CAAMFest
FILM • MUSIC • FOOD

Sponsorship Wrap Report
From May 11-21, 2023, the Center for Asian American Media (CAAM) celebrated a successful CAAMFest 2023, with more than 11,000 people in attendance for the organization’s first fully in person festival since 2019. With a robust slate of engaging and expanded experiences highlighting Asian American film, music, food, and ideas, CAAM’s 41st annual festival presented 55 programs at 15 different venues across San Francisco and Oakland.

“I am in awe at how the community has embraced and celebrated the return of CAAMFest,” says CAAM Festival & Exhibitions Director Thúy Tran. “Together, we experienced a transformative 11 days, immersed in the beauty and boldness of Asian American storytelling that’s multifaceted; transcending the boundaries of our imagination into reality. We honored those that came before us while introducing a new generation of creatives. We gathered in dark theaters, on grassy lawns for a historic concert, and around dining tables for nourishing meals with guest chefs. This year’s CAAMFest was the most sensorial yet and we are only just beginning.”

Since 1982, CAAMFest has been a crucial launching point for emerging creatives and a central hub for the community to gather in honor and celebration of Asian American stories. Through the film, music, and food of our diverse communities, we continue to embrace storytelling as a vehicle to express joy, ignite dialogue on challenges and injustices, and inspire personal and communal growth and interconnectedness.
BY THE NUMBERS

- 11,000+ Attendees
- 55 Programs
- 92 Films
- 238K+ Website Views
- 61 Press Outlets
- 672K+ Social Media Impressions
Starting with a raucous bang with a sold-out screening of *Joy Ride* at the Castro Theatre, the films at CAAMFest, from documentaries and narratives to shorts programs, served as an important reminder of filmmaking as personal reflection, celebration of culture, and driver of community-building. See more.

“CAAMFest was a brilliantly organized, thoughtfully curated, and wonderful experience as both a filmmaker and a movie-goer. To be in a space where our stories are represented with nuance and complexity was a truly liberating experience...”

- Yuelei, CAAMFest Filmmaker
The expanded food programming for CAAMFest 2023 proved to be a showstopper. This year, two chef-led dinners featured cuisines from the Philippines to Jamaica and Northern Iran. We had an enlightening conversation with Andrea Nguyen on the latest release of her cookbook, Ever-Green Vietnamese, a moving community celebration of the 116-year legacy of Benkyodo, the last manju shop in Japantown, and much more.

The exploration goes even deeper with the new “Futurist Flavors” food subseries which highlights chefs who are visionaries, “futurists,” who have a unique vision of how we cook and eat together…Up until now, CAAMFest’s audience food programming has been traditional—a food story on film. These events are game changers for CAAMFest.”

- EatDrinkFilms
From a sneak peek at a musical about Filipino labor organizer Larry Itliong to a screening and ethereal performance from MILCK, a leading voice in the #MeToo movement, and a powerful culminating concert of multi-generational women rockers at Directions in Sound: Fanny and Friends, the beats, rhythms, and lyricism of Asian American artists resonated throughout CAAMFest 2023. Read more.

"I Can't Keep Quiet with MILCK was amazing! I loved how there was a multi-sensory feel, with the film screening, the Q&A, and the wonderful performance by MILCK. Would love to keep seeing more music programs!"

- Sydney, CAAMFest Audience Member
Drawing on the strength of storytelling communities, filmmakers, artists, funders, and more, CAAMFest 2023 was a convergence of ideas—a place to network, learn, share, and build together. See more.
Through CAAMFest, sponsors: **connect** with diverse audience members, **engage** with influential artists and leaders in the Asian American community, and **demonstrate** their commitment to the power of storytelling.

Here are a few examples of the many ways sponsors were integrated into CAAMFest 2023.
**Festival Audience**

**Multi-Generational**
- <18: 10%
- 18-24: 20%
- 25-34: 20%
- 35-44: 10%
- 45-54: 10%
- 55-64: 10%
- 65+: 10%

**Multi-Cultural**
- Asian/Asian American: 86%
- White: 8%
- Multiracial: 8%
- Hispanic/Latino: 3%
- Native Hawaiian/Pacific Islander: 2%
- Black/African American: 1%

**Dedicated**
- Nearly half of audiences have been to 3 or more CAAMFests!
AUDIENCES @ CAAMFEST

Youth at Disney’s American Born Chinese

Guests in front of the Step & Repeat

Opening Night Screening: Joy Ride

VIP Peterson Reception

CAAMFest Volunteers

Dancing at the Opening Night Gala

ABACÁ X ANIMAE

Meeting Land of Gold Filmmaker, Nardeep Khurmi
SOCIAL MEDIA

Followers At A Glance

CAAM Connect E-Newsletter 20,716
Facebook (@caamedia) 17,513
Instagram (@caamedia) 9,852

Twitter (@CAAM) 16,190
YouTube (@CAAMCHANNEL) 4,140
TikTok (@caamedia) 156

Age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Instagram Demographic Data
TALENT @ CAAMFEST

Gene Luen Yang, Daniel Wu, and the cast and crew of "American Born Chinese"

Retrospective Honoree Rea Tajiri and Reiko Tahara

Stephanie Hsu, Sherry Cola, Ashley Park, Sabrina Wu, Jess Ju

Grammy-nominated vocalist Raiatea Helm

Centerpiece Docu-Narrative Starring Jerry as Himself: Jerry Hsu and Law Chen

Directions in Sound: Fanny with Ruby Ibarra and Peaboo and the Catz

Tila Pia and Kristi Yummykochi

Director Ursula Liang and Pool Legend Jeannette Lee
THANK YOU!

On behalf of the CAAM staff and board, and the many filmmakers, supporters, partners, volunteers, and attendees that make up our diverse community:

Thank you for believing in the power of storytelling and joy of gathering!

Contact Us

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