

SAN DIEGO  
FILIPINO '23  
FILM FESTIVAL

Sponsorship Opportunities





# San Diego Filipino Cinema

A 501(C)3 NON-PROFIT ORGANIZATION

## YEAR-LONG PROGRAMS

### ABOUT SDFC

SDFC recognizes the importance of the discovery and exhibition of global Filipino stories and the nurturing of the voice of the emerging Filipino filmmaker to promote a better representation and understanding of the global Filipino experience, cinematic arts, and our shared humanity. SDFC aims to provide unity and pride amongst our Filipino and Filipino American communities, inspiration to young creative artists and thinkers, and a unique cultural experience to the diverse audiences of San Diego.

SDFC was founded in 2017 by Dr. Benjamin Camacho and filmmakers Benito Bautista and Emma Francisco.

**SDFC is the presenter of San Diego Filipino Film Festival, home of the largest curation and exhibition of global Filipino films in the U.S. today.**

### WRITE UPS

<https://www.kpbs.org/news/local/2022/10/12/san-diego-filipino-film-festival-returns-for-second-year>

<https://www.sandiegouniontribune.com/entertainment/newsletter/2022-10-13/arts-culture-newsletter-a-bigger-san-diego-filipino-film-festival-returns-this-week-arts-culture>

### CONTACT

✉ [info@sdfilipinocinema.org](mailto:info@sdfilipinocinema.org)

🌐 [www.sdfilipinocinema.org](http://www.sdfilipinocinema.org)

🌐 [www.sdfff.org](http://www.sdfff.org)

### Perspective Film Series

Perspective Film Screenings is a year-round screening of important Filipino film gems to inspire critical thinking, film design, dialog, and understanding of different cultures and experiences through cinema.

### Filmmersion Filmmaking Workshops

Through this program, we offer classes about various filmmaking and storytelling techniques – 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.

### Visions & Voices Panel Discussion

This program was created to give voice to emerging and seasoned Filipino creatives for us to learn about their hopes and dreams, their process as artists, and their struggles and fulfillment in their craft. In this program, we not only highlight Filipino filmmakers and storytellers, but also creatives in different fields such as musicians, graphic artists, DJs, etc.

### PelikuLAB Mentorship Program [Pelikula = movie/film]

This program aims to provide mentorship through insightful discussions about filmmaking with emerging diverse filmmakers in San Diego and beyond. PelikuLab aims to develop the critical and creative thinking of our mentees in developing their story ideas, design, technique and process that include social commentaries in films so they may develop a broad understanding of humanity, environment, and the art of filmmaking.

### Cine Social Mixer

Cine Social is our networking event where we gather filmmakers, artists, entrepreneurs, and cinema lovers for a night of mingling and potential creative collaborations. Through this mixer, we've been able to connect creatives who are now currently working on film projects together and other creative endeavors born out of their Cine Social networking.

## CENTERPIECE EVENT

### San Diego Filipino Film Festival

Launched in October 2021 at the Mingei International Museum and the AMC Theaters in San Diego county, San Diego Filipino Film Festival is SDFC's centerpiece event that aims to highlight and celebrate Filipino films and filmmakers from around the world. On SDFC's second year in October of 2022, we showcased close to 70 films with 50+ filmmakers in attendance making us the home to the largest curation of Filipino films in the U.S. today.

# THE AUDIENCE

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



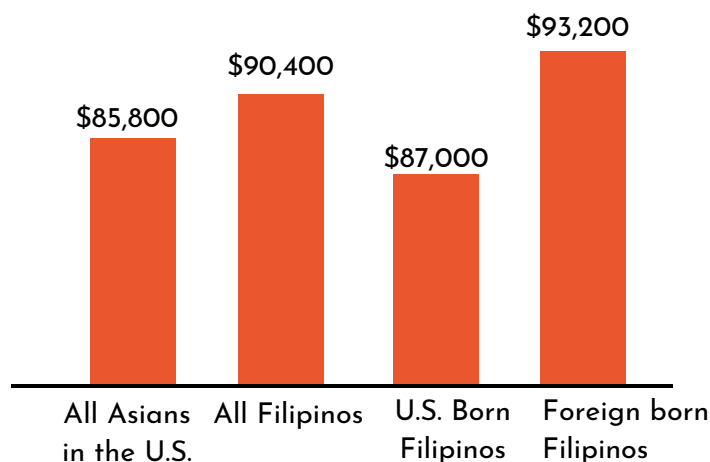
Our partnerships with our venues at the Mingei International Museum, AMC Theaters and other film fest partners including The Filipino Channel, KPBS, and AARP will give us the opportunity to leverage cross-promotion, expanding the Sponsors' reach of audience.

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 strong social media presence, we are 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 \$108,864. Asians alone have the highest median salary of \$85,800 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.

## Economic characteristics of Filipinos in the U.S. in 2019\*



\*Source: <https://www.pewsocialtrends.org/fact-sheet/asian-americans-filipinos-in-the-u-s/>

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



# SAN DIEGO FILIPINO<sup>6</sup> 23 FILM FESTIVAL

- Fest Schedule & Highlights
- Sponsorship Levels & Benefits





## General Schedule\*

September 23, 2023 / Saturday

Magic Hour Fest: SDFFF Preview Night Gala

Venue: Mingei International Museum, Balboa Park

\*Subject to change.

<p><b>October 3, 2023 / Tuesday</b> Opening Night with Reception and Red Carpet + After Party with the filmmakers and VIPs</p> <p>Venue: The Lot at Liberty Station After Party Venue: TBA</p>	<p><b>October 4, 2023 / Wednesday</b> Regular Film Screenings + Red Carpet</p> <p>Screening Venue: AMC Plaza Bonita</p>	<p><b>October 5, 2023 / Thursday</b> Regular Film Screenings + Cine Social Mixer</p> <p>Screening Venue: AMC Plaza Bonita Cine Social Mixer Venue: TBA</p>
<p><b>October 6, 2023 / Friday</b> Regular Film Screenings + Centerpiece Feature + Centerpiece After Party</p> <p>Screening Venue: AMC Plaza Bonita Centerpiece After Party: TBA</p>	<p><b>October 7, 2023 / Saturday</b> Visions &amp; Voices Panel + Retrospective Feature + Jury and Audience Awarding Ceremony</p> <p>Screening Venue: AMC Plaza Bonita Awarding Ceremony Venue: TBA</p>	<p><b>October 8, 2023 / Sunday</b> Closing Night with Reception and Red Carpet + After Party with the filmmakers and VIPs</p> <p>Venue: The Lot at Liberty Station After Party Venue: TBA</p>

## Fest Highlights

### Magic Hour SDFFF Preview Night Gala + Film Screenings

We are excited to bring our film festival this year to our new main venue at the AMC Plaza Bonita 14 inside the Westfield Mall in National City. The festival will kick off on September 23rd at the Mingei International Museum in Balboa Park showcasing live entertainment, amazing food, and a glimpse of the films that will be participating in the film festival.

### Visions & Voices Panel Discussion + Filmmakers Luncheon

Visions & Voices is part of SDFC's film educational program made accessible to local aspiring filmmakers, creatives, and film enthusiasts alike. Visions & Voices will be followed by the Filmmakers Luncheon, a networking opportunity with fest filmmakers and attendees of the panel.

### Special Events + After Parties

Join us at our fun screening receptions to meet and greet our fest filmmakers, partners, donors, and fest-goers. Our Opening & Closing Nights will be held at the luxury cinema The Lot Theater in Liberty Station. Join us as our community celebrates our special event - Centerpiece Feature. Make it a memorable night and take photos at our fest red carpet available daily before and after the screenings. Join us at our Cine Social After Party to mingle with filmmakers and film lovers alike.

### SDFFF'23 Virtual Cinema (October 16-22)

Aside from offering our festival-goers a selection of films during the festival, we are also excited to extend our screenings to our virtual cinema that will give our global filmmakers a wider audience to showcase their work to film distributors, online streaming platforms, and film enthusiasts alike. We want to make all our festival film gems more accessible to all our audiences be it in-person or online. This is our way of fulfilling our SDFC goals -- to provide career sustainability opportunities for filmmakers to thrive so that they can keep on telling important stories through film and to have their films accessible to as many viewers as possible.

# SDFFF 2023 SPONSORSHIP LEVELS & BENEFITS

Sponsorship Levels & Benefits	TITLE SPONSOR \$25,000	PRESENTING SPONSOR \$15,000	MAJOR SPONSOR \$10,000	SUPPORTING SPONSOR \$3,000	COMMUNITY SPONSOR \$1,500
Exclusive Title Sponsor of SDFFF 2023	●				
Speaking opportunity on stage during the Opening Night intro	●				
Onscreen static ad or a 15-sec video commercial shown in pre-roll before the film screenings	●	●			
Logo display on the red carpet backdrop banner at fest venues	●	●	●	●	
Static page of sponsor logos shown on screen before the film screenings	●	●	●	●	
Premium logo placement with hyperlink on the SDFFF 2023 website	●	●	●	Logo placement without hyperlink	Logo placement without hyperlink
Dedicated e-newsletter and social media blast leading up to SDFFF 2023	●	●	●	●	●
Number of All-Access pass to all the events and screenings	5	4	3	2	2

All sponsorship levels are flexible according to your marketing needs. In-kind support are welcome. Have other partnership ideas? We'd like to hear your thoughts.

Email Benito Bautista at [benito@sdfilipinocinema.org](mailto:benito@sdfilipinocinema.org) with the subject line **SDFFF Sponsorship** to discuss other partnership opportunities.





# SAN DIEGO '23 OCT FILIPINO 23 3-8 FILM FESTIVAL

## TO SIGN UP AS A SPONSOR:

<https://forms.gle/fRjxYBbn9ZJKQ7r7A>

SDFC is a 501c3 non-profit organization.  
We appreciate your tax-deductible donation.

## FOR SPONSORSHIP INQUIRIES:

Benito Bautista | Executive Director & Co-founder  
[benito@sdfilipinocinema.org](mailto:benito@sdfilipinocinema.org) | 619.816.0051

## TO LEARN MORE AND FOR UPDATES:



**SAN DIEGO  
FILIPINO CINEMA**



[@sdfilipinocinema](https://www.instagram.com/sdfilipinocinema)



[SDFILIPINOCINEMA.ORG](https://www.sdfilipinocinema.org)

<https://sdfff.org/2021/>

<https://sdfff.org/2022/>

<https://sdfff.org/2023/>