Our Mission

Founded in 2018, SDFC is a 501(c)3 non-profit that aims to provide unity and pride amongst our Filipino and Filipino American communities, inspiration to young creative artists and thinkers, and a unique cultural and cinematic experience to the diverse audiences of San Diego.

- Fulfills mission through year-long programming of compelling films that educate and entertain. During the pandemic, we offered the screenings online with accompanying Q&A with filmmaker guests. In-person screenings usually take place at The Lot and New Americans Museum at Liberty Station and at the Museum of Photographic Arts in Balboa Park.

- Brings meaningful special events to the community like the annual Magic Hour Fest, and for the first time this year, our centerpiece event, the San Diego Filipino Film Festival. These events will raise awareness for cinema as an important art form and a powerful tool for representation, education, and entertainment.

- Provides educational programs through mentorship, film workshops, and panel discussions for emerging filmmakers in the local community, teaching beginning filmmakers storytelling skills, filmmaking techniques, and work sustainability.
YEAR-ROUND SCREENINGS

PERSPECTIVE FILM SERIES

Perspective Film Series is a film screening program of hard to come by Filipino films with an accompanying Q&A with the filmmaker.

A is for Agustin by Grace Simbulan

We showcase compelling films in both narrative and documentary form that talk about social justice issues, current and historical events, and cultural and arts preservation, all of which highlight the complexity of humanity.

This series aims to inspire good leadership, critical thinking, creativity, and understanding of different cultures and backgrounds through cinema.

Little Manila: Filipinos in California’s Heartland by Marissa Aroy

Women of the Weeping River by Sheron Dayoc
Visions & Voices and Kapihan Film Talk programs were created to give voice to emerging and seasoned Filipino creatives for us to learn about their hopes and dreams, their process as artists, their struggles and fulfillment in their craft. In this program, we not only highlight Filipino film directors, but also other film creatives such as cinematographers, editors, actors, etc.

“I believe events like these are so important to the community because we want to inspire others to also know that they have a voice that should be shared. Representation, especially in this time and age, is immensely important and we need more people who look like us to candidly share our stories through film and discussion.” — Leah Lombos, San Diego filmmaker and Visions & Voices panelist
EDUCATIONAL PROGRAMS

FILMMERSION

Filmersion Workshop is our offering of classes on various filmmaking techniques and industry insights — from the basics of film production (learning the ropes from pre-production, principal photography to post production) to more in-depth techniques from cinematography to sound design, from script writing to film editing, all the way to film distribution.

PelikuLAB MENTORSHIP PROGRAM

PelikuLab [Pelikula = movie/film] provides mentorship to emerging Filipino Americans and the diverse community of filmmakers in San Diego. PelikuLab aims to develop the critical and creative thinking of the students in developing their story ideas, design, technique and process that include social commentaries and symbolisms in films so they may develop a broad understanding of humanity, environment and the art of film. The mentorship program guides the students in producing their own short films which includes learning to pitch their film concepts for funding and creative collaboration with other filmmakers.
Magic Hour is an annual event where we showcase local and international Filipino musicians, filmmakers, and other creatives for the diverse communities of San Diego to commune and enjoy.

In 2019, we launched our very first Magic Hour entitled Magic Hour Fest: Film, Music, and Food Festival, Presented by The Filipino Channel, where we highlighted the Filipino culture through local Filipino food, drinks, short films, and live musical performances.

We culminate our 2021 with our centerpiece event, the inaugural San Diego Filipino Film Festival to be held from October 14-19. The event kicks off on October 4 with the Magic Hour Fest: SDFFF Preview Night & Cocktails to help raise funds for the festival and our year-round programs and for a sneak preview of all the selected films at the fest. This special gala plus SDFFF’s Opening Night will be held at the newly transformed Mingei International Museum at Balboa Park. The rest of the film screenings will be held online and at AMC 12 Otay Ranch Town Center. SDFFF aims to amplify Filipinx representation in the arts and to show cinema as a powerful art form that challenges norms and promotes acceptance of our complexity as humans.
COLLABORATIONS in 2020-2021

SINE KWENTO: Filipino Stories in Film
In partnership with Bonita Museum & Cultural Center, Silayan Filipina, William Male Foundation, and AARP

PERSPECTIVE FILM SERIES
In partnership with The Filipino Channel & ABS-CBN Film Restoration

THE UNSCENE
FILIPINO FOOD + FILM SHORT FILMS
April 27 7:30 PM
(Doors open at 7:00 PM)
Villa Manila Restaurant 500 E 8th Street National City CA 91950
For tickets & info please visit: bit.ly/theunscene

In partnership with Villa Manila

In partnership with New Americans Museum & NTC

Community Partnerships

ARRAYCREW
CREATE, INCLUDE, THRIVE.
Thursday, April 22 • 6:00 - 7:00 pm
Reserve your spot: bitfoundation.org/creative-conversations/

Creative Conversations
SAN DIEGO FILIPINO CINEMA

AMPLIFY AAPL VOICES
A VIRTUAL PANEL DISCUSSION
WEDNESDAY, JUNE 30, 2021
5:30 PM

KILIG
Featuring Guest Speaker
Benito Bautista
February 8, 2020 at 5:30 PM California Time
February 12, 2020 with SABC Philippine Filmfest

AMERICAN FILM INSTITUTE
FILIPINO CINEMA SERIES

www.sdfilipinocinema.org

APFES FILM SERIES
DEVOTING CONCEPTS AND STORIES FOR FILM
MAY 16, 2021

Filipinos American History Month
Zoom Link: https://us02web.zoom.us/j/87031643494?pwd=c2VlNG1wN1N1Q0d6UmhrQmg2eGhPQT09

“We Need Filipino and Fil-Am Films!”
Mr. Bautista discusses his work in the realm of cinema and his passion for telling stories through film. He will also discuss the importance of Filipino film, and share his own filmmaking journey. Q & A will follow. Mr. Bautista’s discussion.

For the San Diego Resource Center, 1320 Prospect Street, San Diego, CA 92101, 7-11pm PPT
GROWING COMMUNITY

SDFC's social media community is steadily growing with true engagements with real followers who are genuinely interested in SDFC's offerings. Our true reach is strong and gets wider for each event we promote and/or launch via our social media networks.

FILM FESTIVAL LAUNCH

This year will mark San Diego Filipino Cinema’s inaugural San Diego Filipino Film Festival & Film Market. The festival will be a mix of online and in-person, social distancing events to be held during Filipino American History Month in October 2021.

TEAM GROWTH

SDFC is growing! We just recently welcomed team members to head key departments to help in the management of our programming, events, social media, communications and marketing, guest relations and membership.
Our Audience

With a growing 2000+ event attendees from our previous events, we continue to receive numerous requests and inquiries from the community about our future programs. Your Sponsorship will ensure your company's visibility to our diverse community while continuing to further our program initiatives like the film workshops and the year-long programming of films created by the global Filipino filmmakers including the first San Diego Global Filipino Film Festival at the end of the year as our centerpiece event.

Average Number of Attendees:
Film screenings: 80-150 per online screening and 150-300 in person screening
Film talks and panels: 40-80 per event
Magic Hour Fest 2019 event: 500+ attendees

Growing Followers on Social Media:
Instagram: 1,576
Facebook: 1,799 (840 likes + 959 followers)
Email Subscriptions: 819
FEST TARGET AUDIENCE

Sponsoring SDFC and our first San Diego Filipino Film Festival will give you several marketing opportunities to reach your target market in a fun, interactive, and memorable atmosphere.

Our partnerships with our venues at the Mingei International Museum and Otay Ranch Town Center and other organization film fest partners including The Filipino Channel, FilAm Creative, Pacific Arts Movement, and William Male Foundation will give us the opportunity to leverage cross-promotion, expanding the Sponsors’ reach of audience.

Our strong PR strategy will reach not only within San Diego County but also neighboring counties all across Southern California, all the way to the San Francisco Bay Area. And because of our virtual programs, we are now able to reach across the states and outside the US including countries like Canada, Guam, Australia, and the Philippines.

San Diego households have a median income of $76,662. Asians alone have the highest median salary of $69,782 with a high spending power and household expenditures.

The Filipino community is the largest among Asian communities in San Diego with over 200,000 in population in 2015. Our community is also among the strongest in terms of buying power in San Diego.

Our festival will be happening October to commemorate the Filipino American History Month. The community will celebrate this special month with their friends and loved ones. With film screenings, pre-reception and after parties, film workshops and panel discussions, you will surely have many fun opportunities to showcase your brand and connect with your market.

Economic characteristics of Filipinos in the U.S. in 2015*

<table>
<thead>
<tr>
<th></th>
<th>All Asians in the U.S.</th>
<th>All Filipinos</th>
<th>U.S. Born Filipinos</th>
<th>Foreign born Filipinos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Income</td>
<td>$73,060</td>
<td>$80,000</td>
<td>$73,001</td>
<td>$83,001</td>
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</tbody>
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Fest Info

October 4, 2021
Magic Hour Fest: SDFFF Preview Night & Cocktails
Mingei International Museum | 6:00PM - 9:00PM

October 14, 2021
Opening Film: FANNY: THE RIGHT TO ROCK
Mingei International Museum | 5:30 - 9:00PM

October 15-17, 2021
Film Screenings + FILMMERSION Workshops & Panels
AMC 12 Otay Ranch Town Center + Virtual

October 18, 2021
Film Screenings + Awards Night
Mingei International Museum

October 19, 2021
Closing Film: THE FABULOUS FILIPINO BROTHERS
AMC 12 Otay Ranch Town Center | 5:30PM - 9:00PM

Highlights

In-person + Virtual Screenings with Q&As
Our festival will be a hybrid of online and in-person screenings. The opening film will be screened at the state-of-the-art Mingei International Museum at the historic Balboa Park, and the rest of the screenings will either be in-person at AMC 12 Otay Ranch Town Center or online through sdff.org.

FILMMERSION Workshops + Panel Discussions
Throughout the festival, we’ll be holding film workshops and panel discussions with award-winning Filippinx filmmakers as invited guests. FILMMERSION is SDFC’s film educational program made accessible to local aspiring filmmakers.

Virtual Film Market:
Aside from offering our festival-goers a selection of films during the festival, we are also excited to bring our global filmmakers a film market that will give them the opportunity to showcase their work to sales agents, film buyers, producers, and fest all-access pass holders.

Special Events + After Parties
Join us at our fun after screening parties to mingle and network with filmmakers, the audience, and other film industry professionals. Starting off on October 4, we will be kicking off the festival with our Magic Hour Fest: SDFFF Preview Night & Cocktails at the Mingei International Museum.
SPONSORSHIP BENEFITS

Each sponsorship level includes:

- Logo and/or name incorporated into all advertising, both online and print
- Logo and/or name included in all digital and print festival program
- Logo display on step-and-repeat banner for event photo booth
- 2 tickets to SDFFF Opening and Closing Films
- SDFFF Commemorative tote bags, hats, and/or other available merchandise

**PRESENTING SPONSOR**
- EXCLUSIVE -
- $20,000
  - Presenting Sponsor of SDFFF 2021 and Year-Round Perspective Film Series 2022
  - Year-round acknowledgment on SDFC’s social media, website, and e-newsletters
  - Sponsor-provided stand up banner at select events and screenings
  - Onscreen static ad shown in pre-roll before the film screenings
  - Dedicated e-newsletter blast leading up to SDFFF 2021
  - Premium logo placement with hyperlink on SDFFF 2021 website
  - 2 All-Access pass to all the events and screenings including Magic Hour Fest Preview Night & Fundraising Gala

**OPENING NIGHT SPONSOR**
- ONE SLOT -
- $10,000
  - Sponsor-provided stand up banner at the Opening Night event
  - 15 sec ad or onscreen static ad shown in pre-roll before the Opening Film
  - Dedicated e-newsletter blast leading up to SDFFF 2021
  - Premium logo placement with hyperlink on SDFFF 2021 website
  - 2 All-Access pass to all the events and screenings including Magic Hour Fest Preview Night & Fundraising Gala
  - Acknowledgment on SDFC’s social media leading to and during the festival

**CLOSING & AWARDS NIGHT SPONSOR**
- TWO SLOTS -
- $10,000
  - Sponsor-provided stand up banner at the Closing Night event
  - 15 sec ad or on-screen static ad shown in pre-roll before the Closing Film
  - Dedicated e-newsletter blast leading up to SDFFF 2021
  - Premium logo placement with hyperlink on SDFFF 2021 website
  - 2 All-Access pass to all the events and screenings including Magic Hour Fest Preview Night & Fundraising Gala
  - Acknowledgment on SDFC’s social media leading to and during the festival

**MAJOR SPONSOR**
- $7,000
  - Sponsor-provided stand up banner at select film screenings
  - Onscreen static ad shown in pre-roll before the Opening Film
  - Dedicated e-newsletter blast leading up to SDFFF 2021
  - Premium logo placement with hyperlink on SDFFF 2021 website
  - Ticket packages to the Opening Night & Closing/Awarding Night
  - Acknowledgment on SDFC’s social media leading to and during the festival

**FILMMERSION FILM WORKSHOPS SPONSOR**
- $5,000
  - Onscreen static ad shown in pre-roll before the Opening Film
  - Co-branding title as Filmmersion Presenter
  - Special mention during the intro/outro of each Filmmersion workshop
  - Dedicated e-newsletter blast leading up to SDFFF 2021
  - Premium logo placement with hyperlink on SDFFF 2021 website
  - Ticket packages to the Opening Night & Closing/Awarding Night
  - Acknowledgment on social media leading to and during the festival
OTHER WAYS TO SUPPORT

THEATRE UNDERWRITER $3,500
- Logo placement with hyperlink on SDFFF 2021 website
- Logo display on step-and-repeat banner for event photo booth
- Ticket discounts to the Opening & Closing Night events (limited to 20 tickets)
- SDFFF Commemorative tote bag

COMMUNITY SUPPORTER $500
- Logo placement on SDFFF 2021 website without hyperlink
- Organization/name listed under Thank You page of digital/print SDFFF program brochure
- Name listed under Thank You page of SDFFF.org website

FILMMAKER HONORARIUM UNDERWRITER $2,000
- Logo placement with hyperlink on SDFFF 2021 website
- Logo display on step-and-repeat banner for event photo booth
- Ticket discounts to the Opening & Closing Night events (limited to 10 tickets)

INDIVIDUAL FOUNDING DONOR $150
- Name listed under the Thank You page of SDFFF.org website
- Receive SDFC 2022 Director Membership ($170 value)

FILM LICENSE UNDERWRITER $1,000
- Logo placement with hyperlink on SDFFF 2021 website
- Organization/name listed under Thank You page of digital/print SDFFF program brochure
- Ticket discounts to the Opening & Closing Night events (limited to 5 tickets)

BUY ADVERTISING SPACE ONLY

ONSCREEN VIDEO AD $2,000 – $6,000

ONSCREEN STATIC AD $1,500

LOGO ON PRINTED SDFFF DIGITAL/PRINT PROGRAM $500 – $1,000
FOR SPONSORSHIP INQUIRIES:
Benito Bautista | Co-Founder/Executive Director
benito@sdfilipinocinema.org | 619.816.0051

TO SIGN UP AS A SPONSOR:
https://forms.gle/LBkoFiuS9qeJv6TX9
SDFC is a 501c3 non-profit organization. We appreciate your tax-deductible donation.

TO LEARN MORE AND FOR UPDATES:

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SDFILIPINOCINEMA.ORG
@sdfilipinocinema