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# PHILADELPHIA ASIAN AMERICAN FILM FESTIVAL

SPONSORSHIP KIT



PHILADELPHIA  
ASIAN AMERICAN  
FILM FESTIVAL

22

# 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.

**Our Vision:** We believe in celebrating and propelling the voices of Asian and Pacific Islander storytellers and creators to the forefront of culture by inviting artists to share their work with the world through our platform.

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 BIPOC (Black, Indigenous, and People of Color) experiences. In the history of American film, Asian characters have often been written as caricatures and stereotypes by non-Asian storytellers. Iconic American films such as *Breakfast at Tiffany's* (1961) and *A Christmas Story* (1983) and even the recent 2017 *Ghost in a Shell* adaptation have relied on problematic stereotypes, yellowface, and whitewashing as part of their craft.

The role of community-based festivals like PAAFF is to emphasize the importance of storytelling by, about, and for our own communities. Notable films with thoughtful Asian and Pacific Islander diaspora storytelling that PAAFF has supported include: *The Tiger Hunter* (2017), *Minari* (2020), and *I Was A Simple Man* (2021).

PAAFF is focused on elevating storytelling that is by and about the Asian and Pacific Islander diaspora, while also educating our communities on the vibrant histories and invaluable legacies of our communities.

“ 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,  
Digital Curator,  
Smithsonian Asian  
Pacific American Institute



# INTENTIONAL REPRESENTATION THROUGH PAAFF PROGRAMS

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 passionate individuals. Under the leadership of arts and culture visionaries and with the support of our sponsors, local foundations, and community, 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 15th year, PAAFF continues to grow and build upon its resources to create impactful programs throughout the calendar year including the Asian Chef Experience, the Virtual Dine-In Theater, Film Club, and Trivia Night at Queen & Rook. Such events build community by spotlighting local Asian American businesses, honoring our histories, and celebrating the rich diversity of our cultures. Our annual cycle of events culminates in our signature film festival, which elevates the voices of A&PI filmmakers, playwrights, musical artists, and other creatives. 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.

## 2021 SPONSORS

Presenting Sponsor



Foundation Support



Showcase Sponsor



Partner Sponsors



Prime Sponsor



Venue Sponsor



In-Kind Support



# REFLECTING ON 2021

After considering the progression of the COVID-19 pandemic, our staff decided on a hybrid model for our 14th annual festival. Taking place from November 4th till the 14th, the hybrid festival consisted of both in-person and online events: two live/in-person film screenings, three theater performances, one music showcase, 100+ films available for online rental, and a full lineup of live streamed filmmaker Q&As and panel discussions. The hybrid festival allowed PAAFF to continue expanding our accessibility to audiences around the world, as well as begin to reintegrate in-person events into our program.

Audiences from 29 states in the US and 8 countries around the world were able to enjoy film rentals and free live streamed content. PAAFF organized multiple social events during the festival to encourage community-building, such as our Virtual Filmmakers Brunch, which allowed filmmakers from around the world to connect, and our annual Queer Asian Brunch, inviting local queer, Asian creatives to share a meal together.

The inclusion of limited in-person events allowed for joyful community connection that many attendees missed during our online festival last year. We saw a 97% audience retention rate with the shift from an entirely online festival to a hybrid festival, with the drop in audience numbers most likely due to changes in pandemic restrictions. With the diversity of our program, we also saw our attendance grow more diverse in age, nationality, and race—with many new faces in attendance. We anticipate PAAFF's audiences to continue growing this year.

[Watch the PAAFF 2021 Recap Video here](#)



**“ Holding PAAFF virtually creates a diverse community allowing more voices to be heard. The fact that I know the audience members participating in these Q&As are from all over the world from varying backgrounds creates such a powerful sentiment.”**

Festival Guest

# LOOKING FORWARD TO 2022

Our successful combination of online and in-person programming in 2021 has shown us that our team is ready for anything, and we are excited for the possibilities. While we continue to monitor the COVID-19 pandemic, our staff has prepared to increase our programming activities outside of the 15th annual festival in November. By bringing additional programming to Philadelphia, we intend to keep audiences engaged and aware of Asian and Pacific Islander diaspora stories all year.

We are excited to continue developing established online programs and will also be revitalizing programs from previous festival years. These programs 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.
- **Video Art Festival** – established in 2015, with its last iteration in 2019, this experimental film program celebrates contemporary video art created by artists from or about the Middle East, North Africa and South Asia. This program is co-presented by 12 Gates Arts in Old City, Philadelphia.

**“ PAAFF has been at the forefront of addressing historical and contemporary racism in the United States from multiple perspectives and bringing along many different communities. This overarching outlook is what draws us and other organizational partners to them.**

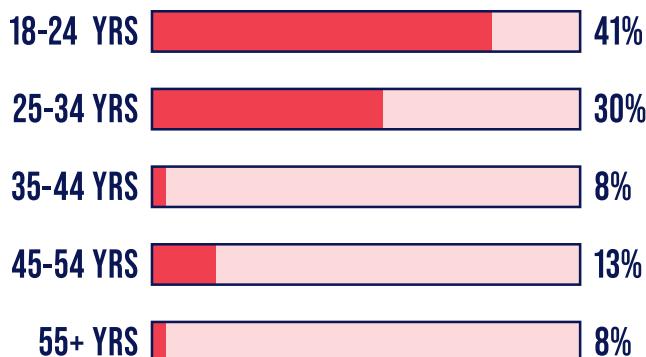
Aisha Zia Khan,  
Executive Director,  
Twelve Gates Arts



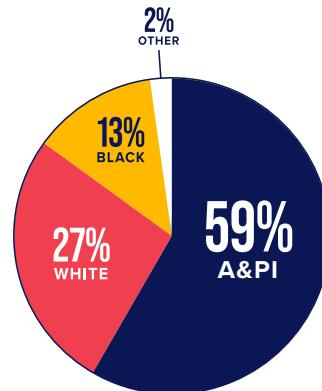
# OUR COMMUNITY

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



BANGLADESHI  
CAMBODIAN  
CHINESE  
FILIPINO  
HMONG  
INDIAN  
JAPANESE  
KOREAN  
LAOTIAN  
NATIVE HAWAIIAN  
PAKISTANI  
SAMOAN  
SRI LANKAN  
TAIWANESE  
THAI  
VIETNAMESE

Demographic data reflects attendance at PAAFF 2018.

## ONLINE COMMUNITY



# 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: \$30,000

### 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
- Optional 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

## PREMIER SPONSOR: \$15,000

### 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

“ 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: \$10,000

### 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

## SHOWCASE SPONSOR: \$7,000

### 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

“ Film Festivals like this really help showcase a lot of important cinema that would not be seen otherwise.

Tony Bui,  
Director, *Three Seasons*



# 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

- Discounted All-Access Festival Badges good for all film screenings

## 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

- Discounted All-Access Festival Badges good for all film screenings



“ 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
<b>FESTIVAL BENEFITS</b>						
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
<b>ADVERTISING BENEFITS</b>						
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
<b>FESTIVAL PROGRAM GUIDE BENEFITS</b>						
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
<b>PASSES</b>						
VIP Passes for All Festival Screenings & Events	X	X	X	X	X	X

# A MESSAGE FROM PAAFF

The Philadelphia Asian American Film Festival started in 2008 as an entirely volunteer-run festival, driven by a need for Asian American representation in Philadelphia's arts scene. In the decade and a half since then, PAAFF has grown exponentially and has carved a space in Philadelphia for A&PI diaspora creators to be recognized, supported, and celebrated.

As our festival continues to grow and develop, sponsorship contributions will help PAAFF continue to achieve an impressive festival scope while increasing our sustainability and ensuring that our impact—both locally and nationally—will continue for decades to come.

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



## CONTACTS



**SELENA YIP**  
*Festival Director*

A handwritten signature of Selena Yip's name.



**SOPHIA LIN**  
*Sponsorship Coordinator*

A handwritten signature of Sophia Lin's name.

[partnerships@phillyasianfilmfest.org](mailto:partnerships@phillyasianfilmfest.org)

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