Strategic Partnerships
WHO WE ARE

A good story moves us. And if it reaches enough people, it has the power to become a movement.

The Center for Asian American Media (CAAM) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. We do this by funding, producing, distributing and exhibiting works in film, television and digital media.

Founded in a time of significant social, political, and cultural change in 1980, our aim then was to create media that reflected the histories and experiences of Asian Americans, which otherwise consisted of ugly and simplistic stereotypes. Continuing in that work, CAAM’s 40 year legacy is built on fearless storytelling, compassionate community, and a mission to promote authentic representation of Asian Americans in public media and beyond.

WHAT WE DO

CURATION

Now in its 39th year, CAAMFest presents the best in Asian American and Asian film, music, and food, from emerging talents to established icons. Learn more.

PRODUCTION

Since 1982, CAAM has produced over 300 documentary films for national public television, including 81 in the past four years. Learn more.

MEDIAMAKER SUPPORT

CAAM provides critical funding and support for independent producers working on provocative, timely, and underrepresented stories. Learn more.

DISTRIBUTION & OUTREACH

CAAM houses one of the most extensive collections of Asian American documentaries in the world distributed for educational and community use. Learn more.
Since 2020 and the COVID-19 pandemic, CAAM has transitioned to presenting CAAMFest mostly virtually. See Page 5-6 for a deeper dive into our updated CAAMFest experience.

## BY THE NUMBERS

### CURATION

Each year our in-person CAAMFest presents and hosts:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>100</strong></td>
<td>public programs</td>
</tr>
<tr>
<td><strong>200</strong></td>
<td>filmmakers + industry guests</td>
</tr>
<tr>
<td><strong>20</strong></td>
<td>countries</td>
</tr>
<tr>
<td><strong>20K+</strong></td>
<td>attendees</td>
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### MEDIAMAKERS

CAAM provides funding and support for provocative and timely Asian American film and media projects:

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<tbody>
<tr>
<td><strong>50+</strong></td>
<td>fellows and mentors since 2011</td>
</tr>
<tr>
<td><strong>$10M+</strong></td>
<td>in completion grants awarded to more than 400 projects.</td>
</tr>
<tr>
<td><strong>40</strong></td>
<td>Muslim Youth Voices Project participants across 6 states</td>
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### BROADCAST

CAAM is 1 of 5 National Multicultural Alliance (NMCA) members, under the Corporation for Public Broadcasting.

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<tbody>
<tr>
<td><strong>10M</strong></td>
<td>public media viewers annually</td>
</tr>
<tr>
<td><strong>400+</strong></td>
<td>public media productions since 1982</td>
</tr>
<tr>
<td><strong>250+</strong></td>
<td>Films in the CAAM educational catalogue are used by over 2,000 universities, K-12 schools, libraries, museums, and other institutions</td>
</tr>
</tbody>
</table>
CAAMFest is one of the world’s largest showcases for new Asian American film, food, and music.

Since 1982, the festival has been an important launching point for Asian American independent filmmakers.

Amidst the uncertain times brought on by the COVID-19 pandemic, CAAM was proud to present two reimagined virtual festival experiences: CAAMFest Heritage at Home in May 2020 and CAAMFest FORWARD in October 2020.

Traditionally a Bay Area festival with deep roots in San Francisco and Oakland, California, CAAMFest discovered new programmatic opportunities and national audiences in its shift to mostly digital in 2020.

We are excited to build on last year and take things to the next level with meaningful, socially engaging, and community-focused programs in digital and safe, in-person spaces in 2021.
Clockwise from top-left:
1. NBCU-sponsored Panel: A Spotlight on Nico Santos, Rene Gube, and Heather Jack from Superstore
2. Sponsor Ad at the Fort Mason Drive-In
3. Director Lynn Chen tuning into her opening night screening of I Will Make You Mine
4. HKETO constituents at the HKETO-sponsored Hong Kong Showcase at the Fort Mason Drive-In
5. AARP-sponsored Panel: A community conversation on caregiving during COVID-19
6. Award-winning baker and artist Jasmine Cho’s cookie demo

- Opening & Closing Nights
- Centerpiece Presentations
- Drive-In Experiences
- Curated Film Series
- Filmmaker Spotlights/Retrospectives
- On-Demand Screenings
- Musical Performances
- Industry Panels
- Community Conversations
- Filmmaker Awards
- VIP Experiences & Care Packages
- Sponsor Meetups
CAAMFest AUDIENCE

Bay Area Roots.
National Reach.

Online Presence

@CAAMedia + @CAAMFest
34,759 followers

@caamedia
5,917 followers

@CAAM
14,100 followers

CAAMCHANNEL
3,606 subscribers

CAAM Connect Newsletter
16,621 subscribers

CAAMFest Goers in 2020 came from over 40 states

AGE
- 18-24: 9%
- 25-34: 31%
- 35-44: 23%
- 45-64: 28%
- Over 65: 9%

RACE
- Asian American: 73%
- Latino/Hispanic: 3%
- African American: 3%
- Multiracial: 6%
- Other: 13%

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@CAAM
14,100 followers

CAAMCHANNEL
3,606 subscribers

CAAM Connect Newsletter
16,621 subscribers
Connect with diverse, civically engaged, and virtually connected audiences.

There are 23.1 million AAPIs living in the U.S.—the fastest growing demographic in the nation. With increasing visibility in major industries and a projected buying power of $1.3 trillion in 2022, AAPIs are more digitally connected, and fueling social engagement around their favorite programming.*

- **82%** of AAPIs subscribe to at least one streaming service, 10% higher than the total population average, and are tuning in for diverse content*
- **84%** of AAPIs are on social media daily (versus 75% total population)*
- **15%** more likely to use social media for their news*
- **84%** of AAPIs are on social media daily (versus 75% total population)*
- Nationally, **5%** more AAPI voters cast a ballot than voted in the entirety of the 2016 election. Further, in every single battleground state, the AAPI turnout surged (relative to 2016) by more than any other group.**

* Engaging Asian American Consumers at the Dawn of a New Decade: The Asian American Diverse Intelligence Series 2020, Nielsen
** The Unheralded Voting Bloc of 2020, Target Smart
**Benefits**

We work with our partners to design customized sponsorship packages to best meet their needs. See below for some of the ways you can reach CAAMFest audiences.

<table>
<thead>
<tr>
<th>Event</th>
<th>Presenting ($50K+)</th>
<th>Grand ($25K+)</th>
<th>Premier ($10K+)</th>
<th>Major ($5K+)</th>
<th>Supporting ($2.5K+)</th>
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</thead>
<tbody>
<tr>
<td>Opening Night Speaking Opportunity</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Custom Sponsor Program or Activation Opportunity</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Sponsor Affiliated Program(s)*</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Pre-Roll Static Advertisement Opportunity (All Programs)</td>
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<td>✓</td>
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<td></td>
<td>✓</td>
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<tr>
<td>Pre-Roll Video Advertisement Opportunity**</td>
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<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>Pre-Roll Logo Acknowledgment (All Programs)</td>
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<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>Festival Trailer Logo Acknowledgment (All Programs)</td>
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<td></td>
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<td>✓</td>
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<tr>
<td>Comprehensive Branding on Festival Digital Collateral</td>
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<tr>
<td>Program Page Video Opportunity</td>
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<td></td>
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<tr>
<td>Social Media &amp; Newsletter</td>
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<td>✓</td>
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<tr>
<td>Press Release</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>Blog Announcement and Wrap</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>“Thank You to our Sponsors” Page</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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</tbody>
</table>

**Hospitality**

On-Demand Passes, Special Presentation Tickets, and Exclusive Event Invitations available at request

*Number of affiliated programs may vary depending on full sponsorship package details

**Number of pre-roll video spots may vary depending on full sponsorship package details
Engage with innovative and vital local and national programs.

“With the democratization of digital and social media platforms, more and more people are creating content than ever before. CAAM continues to be a nexus for Asian Americans and creative media expression.”

-BILL IMADA,
President of IW Group,
President Obama’s Advisory Commission on Asian Americans and Pacific Islanders,
CAAM Board Member

YEAR-ROUND HIGHLIGHTS

ASIAN AMERICANS

TALENT DEVELOPMENT & FILMMAKER SUPPORT

DIVERSE SOUTH PROJECT

MEMORIES TO LIGHT

YOUTH INITIATIVES

LEA SALONGA IN CONCERT WITH THE SYNDAY SYMPHONY ORCHESTRA
"CAAM makes visible the heartwarming, joyful, tragic, funny, infuriating, complicated REAL stories of our diverse Asian and Pacific Islander communities; in doing so, CAAM brings forth stories that move AAPIs from margin to center, asserting our full, complex and beautiful humanity." - Helen Zia, Journalist and Activist

"It was so joyful for me joining CAAMFest as an audience member. Just watching a movie I couldn’t see anywhere else and we were watching it with other people - so that sense of eventness and freshness of the original work and the Q&A and performances by the musicians afterwards was really wonderful."
- Michael Kimomoto, ITVS

"Few festivals anywhere have embraced change—nay, reinvention—in recent years like the Center for Asian American Media."
- Michael Fox, KQED

"CAAM is a driver of culture. CAAM creates and defines culture in terms of the way that our communities are telling their stories, the way those stories are being enabled to find and develop and expand an audience. And that is what defines culture, which defines society."
- Karim Ahmad, Sundance

"My favorite moment was] Hanging out with family, giving [my] kids insight into the diversity of Asian Americans in arts and film industry. Yes! If you want to do this, go for it. There are other Asians Americans doing this work."
- Vonnie C, CAAMFest Audience Member
We are grateful to our many friends and supporters who believe in the value of diversity, storytelling, and bringing Asian American stories light.

We look forward to finding new and creative ways to partner with you in 2021 and the years ahead!

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