



# SPONSORSHIP INFORMATION

[www.sdaff.org](http://www.sdaff.org)

# WHO WE ARE



The San Diego Asian Film Foundation (SDAFF) is a nonprofit organization that serves more than 40,000 people each year. Our mission is to **transform** and **connect** audiences with the human experience through the Pan Asian media arts. We strive to present meaningful programs that culturally connect, inspire and strengthen the community. Since 2000, we have served more than 200,000 people including independent artists, students, and the general public.

Through our Film Festival, Spring Showcase, Quarterly Screenings, Monthly Film Forums, Reel Voices Youth Documentary Program, and Digifest, we provide audiences in San Diego County and North America a cinematic window to the world.

# OUR COMMITMENT TO YOU

As a sponsor, we are committed to crafting a meaningful partnership based on your marketing priorities and philanthropic values. We offer multiple platforms for brand exposure to a captured audience that generates memorable touchpoints. Previous corporate partners include:



## SPONSORSHIP OPPORTUNITIES



FILM FESTIVAL



GALA AWARDS DINNER



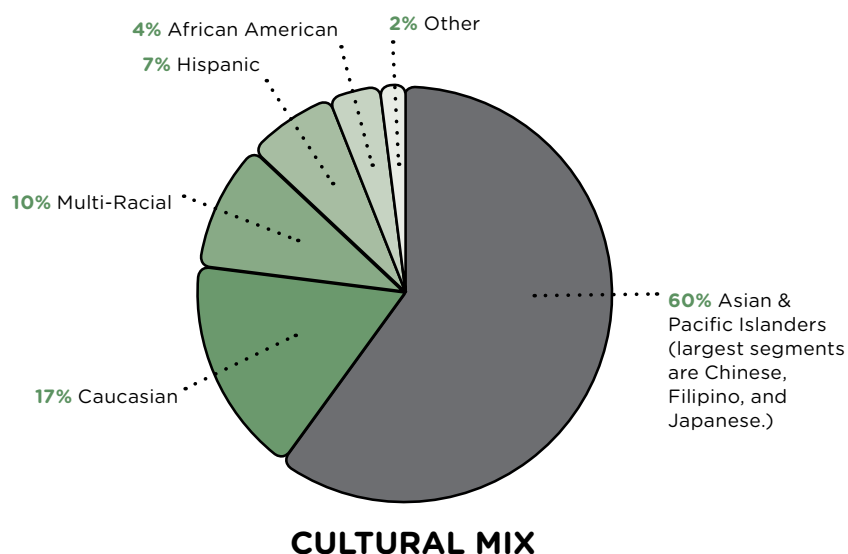
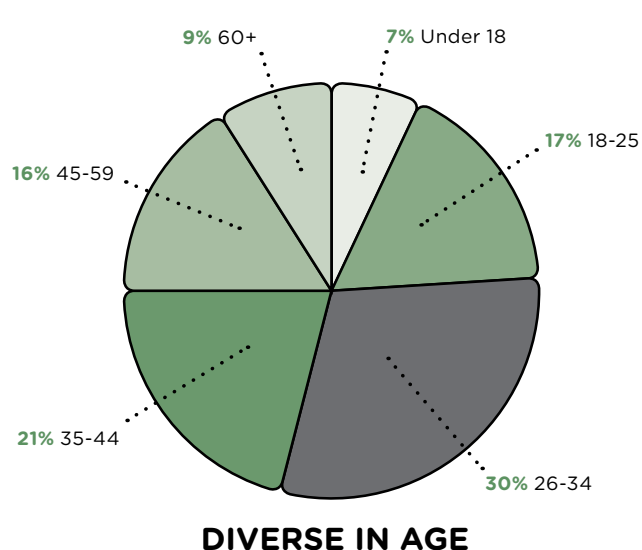
SPRING SHOWCASE



YOUTH EDUCATION

# OUR AUDIENCE

The SDAFF attracts an often targeted by generally inaccessible audience of more than 40,000 highly influential brand, cultural and tech-savvy consumers of the creative class.



Based on a survey of 5,000 attendees, the majority:

- Have individual income over \$60,000/year with 20% above \$100,000
- Have a college degree, graduate, or post-graduate degree
- Could identify sponsors and would prefer to do business with them

## Asian Pacific Islander (API) Market Highlights

- APIs have the highest median household income of all groups in the U.S
- API purchasing power is estimated at \$528 billion and is expected to grow to \$752 billion by 2013\*
- According to the Bureau of Labor Statistics, the average API household spends more than any other consumer household unit

*\*According to the Selig Center for Economic Growth from the University of Georgia's Terry College of Business*





facebook

twitter

# MARKETING & MEDIA IMPRESSIONS



## 9 million plus media impressions in 2011

- **#1 Google Placement among all like Asian Film Festivals**
- **7,000+** fans on Facebook
- **4,000+** followers on Twitter
- **5,000+** eNewsletter subscribers
- **470,000+** views on SDAFF Youtube Channels
- **800+** Mobile SMS Subscribers
- **10,000+** readers on festival's Scribd.com page (social publishing site)
- **320,019** total website hits during month of the festival
- **100,566** Google Ad Words Impressions
- **600+** Sponsored Ads on Time Warner and Cox Cable
- **122** Sponsored TV Ads From NBC-Universal 7/39 San Diego
- **Major Media Partnerships** with DramaFever.com, NBC-UNI 7/39, The San Diego Union-Tribune, KPBS Radio, KoreAmJournal, Audrey Magazine, and MYX-TV.
- **Digifest 2011 (National)**
  - 5 million impressions through ads, banners, and pre-rolls
  - 14 million page views
  - 1 million unique visitors
  - 300,000 film views

# FILM FESTIVAL

The SDAFF is best known for its annual **ASIAN FILM FESTIVAL**, the largest film exhibition of Asian films on the West Coast. More than 20,000 people attend over the 9-day event in the Fall, which includes film premieres, live discussions with filmmakers, and numerous special events.

Depending on your budget, we offer venue naming rights, print and onscreen ads, video commercials, web and onsite banners, product sampling, collateral distribution, logo recognition, private receptions, tickets for clients/employees, speaking opportunities, and social media promotions.







\$75,000 Title Sponsor (exclusive)  
 \$50,000 Presenting Sponsor (exclusive)  
 \$25,000 Big Theater Sponsor (exclusive)  
 \$15,000 Audience Award Sponsor (exclusive)

\$15,000 Small Theater Sponsor  
 \$10,000 Festival Kick-off Sponsor  
 \$7,500 Opening or Closing Night Sponsor  
 \$7,500-15,000 Spotlight Sponsor  
 \$2,500-5,000 Community Sponsor  
 \$3,000 Free Films at Four Sponsor  
 \$2,500 Screening Sponsor  
 \$2,500 Youth Day

*Additional customized packages available.  
 See Benefits Grid on page 12.*





# GALA AWARDS DINNER

Described as the “Asian American Oscars,” the Gala Awards dinner is the highlight of the Film Festival where top films of the Festival are announced by celebrity presenters. More than 700 entertainment, business, and community leaders attend each year, offering an excellent platform for high-end clients.

\$25,000	Presenting Sponsor
\$10,000	Awards & Tributes Sponsor
\$3,000	Wine Sponsor
\$2,500	VIP Table

*Additional customized packages available. See Benefits Grid on page 12.*



Accuracy of Death

# SPRING SHOWCASE

Celebrating Asian and Asian American films in this presentation of up to 10 programs to 5,000 attendees.

\$10,000 Presenting Sponsor (exclusive)

\$5,000 Special Events sponsor

\$2,500 Screening Sponsor

*Additional customized packages available. See Benefits Grid on page 12.*

# YOUTH EDUCATION

Since 2005, the SDAFF has transformed the lives of local youth through **REEL VOICES**, an intense documentary “boot-camp” teaching under-served high school students the art of digital storytelling. Student films premiere at the Festival then travel to other film festivals around the world. Many students pursue film school as a result of this program. Sponsorship opportunities range from \$2,500 to \$10,000.

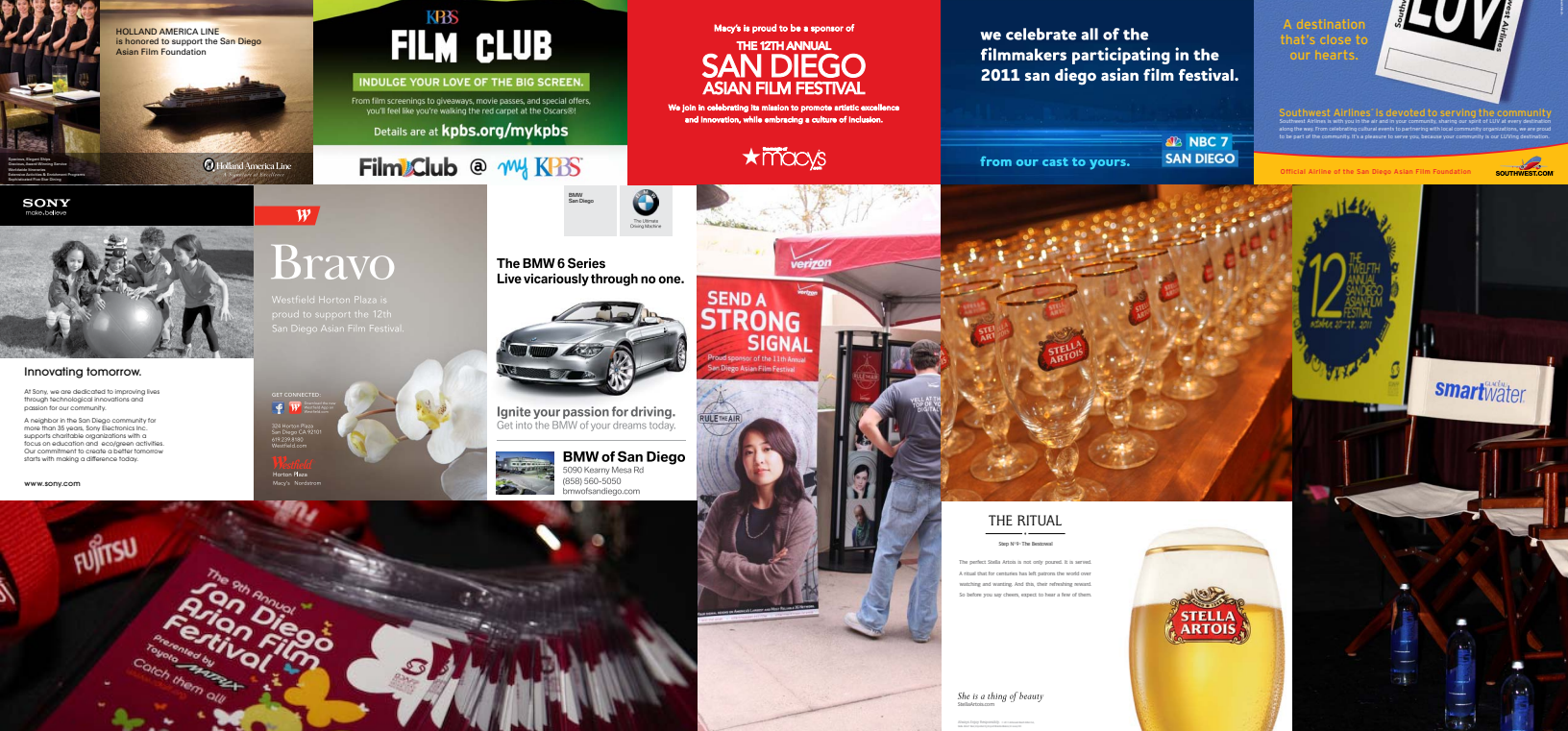


**ANGEL GATUS**, REEL VOICES STUDENT  
WINNER OF PBS'S PROJECT VOICESCAPE  
AUDIENCE AWARD



**ADAM LEE**, REEL VOICES STUDENT  
LOYOLA MARYMOUNT FILM STUDENT,  
FULL SCHOLARSHIP





# ADVERTISING ONLY

For those only interested in advertising without additional sponsorship benefits

Video Commercial	\$7,500
Onscreen Advertising	\$2,000
Print Advertising	\$500 (half page) \$1,000 (full page)
Table	\$200/day
Booth	\$500/day

Booth and Advertising space is limited. To reserve space, email [advertising@sdaaff.org](mailto:advertising@sdaaff.org).

Nonprofits receive 50% off above rates.

# BENEFITS GRID

	Community (\$2,500+)	Spotlight (\$7,500+)	Gala Presenter (\$25k)	Audience Award (\$15k)	Theater Sponsors (\$15-25k)	Presenting (\$50k)	Title (\$75k)	Spring Showcase Presenter
<b>FESTIVAL PROGRAM BOOKLET</b>								
Two Page Ad spread w/ preferred placement							X	
Full Page Color Ad - w/ preferred placement					LRG	X		
Full Page Color Ad				X	SMALL			
Full Page BW Ad								
1/2 Page Color Ad		X						
1/2 Page BW Ad			X					
Sponsor Page Logo Exposure		X	X	X	X	X	X	
External Insert	X						X	
<b>MINI GUIDE</b>								
Logo				X	X	X	X	X
Mini Advertisement							X	X
<b>MARKETING</b>								
Video Commercial			:30		LRG	:30	:60	:30
OnScreen Ad			X	X	X	X	X	X
Year-round presence on SDAFF homepage							X	
Seasonal ad on SDAFF homepage							X	X
Seasonal ad on Festival page		X		X	X	X		
Logo and link in Festival section		X	X	X	X		X	
Name and link in Festival section	X					X	X	
Spotlight in eNewsletter			X	X	X	X	X	X
Recognition on iPhone App					X	X	X	
Facebook Announcements (frequency TBD)			X		LRG	X	X	X
Twitter Announcements (frequency TBD)					LRG	X	X	X
Mailer insert			X		LRG	X	X	X
<b>TICKETS</b>								
All Access Pass			4	8	8	15	20	
Opening Night	2	5	4	5	5	10	15	
Closing Night	2	5	4	5	5	10	15	
General Comp Tickets	10	25	20	25	25	40	50	25
<b>GALA</b>								
Logo on Step & Repeat Banner			X				X	
Gala Table (10 seats) w/ VIP seating			X		X	X	X	
Gala Table (10 seats)		X		X				
Gala Seats	4							
Speaking/Presenting opportunity				X				
Logo Projection			X			X	X	
Company logo on Gala invite			X				X	
Verbal recognition			X				X	

*\*\*Benefits outlined in this grid can be customized based on budget and need*





**SAN DIEGO ASIAN FILM FOUNDATION**

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