



SPONSORSHIP PACKET

For more sponsorship information,
please contact

Richard Fidler, Sponsorship Chair
Richard@apafilm.org

THE WASHINGTON, D.C. ASIAN PACIFIC AMERICAN FILM FESTIVAL

Since 2000, Asian Pacific American Film (APA Film) Inc., a registered nonprofit, tax-exempt organization under 501(c)(03) of the Internal Revenue Code, has presented the greater Washington, D.C. region with an annual film festival devoted to film and media arts made by and/or about Americans of Asian Pacific Islander descent and other Asian Diasporic groups from around the world. As the only film arts festival on the East Coast devoted exclusively to presenting this type of work, we have grown larger each year, filling a need in the community to share and learn about one of the fastest growing minority populations in the United States. The 10th Annual DC APA Film Festival will take place Oct. 1 through Oct. 10th, 2009 at multiple venues in Washington, D.C. including the Smithsonian Institution's Freer/Sackler Galleries and Landmark's E Street Cinema.

ABOUT US

The primary mission of the Washington, D.C. Asian Pacific American Film Festival (“DC APA Film Festival”) is to familiarize the Washington, D.C. region with the work of Asian Pacific Americans (APA) in film, video, and other related media arts and activities; and to encourage and promote the development of independent APA film and media artists. To fulfill this mission, the DC APA Film Festival presents multiple film presentations over the course of ten days and invites those involved in the making the films (directors, actors, producers, etc.) to attend the festival as honorary guests for the purposes of leading discussions with local and visiting audiences and/or participating in featured special events. In doing so, we act as a catalyst for discussion and action on issues that affect APA communities and individuals. In addition, we offer an annual introductory filmmaking workshop in which a team of local youths write, produce, and direct a short film in 6 six weeks. Finally, all of our staff is unpaid, which allows the maximum amount of resources to be used for the purpose and mission of the film festival, including film programming, event planning, fundraising, and marketing.

In the past nine years, we have presented over 500 short and feature length films or videos in narrative, documentary, animated, and experimental forms, and have held numerous special events such as panel discussions, workshops, receptions, and filmmaker Q&A's. More than 15,000 people in the Washington, D.C. area have been introduced to the voices and talents of Asian Pacific American filmmakers, with the number of attendees growing steadily each year. Film highlights from past years include the narrative short film *Missing* (Official Selection, 2005 Cannes Film Festival), and Washington, D.C.-based filmmaker Eric Byler's *Americanese* (Starring Joan Chen, Official Selection, 2006 SXSW Film Festival, Special Jury Prize for Outstanding Ensemble Cast, Audience Award for Narrative Feature). We have also featured numerous documentaries about contemporary issues that have gone on to win awards and received national television broadcast premieres, such as *Daughter from Denang* (Winner, Grand Jury Prize, Sundance Film Festival 2002; and Nomination, Best Documentary, Academy Awards, 2003). Notable filmmakers and cast have included Greg Pak, Richie Mehta, Sung Kang, Eric Byler, Jodi Long, and Julia Kwan.

WHY SPONSOR US?

As a nonprofit event planned by an unpaid staff of volunteers, the DC APA Film Festival would not exist without the generous support of private corporate sponsorship and community partnerships. Your monetary contributions and in-kind donations support our mission and provide you with a selection of benefits including:

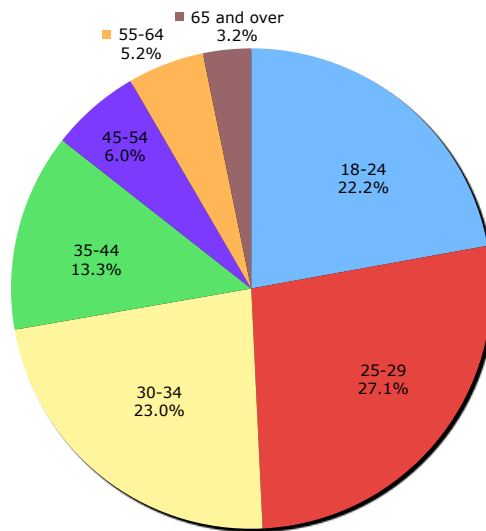
- Association with a long-standing annual film festival located in the nation's capital
- Target a diverse, educated and professional audience that will include a significant percentage of Asian Pacific Americans, the fastest growing ethnic group in the U.S.
- Receive acknowledgement on the APA Film 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
- Tax benefits: APA Film is a 501(c)(3) public charity and all donations are tax-deductible to the extent permitted by law.

Quality corporate and media sponsors that have joined us in the past include: Comcast, Sony, Scion Motors, Verizon, Prudential, Southwest Airlines, and ImaginAsian Entertainment; and food and beverage sponsors such as Heineken, Tsingtao, Singha, Saratoga Water, Honest Tea, Vitamin Water, Emperor's Vodka, PING, Cafe Asia, and Bambu.

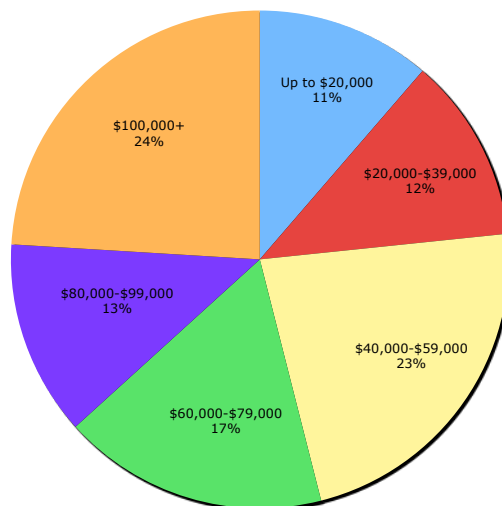
Additionally, the festival welcomes and encourages partnerships with organizations and institutions that share in the mission of supporting the Asian Pacific American community. We have worked closely with such groups as the Organization of Chinese Americans, Network of South Asian Professionals, National Asian Pacific American Women's Forum, and the National Association of Asian American Professionals. The festival is also part of a nationwide network of charitable 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.

AUDIENCE DEMOGRAPHICS

Age



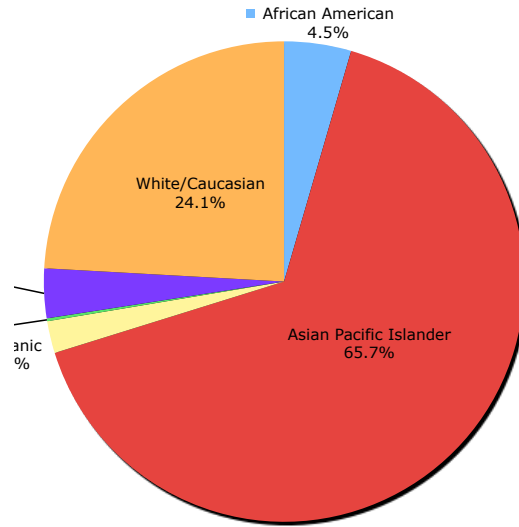
Income



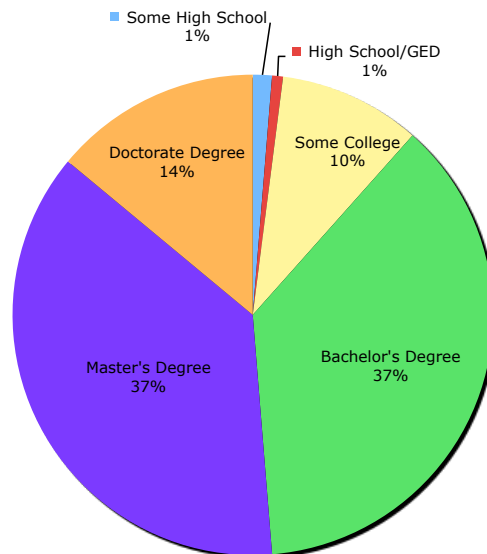
For more information, please visit our website at www.apafilm.org.

AUDIENCE DEMOGRAPHICS

Ethnicity



Education



For more information, please visit our website at www.apafilm.org.

SPONSORSHIP PACKAGES

Sponsorship of the DC APA Film Festival offers your company the opportunity to be associated with an important, unique event in the nation's capital. Association also provides you with enhanced opportunities to position yourself at the forefront of supporting emerging and well-known filmmakers, the film arts industry, as well as prominent Asian Pacific Americans and the large Asian Pacific American community in Washington, D.C. and beyond.

The Washington, D.C. Asian Pacific American Film Festival is produced by Asian Pacific American Film, Inc. (APA Film), a registered nonprofit, tax-exempt charity under 501(c)(3) of the Internal Revenue Code. The value of goods, services, and benefits received in exchange for sponsorship is determined by APA Film. Any contribution above that amount is tax-deductible to the extent permitted by law.

The following is a list of basic sponsorship packages that can all be modified to fit your needs. Benefits range from enhanced publicity and company recognition in the festival program book, logo placement on promotional materials, product sampling or survey opportunities, and presence at events.

PRESENTING SPONSOR LEVEL \$30,000 PRESENTING SPONSOR

- Presenting Sponsor naming and logo presence in all print advertising, including:
 - Flyers (print run: 5000)
 - Festival Program Guide Full-page recognition (print run: 5000)
 - Festival Program Book Full-page recognition (print run: 1500)
 - Posters (print run: 1000)
 - Festival Industry and Staff Badges (print run: 50)
- Presenting Sponsor naming and logo presence in all web promotions, including:
 - Organization website
 - Festival website
 - Festival e-newsletter (subscribers: 2000)
 - Festival social networking & communication sites (Facebook, Twitter)
 - Festival partner e-mail communications (combined subscribers: 20,000)
- Presenting Sponsor naming in all radio advertising
- Presenting Sponsor naming in all press releases
- 10 VIP tickets to Opening Night and Closing Night film screenings
- 20 All-Access Festival Passes
- Sponsor slide before screenings at selected venues
- Table placement at selected venues
- Banner placement at selected venues
- Product or flyer placement in festival gift bags
- Opportunity to speak at Opening Night
- Verbal recognition at every screening as Presenting Sponsor

OFFICIAL SPONSOR LEVEL

\$15,000 OFFICIAL SPONSOR

- Name and logo presence in all print advertising, including:
 - Flyers (print run: 5000)
 - Festival Program Guide - Full-page recognition (print run: 5000)
 - Festival Program Book - Half-page recognition (print run: 1500)
 - Posters (print run: 1000)
 - Festival Badges (print run: 50)
- Name and logo presence in all web promotions, including:
 - Festival website
 - Festival e-newsletter (subscribers: 2000)
 - Festival social networking & communication sites (Facebook, Twitter)
 - Festival Partner emails (combined subscribers: 20,000)
- Name mention in all press releases
- 10 VIP tickets to Opening Night and Closing Night film screenings
- 10 All-Access Festival Passes
- Sponsor slide before screenings at selected venues
- Product or flyer placement in festival gift bags
- Opportunity to speak at Closing Night
- Verbal recognition at every screening as Official Sponsor

MAJOR SPONSOR LEVEL \$10,000 MAJOR SPONSOR

- Name and logo presence in print advertising, including:
 - Festival Program Guide - Half-page recognition (print run: 5000)
 - Festival Program Book - Half-page recognition (print run: 1500)
 - Posters (print run: 1000)
 - Festival Badges (print run: 50)
- Name and logo presence in web promotions, including:
 - Festival website
 - Festival e-newsletter (subscribers: 2000)
 - Festival social networking & communication sites (Facebook, Twitter)
 - Festival Partner emails (combined subscribers: 20,000)
- Name mention in all press releases
- 6 VIP tickets to Opening Night and Closing Night film screenings
- 6 All-Access Festival Passes
- Sponsor slide before screenings at selected venues
- Product or flyer placement in festival gift bags
- Verbal recognition at every screening as Major Sponsor

SUPPORTING SPONSOR LEVEL

\$5000 SUPPORTING SPONSOR

- Name and logo presence in print advertising, including:
 - Festival Program Guide - Half-page recognition (print run: 5000)
 - Festival Program Book - Quarter-page recognition (print run: 1500)
 - Festival Badges (print run: 50)
- Name and logo presence in web promotions, including:
 - Festival website
 - Festival e-newsletter (subscribers: 2000)
 - Festival social networking & communication sites (Facebook, Twitter)
 - Festival Partner emails (combined subscribers: 20,000)
- Name mention in all press releases
- 2 VIP tickets to Opening Night and Closing Night film screenings
- 2 All-Access Festival Passes
- Sponsor slide before screenings at selected venues
- Product or flyer placement in festival gift bags
- Verbal recognition at every screening as Supporting Sponsor

OPENING NIGHT SPONSOR LEVEL

\$2500 OPENING NIGHT SPONSOR

The Opening Night of the DC APA Film Festival is an event that brings hundreds of local supporters, Board members, Opening Night filmmakers & cast, festival sponsors, and industry leaders together for a screening, Q&A, and reception. The reception is usually held at a restaurant or lounge near the screening location with food, drink, and music.

- Name and logo presence in:
- Festival Program Guide - Quarter-page recognition (print run: 5000)
- Festival Program Book - Quarter-page recognition (print run: 1500)
- Name and logo presence in web promotions, including:
- Festival website
- Festival e-newsletter (subscribers: 2000)
- Festival social networking & communication sites (Facebook, Twitter)
- Festival Partner emails (combined subscribers: 20,000)
- Sponsor slide or commercial viewing before Opening Night screening
- 6 VIP tickets to Opening Night film screening
- Product placement/promotional item in festival gift bags
- Opportunity to speak at Opening Night

CLOSING NIGHT SPONSOR LEVEL

\$1000 CLOSING NIGHT SPONSOR

The Closing Night of the DC APA Film Festival is an event that brings hundreds of local supporters, Board members, Closing Night filmmakers & cast, festival sponsors, and industry leaders together for a screening, Q&A, and reception. The reception is usually held at a restaurant or lounge near the screening location with food, drink, and music.

- Name and logo presence in:
- Festival Program Guide - Quarter-page recognition (print run: 5000)
- Festival Program Book - Quarter-page recognition (print run: 1500)
- Name and logo presence in web promotions, including:
- Festival website
- Festival e-newsletter (subscribers: 2000)
- Festival social networking & communication sites (Facebook, Twitter)
- Sponsor slide or commercial viewing before Closing Night screening
- 4 VIP tickets to Closing Night film screening
- Opportunity to speak at Closing Night

COMMUNITY SPONSOR LEVELS

These sponsorships allows for your company or organization to be directly associated with a particular program or film. Upon completion of programming in August, sponsors can choose from a selection of films to sponsor. Your donation will go towards supporting theater rental, administrative costs, and/or travel fees to bring the filmmaker. It also allows you to be connected to a targeted market or audience that has interest in the film content/subject.

\$250 COMMUNITY SPONSOR

- Name & logo presence in Festival Program Guide (print run: 5000)
- Name & logo presence in Festival Program Book - Quarter-page recognition (print run: 1500)
- Name & logo presence in web promotions, including:
 - Festival website
 - Festival e-newsletter (subscribers: 2000)
- 10 tickets to sponsored film

\$100 COMMUNITY PARTNER

- Name and logo presence in Festival Program Book - Quarter-page recognition (print run: 1500)
- Name and logo presence in web promotions, including:
 - Festival website
 - Festival e-newsletter (subscribers: 2000)
- 5 tickets to sponsored film

INDIVIDUAL SPONSOR LEVEL

This sponsorship invites individuals to make a tax-deductible contribution in their name, anonymously, or in someone else's honor, in support of the festival's mission.

\$75 FRIEND OF FESTIVAL

- Name (Given Name, In Honor Of, or Anonymous) acknowledgement in:
 - Festival Program Book (print run: 1500)
- Name acknowledgement in web promotions, including:
 - Festival website
 - Festival newsletter (subscribers: 2000)
- 2 tickets to any paid screening at the DC APA Film Festival, except Opening or Closing Night
- Thank You Gift

SWAG ITEMS, IN-KIND DONATIONS, MEDIA SPONSORSHIP, VENUE VALUATION, AND OTHER SPONSORSHIP OPPORTUNITIES

We can match your in-kind donation to sponsorship level to create a package of benefits in return. Non-cash donations can include food or beverage, sample products, gift certificates, reduced/donation equipment or venue fees, or advertising/publicity space or airtime. If you are interested in supporting us, we are interested in hearing from you!

PROGRAM ARTWORK INFO

PROGRAM BOOK LAYOUT INFO



Full Page Bleed
9"w x 9"h



Full Page No Bleed
8.5"w x 8.5"h



Half Page Horizontal
8.5"w x 4.25"h



Quarter Page Horizontal
4.25"w x 4.25"h

PROGRAM BOOK SPECIFICATIONS

Trim dimensions are: **9"w x 9"h**

Live area is **8.5"w x 8.5"h**

Files must be provided on MAC/PC compatible CD

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**