



### MAJOR



### SUPPORTING



### FOUNDATIONS, GRANTS AND GOVERNMENT SUPPORT



SPONSORS 19





Joan Chen, Harry Shum Jr. and guests (Photo Credit: Michael Jeong)

## WEBSITE AND SOCIAL NETWORKING

Impressions	1.3 million (Facebook, Twitter, Flickr, YouTube)
Facebook	10,042 Fans
Twitter	1,900 Followers
YouTube	Subscribers - 558   Upload Views - 271,066   Impressions - 30, 962 (peak)
E-newsletter	10,000 Subscribers
Mobile App Downloads	17,000
CAAM/Festival Website	2.3 million impressions
CAAM Connect E-newsletter	300,000 impressions

## MEDIA

Gross Impressions	90 million (during peak season February-April)
Press Conference	200 media attendees
Press Release	11 press releases (Distributed to over 1,550 local, national and international media outlets)
Press Kits	200 distributed
Press Coverage	4.5 million impressions (Web Banners, Festival Advertisements, PSAs)

Program Guide	15,000 impressions
Mini Program Guide	625,000 impressions

BART & MUNI Ads	8.2 million impressions
Outdoor Festival Posters	20,000 impressions

Red-Carpet Photo Backdrop	2.5 million impressions
In-Theatre Banners	100,000 impressions
On-Screen Advertisements	50,000 impressions
Festival Trailer	50,000 impressions

Parties & Events	13,000 impressions
Guest & Filmmaker Bags	200 distributed
Festival Tickets	35,000 printed
Call for Entry Forms	330 impressions

# SAN FRANCISCO INTERNATIONAL ASIAN AMERICAN FILM FESTIVAL (SFIAAFF)

**THE SAN FRANCISCO INTERNATIONAL ASIAN AMERICAN FILM FESTIVAL** is presented by CAAM every March. The Festival is the world's largest and most prestigious showcase for new Asian American and Asian films, annually presenting 110 works in San Francisco, Berkeley, and San Jose. Since 1982, the Festival has been an important launching point for Asian American independent filmmakers as well as a vital source for new cinema.



*Castro Theatre/San Francisco (Photo by Albert Law)*



Scene from "Umrao Jaan" (SFIAAFF 2007)

## FESTIVAL AT A GLANCE

3

31st SFIAAFF DATES

*March 14 - 24, 2013*

1

NUMBER OF FILMS FORECASTED

*110 works from over 20 countries*

0

ATTENDANCE

*25,000 people*

2

VENUES

*San Francisco*

*Berkeley*

*San Jose*

ACCOLADES

*Top-ranked as "one of the world's  
best film festivals worth exploring,  
attending and talking about"  
(indieWIRE 2010)*



# FESTIVAL EVENTS & PROGRAMS

**JOIN AN ELITE GROUP OF COMPANIES** as a sponsor of the San Francisco International Asian American Film Festival (SFIAAFF). Festival sponsors have the opportunity to host special events and programs that reflect the dynamic Asian American market. Invitations to these exciting events are the ideal way to reward your customers, employees and associates who will enjoy memorable networking opportunities while supporting the arts and the Asian American community.



*B-Boys at Festival Forum*

## **GALA EVENTS**

From the Festival's exciting red carpet opening night to intimate filmmaker receptions, sponsors enjoy premium visibility at some of the Bay Area's top-shelf social events that will offer a unique experience for you and your guests.

## **AWARDS & TRIBUTES**

To underscore its commitment to supporting Asian American filmmakers and recognizing their achievements, SFIAAFF inaugurated in 2005 a juried competition in two categories as well as audience awards. In 2011, the Loni Ding Award in Social Issue Documentary was established, in memory of the filmmaker, educator and activist's commitment to illuminating the experiences of underrepresented communities. Winners are announced at the Closing Night Film Screening.

## **PANELS & WORKSHOPS**

Illuminate issues around the Asian American film community through a variety of inventive panels and workshops. Past topics include mentoring with established filmmakers and actors, conversations about the future of Asian American cinema and breakthrough YouTube artists.

## **SCHOOLS AT THE FESTIVAL**

Introduce students to the world of independent and Asian American film through the heralded Schools at the Festival program; through subsidized low-cost tickets, thousands of public and private school students have attended these specially curated film screenings and discussions.

## **FAMILIES AT THE FESTIVAL**

Support captivating family-friendly programming. Past sponsors such as Nickelodeon have enjoyed this exclusive property.

## **VOLUNTEER PROGRAM**

Underwrite the 300-strong volunteer program at the Festival and you will be associated with this diverse group of Bay Area residents — ranging from students to seniors, artists to professionals — who truly demonstrate the spirit of community involvement.



# MULTIPLATFORM EXPOSURE

		Partner \$100k	Presenting \$50k	Grand \$25k	Premier \$10k	Major \$5k	Supporting \$2.5k
<b>PRINT</b> Program Guide	BENEFIT						
	Festival Letterhead	X					
	2 Page Color Ad	X					
	1 Page Color Ad – Premier Placement		X				
	1 Page Color Ad – Back Cover		X				
	1 Page Color Ad			X			
	1 Page Black & White Ad				X		
	1/2 Page Black & White Ad					X	
	1/4 Page Black & White Ad					X	X
Mini Guide	Sponsored Program Logo Exposure	X	X	X	X	X	X
	Sponsor Page Logo Exposure	X	X	X	X	X	X
	Exclusive Ownership	X					
Special Print	Advertisement	X	X				
	Mini Guide Sponsor Page	LOGO	LOGO	LOGO	LOGO	TEXT	TEXT
	Festival Print Ad Logo Exposure	X					
	Public Transit Ad Logo Exposure	X	X				
	Festival Tickets Logo Exposure	X					
<b>ONLINE</b>	Outdoor Posters Logo Exposure	X	X	X	X		
	Acknowledgement on Call for Entry	X	X	X	X		
	CAAM Website – Year Round	X					
	Festival Website Logo Rotation – 1 year	X	X	X	X		
<b>MEDIA</b>	Festival Website Sponsor Page – 1 year	X	X	X	X	X	X
	Logo on Festival Photo Backdrop	X	X				
	Press Conference Acknowledgement	X	X	X			
	Press Release Acknowledgement	X	X	X	X		
	Press Kit Sponsor Salute Mention	X	X	X	X	X	X
<b>IN THEATRE</b>	Company Trailer	X					
	Logo Exposure in Main Venue	X	X	X	X		
	Festival Trailer Acknowledgement	LOGO	LOGO	LOGO	TEXT	TEXT	TEXT
	On-Screen Advertisement	X	X	X	X	X	X
<b>DIRECT MARKETING</b>	On-Site Promotions	X	X				
	Guest & Filmmaker Bags	X	X	X	X	X	X
	Product Sampling	X	X	X	X	X	X
<b>TICKETS</b>	Fast Pass (All Access)	4	2				
	Opening Night Screening & Gala	10	8	4	2	2	2
	Closing Night Screening & Gala	10	8	4	2		
	Advance Tickets to Sponsored Program	4	4	4	4	2	2
	Advance Ticket Requests	12	10	8	6	4	4
	Admission to Festival Launch Party	X	X	X	X	X	X
<b>SPECIAL OPPS</b> Awards & Tributes (Select one)	Audience Awards	X	X				
	Narrative/Documentary Competition	X	X				
	Spotlight Tribute	X	X	X	X		
Gala Events (Select one)	SF Opening Night Screening & Gala	X	X				
	SF Closing Night Screening & Gala	X	X	X			
	Centerpiece Screening & Pre-reception	X	X	X	X		
	San Jose Opening Night Screening & Gala	X	X				
Events & Programs (Select one)	Festival Forum	X	X	X	X		
	Festival Interactive	X	X	X	X		
	Festival Showcases	X	X	X			
	Signature Programs	X	X	X	X		
	Choose Your Own Program	X	X	X	X		
	Live Music Events & Parties	X	X	X	X		
Community Programs (Select one)	Festival Forum	X	X	X	X		
	Panels & Workshops	X	X	X	X	X	
	Schools at the Festival	X	X	X	X		
	Families at the Festival	X	X	X	X		
	Volunteer Program	X	X	X	X		

# YEAR-ROUND PROGRAMS

**YEAR-ROUND PROGRAMMING** offers sponsors the opportunity to invest long-term in CAAM's innovative and vital community programs. Sponsors receive recognition in all related marketing materials.

## **MEDIA FUND (\$5,000 +)**

Connect directly with filmmakers through sponsorship of exclusive national events at the Sundance Film Festival and IFF Market, CAAM's mentorship fund, or new film projects. CAAM serves as a leading incubator for compelling and timely projects by and about Asian Americans. Your support will go towards nurturing Asian American filmmakers through technical assistance, workshops, exclusive industry events, and mentorship.

## **PUBLIC BROADCAST & MEDIA (\$10,000 +)**

Underwrite multi-media podcasts, an online video series, a single program or the entire Asian Pacific American Heritage Month program on public television. As part of the National Minority Consortia, CAAM is specially tasked to bring exceptional programs about the Asian American community with artistic and social vision to 10 million viewers nationwide. CAAM works with the public television system on national, regional, and local levels to reach the broadest and most diverse audiences.

## **EDUCATIONAL DISTRIBUTION (\$5,000 +)**

Expand this program's mission and reach by underwriting the online distribution of CAAM's special K-12 collections. For more than 25 years, CAAM has served as the premier distributor of Asian American film and video works in the country, providing critical resources to over 2,000 educators and institutions nationwide. Our collection of over 250 films includes the works of prominent filmmakers such as Steven Okazaki, Felicia Lowe, Arthur Dong, Spencer Nakasako, Dai Sil Kim Gibson, Deann Borshay Liem and Ramona Diaz.



*Scene from a CAAM production on ukulele virtuoso Jake Shimabukuro. (Photo by Jim Choi)*

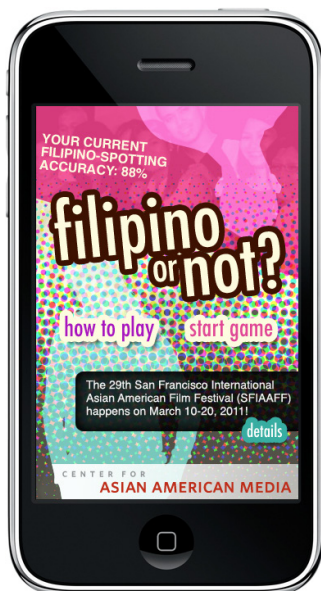




*"Project Kashmir", a CAAM supported production*

## DIGITAL AND INTERACTIVE MEDIA (\$5,000+)

CAAM's Digital and Interactive Media program engages audiences through the creation of original content and interactive media like online games, mobile applications and robust social networking sites. CAAM mobilizes the power of technology to engage new audiences, spur storytelling and connect with new media makers. Support CAAM as an emerging leader in the gaming and new media field.



### HAPAS.US



### CLIMBING SACRED MOUNTAIN







*Castro Theatre/San Francisco*

### **CENTER FOR ASIAN AMERICAN MEDIA**

145 Ninth Street, Suite 350  
San Francisco, CA 94103

T (415) 863.0814

F (415) 863.7428

E [sponsorship@caamedia.org](mailto:sponsorship@caamedia.org)

W [CAAMEDIA.ORG](http://CAAMEDIA.ORG)