



Verizon FiOS presents
dcapa
7th annual film festival

September 28 - October 7

For more sponsorship information, please contact:

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THE DC ASIAN PACIFIC AMERICAN FILM FESTIVAL STORY

Since our inception in 2000, the DC Asian Pacific American Film Festival presented by Asian Pacific American (APA) Film has **introduced over 15,000 people** in the Washington metropolitan area to the fresh new voices of Asian Pacific American filmmakers.

In partnership with the Smithsonian Institution, local museums, community organizations, and film festivals nationwide, the DC Asian Pacific American Film Festival has become an exciting annual event showcasing innovative new works by Asian Pacific Americans.



WHY SPONSOR US?

As a non-profit organization with an all-volunteer staff, APA Film would not exist without generous corporate sponsorship and community support*. Your monetary contributions and in-kind donations allow APA Film to continue pursuing our mission:

{ BRING ATTENTION TO THE CREATIVE OUTPUT FROM APA COMMUNITIES AND ENCOURAGE THE ARTISTIC DEVELOPMENT OF APA FILMS IN THE GREATER WASHINGTON DC METROPOLITAN REGION }

- Partner with a prestigious film festival dedicated to showcasing films made by and starring Asian Pacific Americans
- Target a diverse, educated and professional audience that will include a significant percentage of Asian Pacific Americans, the fastest growing ethnic group in the U.S.
- Receive acknowledgement on the APA Film website, souvenir program books, flyers, posters, and other related materials
- Increase brand recognition and corporate identity through naming opportunities and specific program sponsorships
- Stimulate sales through trial usage of product or services
- Receive complimentary tickets to a landmark DC event

PREVIOUS SPONSORS:

- ABC Networks
- Anheuser-Busch
- AZN Television
- Cafe Asia
- DC Commission on the Arts & Humanities
- National Geographic
- State Farm Insurance
- The Smithsonian Institution
- The Washington Post

*The 2006 Washington, DC Asian Pacific American Film Festival is a sponsored project of Fractured Atlas, a non-profit arts service organization.

DC APA FILM FESTIVAL FACTS

A community centerpiece, APA Film works closely with many national and local chapters of Asian American organizations such as [Organization of Chinese Americans](#), [Network of South Asian Professionals](#), and [National Asian Pacific American Women's Forum](#). The festival is part of a nationwide network of organizations focused on supporting and promoting Asian and Asian Pacific American media arts including the [Center for Asian American Media](#), the [San Diego Asian Film Foundation](#), and [Asian CineVision](#).

The festival is devoted to highlighting the wide range of diversity and creative expression within the Asian American community. The selection of films range from internationally acclaimed features to experimental and short works by independent artists and students.

THE 2005 DC APA FILM FESTIVAL INCLUDED OVER 75 FILMS FEATURING CAST AND CREW FROM THE ASIAN DIASPORA INCLUDING THE PHILIPPINES, KOREA, INDIA, CHINA, JAPAN, HAWAII, CAMBODIA, THAILAND, VIETNAM, PERU, GERMANY, CANADA, THE NETHERLANDS, SINGAPORE, AND TAIWAN.

In May 2006, the festival was awarded special recognition by DC Pride and Heritage for the "proactive integration and representation of LGBT A/Pis in programming".

Program Highlights

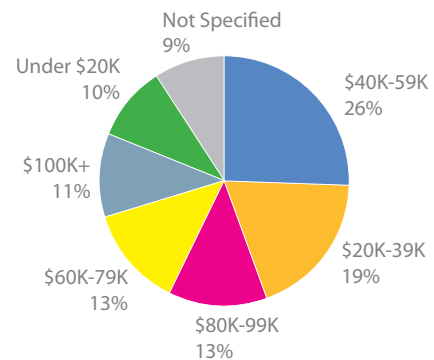
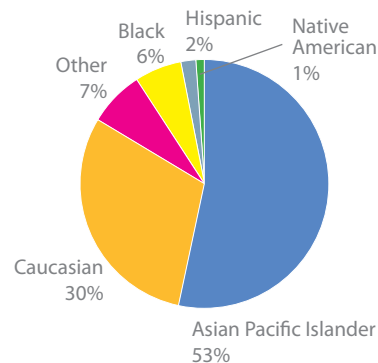
The DC APA Film Festival is the only film festival on the East Coast devoted exclusively to Asian Pacific American film. Last year, the festival screened [over 75 feature and short narrative and documentary films](#) over a 10-day period. The festival has introduced the DC area to acclaimed films such as [Grace Lee Project](#), [The Motel](#), [Cavite](#), and [Face](#). Our films have showcased notable actors such as [Bai Ling](#) and [Sung Kang](#).

Audience

Due to new venue partnerships and increased visibility, we anticipate an increase of over 30% for 2006.

Age

26-35	47%
18-25	22%
36-45	16%
46-55	7%
55+	5%



Smithsonian
Institute



Past Locations

The Smithsonian Institution's:
Hirshhorn Museum and Sculpture Garden
Freer Gallery of Art
Arthur M. Sackler Gallery
National Museum of American History

Historic commercial venues such as:
American Film Institute (AFI) Silver Theatre
Avalon Theatre

International venues such as:
The Canadian Embassy
Goethe-Institut

SPONSORSHIP BENEFITS

The 2006 Washington, DC Asian Pacific American Film Festival is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions on behalf of the 2006 Washington, DC Asian Pacific American Film Festival and its related activities may be made payable to Fractured Atlas. The value of the goods, services, and benefits received in exchange for sponsorship is determined by the board and staff of APA Film. Any contribution above that amount is tax-deductible to the extent permitted by law.

PRESENTING SPONSOR - \$25,000

- 40 tickets to Opening Night and Closing Night events
- Sponsor's name will be tied to festival title and be incorporated into the name of the festival and all marketing materials
- Logo recognition year round in print and on website
- Prominent logo billing on the cover of the DC APA Film Festival Program Book
- Logo billing with prominent placement in all Festival consumer print advertising
- Logo billing in trade advertising
- "Presenting Sponsor" billing and verbal acknowledgement at all programs
- "Presenting Sponsor" billing in all Festival press releases and press announcements
- "Presenting Sponsor" billing in Festival trailers
- Entitled to 30-second ad prior to Opening Night or Closing Night
- Speaking opportunity at opening and closing night of film festival
- Command two full-pages, 4-Color Festival Program Book greeting of choice

Platinum Sponsor - \$10,000

- 20 tickets to Opening Night and Closing Night events
- Logo recognition in print and on website
- Prominent logo billing on the cover of the DC APA Film Festival Program Book
- Logo billing with prominent placement in all Festival consumer print advertising
- "Platinum Sponsor" billing and verbal acknowledgement at all programs
- "Platinum Sponsor" billing on all Festival press releases and press announcements
- "Platinum Sponsor" billing in Festival trailers
- Entitled to 30-second ad prior to Opening Night or Closing Night screening
- Command two full-pages, 4-Color Festival Program Book greeting

Gold Sponsor - \$5,000

- 12 tickets to Opening Night and Closing Night events
- Logo recognition in print and on website
- Logo billing on the cover of the DC APA Film Festival Program Book
- "Gold Sponsor" billing and verbal recognition at sponsored Special Highlight event of choice
- "Gold Sponsor" billing with prominent placement in all Festival consumer print advertising
- "Gold Sponsor" billing on all Festival press releases and press announcements
- "Gold Sponsor" billing in Festival trailers
- Verbal acknowledgement at all programs
- Entitled to 15-second company ad prior to Opening Night or Closing Night screening
- Command two full-pages, B&W Festival Program Book greeting

Silver Sponsor - \$2,500

- 5 tickets to Opening Night and Closing Night events
- Logo recognition in print and on website
- "Silver Sponsor" billing and verbal recognition at sponsored Special Highlight event
- "Silver Sponsor" billing with prominent placement in all Festival consumer print advertising
- "Silver Sponsor" billing on all Festival press releases and press announcements
- "Silver Sponsor" billing in Festival trailers
- Entitled to ad slide prior to Opening Night or Closing Night screening
- Command one full-page, B&W Festival Program Book greeting

SPONSORSHIP BENEFITS

Bronze Sponsor - \$1,000

- 2 tickets to Opening Night and Closing Night events
- Logo recognition on website
- "Bronze Sponsor" verbal acknowledgement at selected program event
- "Bronze Sponsor" billing with prominent placement in all Festival consumer print advertising
- "Bronze Sponsor" billing on all Festival press releases and press announcements
- "Bronze Sponsor" billing in Festival trailers
- One full-page, B&W Festival Program Book greeting

Community Sponsor - \$500

- Logo recognition on website
- "Community Sponsor" verbal acknowledgement at selected program
- "Community Sponsor" billing with prominent placement in selected program consumer print ads
- "Community Sponsor" billing on Festival press releases and press announcements related to selected program
- "Community Sponsor" billing in Festival trailers
- One half-page, B&W Festival Program Book greeting

Sponsor a Film - \$750

- Help sponsor travel costs for a filmmaker to attend our film festival
- We will work with you to sponsor a filmmaker of your choice
- Logo recognition on website
- Verbal acknowledgement at selected program
- Recognition in Festival Program Book

Supporting Community Sponsor - \$250

- Logo recognition on website
- "Supporting Community Sponsor" verbal acknowledgement at selected program
- One third-page to one-quarter, B&W Festival Program Book greeting

Advertising - \$1,000 Two full-page, B&W Festival Program Book greeting 30% discount for non-profit organizations	Advertising - \$500 Half-page, B&W Festival Program Book greeting 30% discount for non-profit organizations
Advertising - \$750 Full-page, B&W Festival Program Book greeting 30% discount for non-profit organizations	Advertising - \$300 Third-page, B&W Festival Program Book greeting 30% discount for non-profit organizations

In-kind Sponsorship, Venue Valuation, and Other Sponsorship Opportunities

Planning and executing a film festival requires many services, so we are always interested in other sponsorship ideas and in-kind donations.

If you are interested in supporting us, we are interested in hearing from you!

Depending on your in-kind donation, we will do our best to match your donation to the advertising levels indicated above. In-kind donations may include food/beverage donations, product donations/audience giveaways, reduced/donated venue fees, or advertising/publicity space.

Media Sponsorship

We welcome your media sponsorship of the festival. Your in-kind donations towards media coverage, publicity, and advertising will be matched to the levels above and our staff will work with you to provide press screeners, interview filmmakers, and attend screenings and special events.

DC APA FILM GUIDE TO BENEFITS

Sponsoring the APA Film Festival includes buying a multi-channel opportunity to reach out to thousands of movie-goers in the DC metropolitan area. Apart from limited edition festival souvenir catalogs for all attendees, sponsors benefit from additional web, print, and broadcast outlets. Support for the festival is highlighted through:

PROGRAM BOOK

Description: Complete description and schedule of DC APA Film Festival programs and special events.

Print Run: 5,000

Color: 4-Color on selected pages

Distribution: Opening Night audience and sponsors, distributed throughout the course of the entire Festival. Used year-round by programmers, curators, and community organizations

Ad Space Close: 8/11/06

TRAILER/SLIDESHOWS

Description: Up to 30 second company-provided ad screened prior to the Opening and Closing nights.*

Company provided slides presented prior to screenings

Ad Space Close: 8/18/06

POSTERS / FLYERS / ADS

Description: Various forms of print media will be distributed to promote the festival, highlight program schedules, draw attention to ethnic focused screenings, and promote distinct events.

Print Run: 25,000

Color: Full color or B&W

Distribution: Community partners, community events, universities, street team and DC APA Film members

Ad Space Close: 8/11/06

PRESS RELEASES

Description: Press releases for Festival opening, awards, and promotion of special events will include list of sponsors

Deadline for Inclusion:
8/11/06

DC APA FILM WEBSITE

Description: A critical resource for Festival supporters. The DC APA Film website attracts on average, approximately 8,000 visitors during the Festival month. Website users seek information on film descriptions, screening times, dates, and venue locations.

Deadline for Inclusion: 8/25/06

COMMUNITY NEWSLETTER

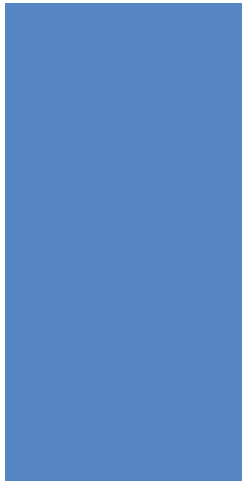
DC APA Film produces a monthly html newsletter highlighting festival events and other local and national Asian American arts and news. Targeted email promotions and news items will reach key demographics and be forwarded to all partner organizations in our network.

Monthly Deadline

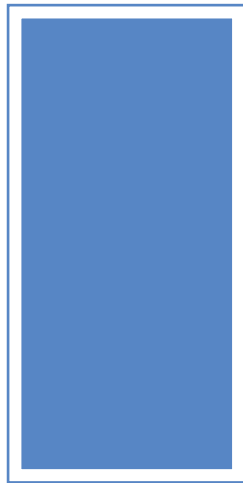
* Slot and ad time dependent on sponsorship level

ADVERTISING ARTWORK INFO

Program Book Advertising



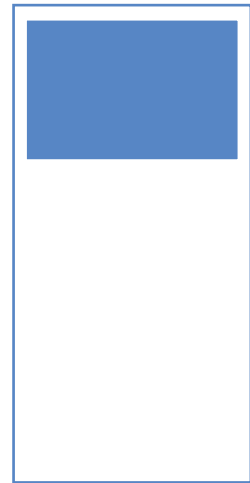
Full Page Bleed
5" w x 10" h



Full Page No Bleed
4.5" w x 9.5" h



Half Page Horizontal
4.5" w x 4.625" h



Third Page Horizontal
4.5" w x 3" h

Program Book Specifications

Trim dimensions are:

5" w x 10" h (letter)

Live area is 4.5" w x 9.5" h

Files must be provided on MAC compatible CD or 100MB Zip Disk.

Camera Ready art must conform to the following specifications:

Line Screen: 133 lpi

Scanned artwork must be at least 300dpi; line work at least 400dpi saved as EPS.

Acceptable file formats are:

Adobe Illustrator: all fonts outlined, saved as EPS

Photoshop EPS: to actual size, include all MAC fonts or "render" Text Layer

QuarkXpress: packaged file

Adobe InDesign: packaged file

All no-bleed ads must have a ½ point frame

All ads must be accompanied by b+w proof

