Thank you for joining us this May 13-23 for CAAMFest 2021!

CAAMFest 2021 presented a diverse slate of more than 50 events and 90 films, complete with an opening weekend of drive-ins at FORT MASON FLIX, high energy filmmaker summits, and live and on-demand virtual programs. With over 12,500 attendees, the festival provided an expansive look into the multitude of Asian and Asian American experiences.

Reflections on COVID-19 Pandemic
As one of the first festivals to pivot to a virtual format in 2020, CAAMFest 2021 provided an opportunity for audiences to stay connected and reflect deeply on the effects of the COVID-19 pandemic on Asian and Asian American communities. From food to politics to the rituals we hold dear, over 15 films at CAAMFest 2021 explored the joys, challenges, and even new forms of storytelling that the pandemic brought on communities across the globe.

Intersectionality and Community Togetherness
On the tail end of a year that saw heightened racial tensions, anti-AAPI hate and violence, and increased feelings of isolation from quarantine, an important goal of CAAMFest 2021 was to embrace celebration and solidarity as a form of resistance. During the Filmmaker Summit, CAAM Mentors and Fellows shared their support practices, and leading BIPOC voices in public media gathered to brainstorm a more equitable future. An exclusive preview conversation of In the Heights with Jon M. Chu, Lin-Manuel Miranda and the cast of the film touched on the joys we can find in our shared cultural heritages. Parties and filmmaker meetups on the REMO platform also allowed attendees to network and connect in new and refreshing ways.

Women Powered
Over 40 women-helmed projects were programmed during CAAMFest 2021, including our Opening Night drive-in screening of director Debbie Lum’s Try Harder! and our Closing Night Presentation of Americanish by Iman Zawahr. Other features included a Spotlight Conversation on Margaret Cho’s long career in comedy and film, as well as thought-provoking films from documentary stalwarts, Ann Kaneko and Nanfu Wang. Our industry conversation with NBCUniversal featured two graduates of Female Forward, designed to grow the pipeline of females behind-the-camera in scripted TV.

LGBTQ+ Pride
With 15 films and programs that highlight LGBTQ+ themes and filmmakers, CAAM was proud to showcase a wide range of stories that convey the multifaceted intersections of sexuality and identity. Featured programs included: a special drive-in screening of legendary Hong Kong director, Wong Kar-wai’s seminal film, Happy Together; and the Out/Here shorts program, a staple of CAAMFest for over a decade now, which brought together six shorts detailing everything from lesbian vampires to a massive queer dance party during the COVID-19 lockdown known as “Club Quarantine”.

Global Stories
Embracing the breadth of our many communities’ experiences, CAAMFest 2021 included films from 14 countries. Special showcases included: the Hong Kong Cinema Showcase, which included drive-in presentations and a panel conversation on Wong Kar-wai’s cinematic legacy, and Better Days, a 2021 Oscar Nominee for Best Foreign Feature; Direct to Taiwan, a collection of films that explored the rich diversity of Taiwanese cinema; and the Pacific Showcase honoring narratives of food, music, traditions, and more from Pacific Islander and Native Hawaiian communities.

We are grateful to our many friends and supporters who continue to invest in our work. Thank you for believing in the value of diversity, storytelling, and bringing Asian and Asian American stories to light.

With appreciation,
CAAM
BY THE NUMBERS

12,600 Attendees
90+ Films
50+ Programs
250K+ CAAMFest.com Views
610K+ Social Media Impressions (Facebook, Twitter, Instagram)
40 Press Outlets (Print, Broadcast, Online, Podcast)
27K+ CAAM Connect E-Newsletter Views
14 Countries Represented
In 2021, CAAMFest continued to see its growth in reach with audiences of all ages tuning in from 47 states and more than 10 countries and territories. While CAAM has long had a dedicated base of long-time supporters, with over 40% of attendees indicating they have attended 3 or more CAAMFests in the past, we are also seeing an influx of new interest: 40% of attendees indicated this was their first CAAMFest.

On social media, we saw a 40% growth in our Instagram following and 18% growth in our Twitter following over the course of the festival.

Note: We have provided age and gender demographic data for both our Facebook following and festival survey respondents for a fuller picture, as there may be self-selection bias in surveys.

Social Media
Followers/Subscribers
Facebook (@caamedia/@caamfest): 35,226
Instagram: 7,062
Twitter: 15,700
CAAM Connect E-Newsletter: 19,000
YouTube: 3,830
CAAMFest 2021 brought together the community across three nights at FORT MASON FLIX. Beginning with two screenings of the Opening Night film, *Try Harder!*, a documentary set at San Francisco’s Lowell High School. Filmmaker Debbie Lum and subjects from the film were in attendance.

The second evening featured two lively, sold-out programs in celebration of Filipino American stories, including Dante Basco’s *The Fabulous Filipino Brothers* and Patricio Ginelsa’s *Lumpia with a Vengeance*, with appearances by both filmmaking teams.

In partnership with the Hong Kong Economic and Trade Office in San Francisco, the third night of Drive-In experiences paid tribute to Hong Kong Cinema, with an archival screening of Wong Kar-wai’s *Happy Together* and the Bay Area premiere of *The Way We Keep Dancing*.

Watch our Drive-In Highlight Video!
Our 16 live virtual programs streaming on CAAMFest.com included a wide range of content, from our Gala Presentation feature screenings to intimate 1-on-1s with Spotlight Honorees Margaret Cho and Evan Jackson Leung, to industry conversations with WarnerMedia and NBCUniversal on creating more equitable spaces in media, and musical explorations, like Dan Lee’s tribute to Korean music and mythology, and a live performance of H.P. Mendoza’s newest album, Folx, at our Closing Night Party. Our festival also saw cameos from some very special guests!

CAAM provided a space for me to view films that featured people who look exactly like me. As I grew older, I’ve always searched for Asian representation from Asian communities in film & CAAM provided that opportunity for me to see films made by, made with, and made for my culture.

Christine A.

Musician Dan Lee’s daughter steals the show during the Q&A for The Good, The Bad, The Dokkaebi

Q&A with the film team from Americanish, CAAMFest 2021’s Narrative Audience Award winner

Q&A with the film team from Koreatown Ghost Story discuss their horror influences

WarnerMedia’s panel on “Creativing Inclusive Pathways Into the Industry” with Karen Horne (SVP of Equity and Inclusion) and Zao Wang (HBO Access ’21)
ON-DEMAND PROGRAMS

13 shorts programs and 12 features encompassing more than 80 films in total were made available for audiences to watch from the comfort of their homes for the duration of the festival. With stories from over 20 AAPI groups on topics as wide ranging as food and fitness to social issue documentaries, experimental films, and horror, we always strive to celebrate the breadth and depth of our diverse communities.

“CAAMFest really brought the content in 2021. Their film selection and thoughtful panels were exactly what the AAPI community needed during a time of fear and racism. The closing night multi-media party with H.P. Mendoza was the *chef’s kiss* ending to the festival.”

Erin L.

At The Dinner Table shorts, which showcased the power of food in our lives, was CAAMFest 2021’s most watched On-Demand Program

Students from the Kamehameha Schools Song Contest featured in our rescreening of One Voice as part of the Pacific Showcase

Spotlight Honoree Dante Basco and the team behind The Debut, one of the first feature films made by and for the Filipino American community 20 years ago

A special conversation on award-winning auteur Wong Kar-wai’s career and legacy in partnership with the Asian Art Museum

Firelight Media’s Chloe Walters-Wallace speaks with filmmakers from the Hindsight Project that provides support for diverse BIPOC filmmakers from the American South
REMO EVENTS

A new addition to the festival, our Remo events offered an opportunity for filmmakers and audiences to convene together virtually. Our **8 filmmaker meetups** provided space for emerging and veteran storytellers to connect from near and far in fun and quirky environments. The **Filmmaker Summit** featured presentations from leading figures in public media and documentary and happy hours for the community to network and catch up. H.P. Mendoza closed things out with a performance of his latest album with lively audience participation.

---

CAAMFest is a highpoint of the Asian American experience in San Francisco—a chance to gather, reflect on our journeys, and envision a better, inclusive, and equitable future. At CAAMFest, we can feed our appetites for our histories and futures, while grounding ourselves in our present.

Ravi C.

---

Acclaimed documentary filmmakers and public media executives Don Young, Stanley Nelson, Grace Lee, Cameo George, and Bernardo Ruiz discuss the necessity of “more than one lens.”

---

Stop-motion video of attendees at the **Filmmaker Summit**

---

H.P. Mendoza performing his latest album *Folk* on Closing Night

---

Example of Presenting Sponsor U.S. Bank's ad at our **Closing Night Remo Party**
PRESS, TESTIMONIALS & SHOUTOUTS

PRESS

"CAAMFest 2020 celebrates cinema and brings light to the COVID era"
Pam Grady, SF Chronicle

"...one of CAAMFest's breakthrough—and continuing—accomplishments is demolishing the notion that an identity festival should only show positive representations."
Michael Fox, KQED

"Although theaters, museums, and many other arts establishments have remained closed or operating under limited scope since March 2020, CAAM has produced numerous virtual events to provide cultural programming that is relevant to these times."
Dennis Harvey, 48hills

AUDIENCE

"I have been a CAAM fan since 2011, when I first attended the festival as an intern... It's an opportunity to see remarkable films that may not be available anywhere else for a long time, support emerging and established filmmakers, and be a part of the growing and supportive community of Asian American filmmakers and enthusiasts who are striving to see more of our stories on the screen."
Claudia L.

"I love the gathering of AAPI artists within the Bay Area community for film. It is a prolific event not just in the Bay Area, but the country."
Vincent E.

"It was heartwarming to see a section where a native Hawaiian filmmaker and a filmmaker from Hawaii were being featured on the CAAM promotional page...When I started to delve a bit deeper into why CAAM began and why it is vital to our communities today moved me into action."
Brittney H.

"Originally, I have attended CAAMFEST as sponsor and have been doing so for several years... I have grown to love watching documentaries, movies about other Asian cultures as well as learning about my own cultures through film. CAAMFEST helps people to understand each other and helps to retain our identities through film, music and food."
Mindy F.

For more Press & Media, CLICK HERE

SOCIAL MEDIA

"CAAMFest 2021 celebrates cinema and brings light to the COVID era"
Pam Grady, SF Chronicle

"...one of CAAMFest's breakthrough—and continuing—accomplishments is demolishing the notion that an identity festival should only show positive representations."
Michael Fox, KQED

"Although theaters, museums, and many other arts establishments have remained closed or operating under limited scope since March 2020, CAAM has produced numerous virtual events to provide cultural programming that is relevant to these times."
Dennis Harvey, 48hills

"I have been a CAAM fan since 2011, when I first attended the festival as an intern... It's an opportunity to see remarkable films that may not be available anywhere else for a long time, support emerging and established filmmakers, and be a part of the growing and supportive community of Asian American filmmakers and enthusiasts who are striving to see more of our stories on the screen."
Claudia L.

"I love the gathering of AAPI artists within the Bay Area community for film. It is a prolific event not just in the Bay Area, but the country."
Vincent E.

"It was heartwarming to see a section where a native Hawaiian filmmaker and a filmmaker from Hawaii were being featured on the CAAM promotional page...When I started to delve a bit deeper into why CAAM began and why it is vital to our communities today moved me into action."
Brittney H.

"Originally, I have attended CAAMFEST as sponsor and have been doing so for several years... I have grown to love watching documentaries, movies about other Asian cultures as well as learning about my own cultures through film. CAAMFEST helps people to understand each other and helps to retain our identities through film, music and food."
Mindy F.

For more Press & Media, CLICK HERE
THANK YOU!

Thank you for helping make CAAMFest 2021 possible. After a challenging year for us all, we are so grateful for your trust and investment in CAAM, CAAMFest, and the many filmmakers, supporters, and partners that make up our diverse community.

Together with you, we celebrate and uplift Asian and Asian American stories. Until next time!

Contact Us

**Frances Pomperada**
Director of Development
415.863.0814 x 104
fpomperada@caamedia.org

**Jonathan Hsieh**
Development and Partnerships Associate
415.863.0814 x 300
developmentassociate@caamedia.org
APPENDIX

**CAAMFest 2021 Highlight Video**
[Click HERE](#) for a video recap of special moments from CAAMFest.

**Email Communications**
[Click HERE](#) for screenshots of all email communications that included sponsor acknowledgment during the festival.

**Festival Awards**
[Click HERE](#) for a list of our Jury and Audiences’ favorite films at CAAMFest.

**Drive-In Photos**
- Drive-In Day 1: Opening Night Presentation of *Try Harder!*
  [Link](#)
- Drive-In Day 2: Celebration of Filipino American Stories
  [Link](#)
- Drive-In Day 3: Hong Kong Cinema Showcase
  [Link](#)

**Q&A Recordings**
[Click HERE](#) to view recordings of our CAAMFest Q&As and programs.