CENTER FOR ASIAN AMERICAN MEDIA
STRATEGIC PARTNERSHIPS
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 was to create media that reflected the histories and lived experiences of Asian Americans, which at the time consisted of ugly and simplistic stereotypes. As the leading Asian American media arts organization today, CAAM’s 43-year legacy has been built on impactful storytelling, community connections, and a mission to promote authentic representation of Asian Americans in public media and beyond.
<table>
<thead>
<tr>
<th>WHAT WE DO</th>
<th>CURATE &amp; CONVENE</th>
<th>MENTOR &amp; SUPPORT</th>
<th>FUND &amp; BROADCAST</th>
<th>DISTRIBUTE &amp; ENGAGE</th>
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<tbody>
<tr>
<td></td>
<td>For 41 years, CAAMFest has presented the best in Asian American storytelling. Year-round, CAAM also produces media and civic engagement convenings, town halls, and panel conversations.</td>
<td>CAAM offers fellowships, career development opportunities, and critical funding for independent filmmakers working on provocative, timely, and underrepresented stories.</td>
<td>As the only organization designated by the Corporation for Public Broadcasting to provide Asian American content on PBS, CAAM has presented over 500 documentary films for national public television, including 136 in the past four years.</td>
<td>CAAM houses the most extensive collection of Asian American documentaries in the world for educational use and community screenings.</td>
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<td>Learn more&gt;&gt;</td>
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CAAMFEST

- 50+ film, food, music, and community programs
- 100+ storytellers + industry guests
- 10K+ attendees

MEDIAMAKERS

- 50+ fellows and mentors since 2011
- $10M+ in funding awarded to more than 500 projects

BROADCAST

- 6M+ public media viewers annually
- 500+ public media productions since 1982
- 250+ films in the CAAM educational catalog are used by over 2,000 universities, K-12 schools, libraries, museums, and other institutions
Join partners like Warner Bros Discovery, AARP, and Bloomberg in supporting the nation’s leading festival dedicated to the best in Asian American storytelling.

Help nurture the next generation of storytellers by supporting our annual CAAM Fellowship Program and upcoming initiatives that invest in and highlight storytellers in the Midwest.

For decades, CAAM has provided production support for Asian American documentary and narrative filmmakers that speak to the moment. Recent co-productions and digital content include: ASIAN AMERICANS, HISTORIAN’S TAKE, and THE CHINESE EXCLUSION ACT. Contact us to learn about opportunities to support Asian American content.

With access to the most extensive collection of Asian American documentaries in the world, CAAM offers expertise in curating a range of documentary, narrative, and episodic content for distribution platforms and employee education programs.

From film screenings and panels to impactful media and civic engagement convenings, CAAM advises, produces, and collaborates with partners on programming nationwide. Recent highlights include the Midwest Asian American Documentary Filmmakers Convening and Vincent Chin 40th Remembrance & Rededication events in Detroit.
CAAMFest is the world’s leading showcase for new Asian American film, food, and music.

CAAMFest 2024 At a Glance

For the past 42 years, CAAMFest has been an artistic and cultural destination in the San Francisco Bay Area for independent filmmakers, creatives, and audiences to gather in celebration of Asian American stories.

During the heart of AANHPI Heritage Month, CAAMFest will continue building on its legacy as a leading hub of innovative programming and storytelling. Melding the senses through film screenings and multidimensional programming, CAAMFest will mount exciting events that explore the intersections between film, music, and food. As we re-imagine how stories are shared beyond the screen, we strive to create an ever-more accessible festival experience, highlighting untold stories in inclusive ways that honor the diversity of our audiences.

Join us this May 2024!
CAAMFEST OPPORTUNITIES

BRAND VISIBILITY
Digital, Virtual, and In-Person Sponsor Recognition
Social Media Engagement
Accessibility Underwriting
Speaking Opportunities
Naming Rights (Awards, Venues, Events, and more)

COMMUNITY CONNECTIONS
Industry Panels
Community Conversations
Curated Film Series
Musical Performances
Festival Meetups
Sponsor Activations

EMPLOYEE ENGAGEMENT
Festival Passes & Film Tickets
VIP Experiences
Volunteer Opportunities
CAAMFEST

AUDIENCE

ONLINE PRESENCE

20,079 Subscribers

19,119 Followers

16,042 Followers

DEMOGRAPHICS

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

Age

0% 10% 20% 30%

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

20% 10% 0%
Work with us to design a tailored sponsorship package in support of your goals.

See below for initial ways you can reach CAAMFest audiences.

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<thead>
<tr>
<th>Benefits Area</th>
<th>Presenting ($100K)</th>
<th>Principal ($50K+)</th>
<th>Grand ($25K+)</th>
<th>Premier ($10K+)</th>
<th>Major ($5K+)</th>
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Festival Passes, Special Presentation Tickets, and Exclusive Event Invitations available at request.
SPECIAL EVENTS & OPPORTUNITIES

Opening Night Presentation
$25,000
Affiliation with the CAAMFest 2024 Opening Night Presentation allows sponsors prominent recognition at the most exciting and well-attended event at the festival. In addition to recognition on the theater marquee, Sponsors benefit from Step & Repeat logo visibility, as film grace the CAAMFest red carpet among crowds of waiting attendees and media outlets, as well as other special opportunities to highlight their brand.

Example Photos from CAAMFest 2023

Opening Night Gala
$25,000
Celebrate the kickoff of CAAMFest 2024 with filmmakers, community leaders, attendees, and other distinguished guests at the opulent Asian Art Museum. A festive night of fun, food, and music, the CAAMFest Opening Night Gala is specially curated to showcase Asian American chefs, local businesses, and artists that make up our vibrant and diverse community, and an engagement on everyone’s social calendar.

Example Photos from CAAMFest 2023

Centerpiece Presentations
$10,000 per program
CAAMFest Centerpieces represent the must-see films in contemporary Asian American cinema. From seminal makers in the Asian American community and next generation storytelling from emerging filmmakers, each presentation will include a special Q&A and opportunities to engage with Bay Area audiences.

CAAM carefully works with our sponsors to select films that best resonate with their target audiences and match their relevant company priorities.

Accessibility
$25,000 (exclusive sponsor)
From ASL interpretation and closed captioning to a Wellness Lounge for festival guests, CAAMFest 2024 seeks to enhance its offerings inclusive of all audiences. In addition to helping make CAAMFest an experience that everyone can enjoy, the underwriting sponsor will receive exclusive naming rights, recognition throughout the festival, and visibility at programs with accessibility offerings.

Narrative, Documentary, and Audience Awards
$25,000 each (exclusive per award)
CAAMFest’s Narrative and Documentary Competition Awards highlight the diversity and ingenuity of modern cinema and recognizes the best in narrative and documentary filmmaking of the time.

The coveted CAAMFest Audience Award is an opportunity for our festivalgoers to select their favorite narrative or documentary film. Award sponsors will receive a naming opportunity with each competition and affiliation with an estimated 5 films in each competition category, which includes web & event recognition (and branded ballots for the Audience Award). Interviews and additional screenings with the award winners can be offered, pending approval from CAAM and the filmmaking teams.

Directions in Sound
$15,000
DIRECTIONS IN SOUND is CAAMFest’s premier live music showcase and intergenerational, family-friendly free concert and community marketplace reaching thousands at the Yerba Buena Gardens in downtown San Francisco’s historic SOMA Pilipinas District. Past featured artists include rock pioneers Fanny, local legends Ruby Ibarra and Ouida, and DANakaDAN.

Example Photos from CAAMFest 2023

The programs and opportunities below represent a few of the most impactful ways to partner with CAAMFest 2024. All program sponsors receive the in-person and digital benefits below. A sponsor’s overall contribution is considered in determining their overall sponsorship level.

- Verbal Acknowledgment prior to affiliated programs
- Logo Acknowledgment on program webpages
- Text Acknowledgment in social media blasts
- Opportunities for pre-roll video and onsite signage, where appropriate
- Opportunities for customized branded engagements, depending on sponsorship level and event
- Complimentary tickets, passes, and invitations
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 Ahmed, Muslim Futures

When I communicated the need to expand opportunities to be more inclusive of undocumented artists, [CAAM] was so intentional in finding ways to remove these barriers for artists like myself... in a field full of no’s and rejections, an initial ‘yes’ like the one [CAAM] gave me is truly invaluable.”

- Set Hernandez, Director, unseen

On growing up attending the San Francisco International Asian American Film Festival (now CAAMFest):

“There were a lot of films like that I saw growing up that had a huge impact on me because I didn’t have to go through this struggle to believe that Asian Americans were capable of creating great art. I knew it.”

- Ali Wong, Comedian

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

- Michael Fox, KQED

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

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
We are grateful to our friends and supporters who believe in the value of diversity, storytelling, and bringing Asian American stories light.

We look forward to partnering with you in 2024 and beyond!

**THANK YOU!**

**CONTACT US**

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