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PHILADELPHIA ASIAN AMERICAN FILM FESTIVAL

SPONSORSHIP KIT



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ABOUT PAAFF

Philadelphia Asian American Film & Filmmakers was founded in 2008 by a passionate group of Asian Americans who felt a need for a festival space that was focused on supporting the growing Asian filmmaking community. **The Philadelphia Asian American Film Festival (PAAFF)** is the showcase event of this non-profit organization and is dedicated to supporting and highlighting the experiences of Asian and Pacific Islander diaspora through creative community-focused programs. PAAFF is currently the third-largest film festival of its kind in the United States. In addition to our film programs, our volunteer-run organization also presents supporting programming such as live performances, chef demonstrations, panels and lectures, and educational workshops during the festival and throughout the year.

OUR MISSION & VISION

Our Mission: The Philadelphia Asian American Film Festival aims to serve as a platform to showcase and celebrate Asian and Pacific Islander diaspora storytellers and their works. In order to build a more inclusive and informed community, we collaborate with other like-minded organizations that support this mission.

Vision: We believe in celebrating and propelling the voices of Asian and Pacific Islander diaspora storytellers and creators to the forefront of culture by serving as a platform for them to share their vision with the world through film, theatre, and live performance.

PAAFF is excited to partner with sponsors who are interested in helping us bring our mission and vision to life.



REPRESENTATION MATTERS

It has become increasingly important for film and media to accurately represent and reflect the experience of People of Color. In the history of American film, Asian characters have often been caricatures and stereotypes, written by non-Asian storytellers, and sometimes even portrayed by non-Asian actors. Some of the most iconic American films, such as *Breakfast at Tiffany's* (1961), *A Christmas Story* (1983), and even the recent 2017 *Ghost in a Shell* adaptation have relied on problematic stereotypes and whitewashing as part of their craft. The role of POC community-based festivals like PAAFF, is to emphasize the importance of storytelling by, about, and for our own communities. Notable films with thoughtful Asian diaspora storytelling that the PAAFF and the A&PI Festival Circuit has supported include: *The Tiger Hunter* (2017), *Crazy Rich Asians* (2018), and *Minari* (2020).

Media depictions of Asians as one-dimensional stereotypes must be left behind as we enter a new era of storytelling that is by and about the Asian diaspora. PAAFF is focused on elevating these modern stories while also educating our communities on the vibrant histories and invaluable legacies of Asian America.

“ PAAFF isn't just about representation on screens, but actually an exchange of stories. We carry our identities regardless of where we are.

Adriel Luis,
Smithsonian Asian
Pacific American Institute



WHAT DOES REPRESENTATION MEAN FOR PAAFF?

PAAFF programs emphasize the importance of fully representing the diverse stories within the Asian and Pacific Islander diaspora. We encourage our communities to expand their understanding of identity to include nationality, economic class, indigeneity, and citizenship status in addition to sexuality and gender identity. Since inception, PAAFF has also expanded to include other creative media such as performance art, music, culinary arts, and more. Below are examples of only some of the ways in which PAAFF consciously curates diverse programs all year round.



..... **Asian Music Showcase** – Since 2016, the festival has hosted live performances by Asian American music artists of different genres.



..... **Pacific Showcase** – In the United States, Native Hawaiian and Pacific Islanders are often grouped with Asian Americans even though their experience differs in many aspects. It is important for our festival to highlight these experiences in their own showcase. This showcase is sponsored by and presented in partnership with Pacific Islanders in Communications.



..... **Artist Residency Program** (presented in partnership with PAPA) – This year-long residency is granted to three Philadelphia based performers selected by Philadelphia Asian Performing Artists (PAPA), who present their works during our annual festival.



..... **Asian Chef Experience** and **Virtual Dine-In Theater** – Since 2016 these immersive foodie events bridge the gap between film and food and have celebrated over 20 Asian-owned and operated restaurants located all over Philadelphia.



..... **Conferences and Panel Discussions** – Since 2016, PAAFF has invited academics, filmmakers, and community leaders to share their work related to Asian American Studies, Media Studies, Community Advocacy, etc.. These events have seen a total of over 2,000 attendees from diverse academic backgrounds.

WHERE YOUR SUPPORT MAKES AN IMPACT

Since its founding, PAAFF has been an entirely volunteer-run festival that has relied heavily on the labor of dedicated and passionate individuals that have helped form the strong mission and vision of our organization. Under the leadership of arts and culture visionaries and with the support of our sponsors, donors, and community members, PAAFF has grown to be one of the largest A&PI-focused film festivals in the US and an important, influential platform for Philadelphia's flourishing arts scene.

Now in its 14th year, PAAFF hopes to continue growing and to build upon its resources to create annual festival and year-round programs that will elevate and celebrate the voices of A&PI filmmakers and artists. With the generous contributions of our sponsors, we will be able to continue supporting our current programming while also creating new and innovative programming that will further our organizational goals.



2020 SPONSORS



Showcase Sponsor



PACIFIC ISLANDERS
IN COMMUNICATIONS

Partner Sponsors



Foundation Support



Prime Sponsor

In-Kind Support



Press Partners



REFLECTING ON 2020

2020 was a uniquely challenging year. In the midst of a pandemic and a leadership transition, PAAFF successfully pivoted to an entirely online festival. Like in previous years, PAAFF ran for 11 days in November and the staff worked hard at adapting the full festival experience for the digital world. The festival program featured **84 films** from **11 different countries**, which were screened live and also available to rent. In addition to the film programming, our team hosted livestream events every day with **40 unique panels, filmmaker Q&As, and performances**.

The online format increased accessibility to PAAFF's programming to members of our community that had typically been unable to attend live events and also allowed for audiences outside of the Philadelphia region to join in on the festivities. Audiences from **31 states** in the US and **11 countries** around the world were able to participate in the festival from the comfort and safety of their own homes. We saw over three thousand attendees over the course of the festival's run. For many ticket-holders, attending PAAFF 2020 online was their very first PAAFF experience and many let us know how excited they were to attend PAAFF in-person someday soon.

[Watch the PAAFF 2020 Recap Video here](#)



“ In the future, I hope to be able to attend PAAFF in person and engage with the greater community. I am grateful to PAAFF for helping me better understand my identity as an Asian American in today's politically complicated world.

Anonymous,
Festival Guest

LOOKING FORWARD TO 2021

Our successful transition to online programming in 2020 has prepared us for anything that is to come in 2021 and we are excited for the possibilities. While we wait to see what happens in regards to the COVID-19 pandemic, our staff will continue to prepare for our 14th annual festival keeping in mind all of our options.

In addition to our previously established festival programs, we will also be developing new year-round programming that will be hosted online in panel discussion and workshop formats. Our ideas include:

- **PAAFF Film Club** – a 6-month-long club that will meet to discuss a syllabus of Asian and Pacific Islander diaspora films created by PAAFF’s programming team. Meetings may feature guest speakers and all films will be available for free or at low-cost. The meetings will be free to attend.
- **AAPI Film Festival Coalition Film Events** – in partnership with other AAPI Festivals across the North American continent, public television, and distribution companies, we will host virtual screenings of new Asian and NHPI diaspora film. Screenings are often paired with panels and Q&As with the film’s cast and crew.

“ This festival casts the Asian American experience in a light unknown to many; unearthing narratives that have been erased throughout history, and shining light on cultures that have been overlooked or whitewashed.

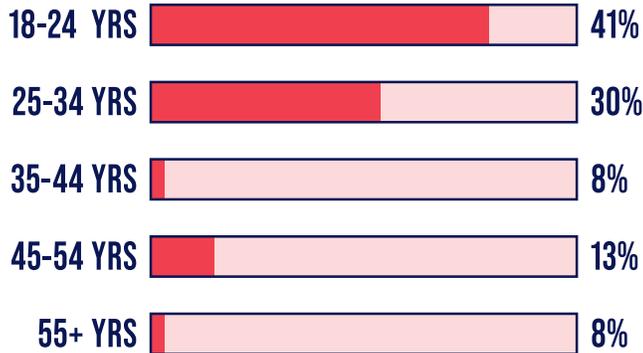
Sal Heggeman,
Festival Guest



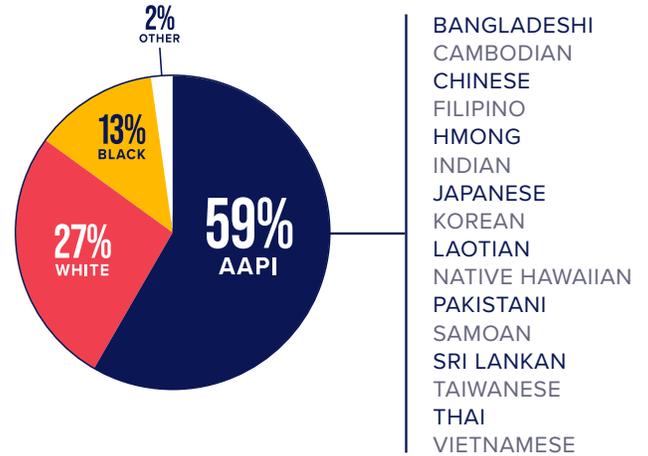
OUR COMMUNITY

Every year, the Philadelphia Asian American Film Festival brings together over 10k people across social media and over 3k people at our festival events.

AGE



ETHNICITY



Demographic data reflects attendance at PAAFF 2018.

ONLINE COMMUNITY


7K+
FOLLOWERS


2K+
FOLLOWERS


2K
FOLLOWERS


3K+
SUBSCRIBERS

ASIAN AMERICAN MARKET



Rapidly Growing Consumer Base

The Asian American population grew 46% in the last 10 years, representing the fastest-growing ethnic/racial segment in the US. The U.S. Census projects the Asian American population to grow 21% by the year 2025.



AAPI Buying Power

Asian American buying power is expected to grow from its 2019 projection of \$1 trillion to \$1.3 trillion in 2022.

Source: Nielsen The Asian American Diverse Intelligence Series 2020

FESTIVAL SPONSORSHIP

PRESENTING SPONSOR: \$25,000

NAMING RIGHTS & SPEAKING OPPORTUNITIES

- Naming rights to the film festival
- Brand exclusivity to Opening Night
- Speaking opportunity prior to Opening Night Film
- Sponsor logo given primary billing wherever logos are displayed

AUDIENCE EXPOSURE

- Sponsor logo displayed prominently on step and repeat photo op banner
- Commercial or video message shown before all films
- “Presenting Sponsor” billing in Festival trailer shown prior to all films
- Verbal acknowledgement prior to all films
- Option to have sponsor provided promotional material at primary venue

PRINT & ONLINE EXPOSURE

- Sponsor’s name incorporated into Festival title on all Festival promo materials including programs, posters, banners, postcards and badges
- Full color ad on back cover in online and print Festival programs
- Full page introduction letter in online and print Festival programs
- Sponsor logo displayed on Festival website with link to sponsor website
- “Presenting Sponsor” billing on Festival trailer shown on homepage

DIRECT PARTICIPATION

- VIP Festival Badges good for all film screenings and events

PREMIER SPONSOR: \$12,000

NAMING RIGHTS & SPEAKING OPPORTUNITIES

- Naming rights to Main Event Film
- Speaking opportunity prior to Sponsored Film

AUDIENCE EXPOSURE

- 60 second Commercial or video message shown before all films
- “Premier Sponsor” billing in Festival trailer shown prior to all films
- Verbal acknowledgement prior to all main event films
- Option to have sponsor provided promotional material at primary venue

PRINT & ONLINE EXPOSURE

- “Premier Sponsor” billing in program book
- Full page ad on inside front cover in online and print Festival programs
- Optional full page message in online and print Festival programs
- Sponsor logo displayed on Festival website with link to sponsor website
- “Premier Sponsor” billing on Festival trailer shown on homepage

DIRECT PARTICIPATION

- VIP Festival Badges good for all film screenings and events

“PAAFF is a great way to showcase pride and progress. The event raised a lot of awareness about projects that are going on in the Asian American community that needs support in order to grow.

Eddie Chai,
Festival Guest



FESTIVAL SPONSORSHIP

CENTERPIECE SPONSOR: \$7,500

NAMING RIGHTS & SPEAKING OPPORTUNITIES

- Naming rights to Centerpiece Film, and Centerpiece Peripheral Programming
- Speaking opportunity prior to Centerpiece Film

AUDIENCE EXPOSURE

- 30 second Commercial or video message shown before all films
- “Centerpiece Sponsor” billing in Festival trailer shown prior to all films
- Verbal acknowledgement prior to all main event films
- Option to have sponsor provided promotional material at primary venue

PRINT & ONLINE EXPOSURE

- “Centerpiece Sponsor” billing in program book
- Full page ad on inside back cover in online and print Festival programs
- Optional half page message in online and print Festival programs
- Sponsor logo displayed on Festival website with link to sponsor website
- “Centerpiece Sponsor” billing on Festival trailer shown on homepage

DIRECT PARTICIPATION

- VIP Festival Badges good for all film screenings and events

SHOWCASE SPONSOR: \$5,000

NAMING RIGHTS & SPEAKING OPPORTUNITIES

- Naming rights to Program Section, including Peripheral Events in named Section
- Speaking opportunity prior to (1) film or event in named Section

AUDIENCE EXPOSURE

- Commercial or video message shown before all films in named Section
- “Showcase Sponsor” billing in Festival trailer shown prior to all films
- Verbal acknowledgement prior to all films in named Section
- Option to have sponsor provided promotional material at primary venue

PRINT & ONLINE EXPOSURE

- “Showcase Sponsor” billing in program book
- Full page priority placement ad in online and print Festival programs
- Sponsor logo displayed on Festival website with link to sponsor website
- “Showcase Sponsor” billing on Festival trailer shown on homepage

DIRECT PARTICIPATION

- VIP Festival Badges good for all film screenings and events



FESTIVAL SPONSORSHIP

PARTNER SPONSOR: \$3,000

NAMING RIGHTS & SPEAKING OPPORTUNITIES

- Naming rights to a non-main event film screening or peripheral program
- Speaking opportunity prior to chosen film or event

AUDIENCE EXPOSURE

- Commercial or video message prior to named event
- “Partner Sponsor” billing in Festival trailer shown prior to all films
- Verbal acknowledgement prior to named event
- Option to have sponsor provided promotional material at primary venue

PRINT & ONLINE EXPOSURE

- “Partner Sponsor” billing in program book
- Full page priority placement ad in online and print Festival programs
- Sponsor logo displayed on Festival website with link to sponsor website
- “Partner Sponsor” billing on Festival trailer shown on homepage

DIRECT PARTICIPATION

- VIP Festival Badges good for all film screenings and events

PRIME SPONSOR: \$1,500

AUDIENCE EXPOSURE

- “Prime Sponsor” billing in Festival trailer shown prior to all films
- Verbal acknowledgement prior to Opening Night Film

PRINT & ONLINE EXPOSURE

- “Prime Sponsor” billing in online and print Festival programs
- Full page ad in online and print Festival programs
- Sponsor logo displayed on Festival website with link to sponsor website
- “Prime Sponsor” billing on Festival trailer shown on homepage

DIRECT PARTICIPATION

- VIP Festival Badges good for all film screenings and events



“ What I love about these film festivals is that it shows there are so many different facets about being Asian American.

Dianne Fukami,
Director/Executive Producer
*Norman Mineta & His Legacy:
An American Story*

FESTIVAL SPONSORSHIP CHART

	PRESENTING SPONSOR: \$25,000	PREMIER SPONSOR: \$12,000	CENTERPIECE SPONSOR: \$7,500	SHOWCASE SPONSOR: \$5,000	PARTNER SPONSOR: \$3,000	PRIME SPONSOR: \$1,500
FESTIVAL BENEFITS						
Naming Rights to the Festival & Opening Night Exclusivity	X					
Naming Rights to Closing Night & One Additional Film		X				
Naming Rights to Centerpiece Film			X			
Naming Rights to Program Section				X		
Naming Rights to Non-main Event Film				X	X	
Pre-film Speaking Opportunity	X	X	X	X	X	
Logo on Step & Repeat Red Carpet Banner	X					
Commercial or Video Shown Before All Films	X					
Commercial or Video Shown Before All Main Event Films	X	X	X			
Commercial or Video Shown Before All Films in Named Section				X		
Commercial or Video Shown Before Named Film	X	X	X	X	X	
Inclusion in Festival Trailer	X	X	X	X	X	X
Verbal Acknowledgement Prior to All Films	X					
Verbal Acknowledgement Prior to All Main Event Films	X	X	X	X	X	
Verbal Acknowledgement Prior to Opening Night Film	X	X	X	X	X	X
ADVERTISING BENEFITS						
Sponsor-provided Promo Material at Primary Venue	X	X	X	X	X	
Sponsor Billing in Festival Program	X	X	X	X	X	X
Sponsor Billing in Posters	X					
Sponsor Billing in Postcards	X					
Sponsor Billing in Badges	X					
Sponsor Logo Link on Festival Website	X	X	X	X	X	X
FESTIVAL PROGRAM GUIDE BENEFITS						
Optional Full or Half Page Intro Letter in Program Guide	X	X				
Full Page Ad - Back Cover	X					
Full Page Ad - Inside Front Cover		X				
Full Page Ad - Inside Back Cover			X			
Full Page Ad				X	X	X
PASSES						
VIP Passes for All Festival Screenings & Events	X	X	X	X	X	X

A MESSAGE FROM PAAFF

Philadelphia Asian American Film & Filmmakers is a nonprofit organization founded in 2008 to celebrate and elevate the voices of the Asian & Pacific Islander experience in cinema. For over a decade we have presented captivating year-round programs that include film screenings, theater performances, and academic conferences that engage and inspire Asian communities while building bridges and encouraging conversation with other communities in Philadelphia and the world.

The Philadelphia Asian American Film Festival (PAAFF) is our marquee event that prides itself as the largest film festival on the East Coast dedicated to AAPI content. Your support allows PAAFF to focus on creating robust and accessible programming by helping us cover film screening venues/online platforms, pay guest artists and speakers, as well as keep ticket-costs low to ensure financial accessibility for our community.

We look forward to working with you to create a sponsorship package that fits your needs!

Contacts



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