



# 2024 SPONSORSHIP **KIT**



# ABOUT PAAFF



The Philadelphia Asian American Film Festival (PAAFF) is a 501(c)(3) nonprofit organization (status pending). It was founded in 2008 to create a space for the growing Asian filmmaking community. PAAFF is dedicated to supporting and highlighting the experiences of the Asian and Pacific Islander diaspora through creative community-focused programs.

PAAFF began as a 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, arts foundations, and community, PAAFF has grown to be one of the largest AAPI-focused film festivals in the US and an important, influential platform for Philadelphia's flourishing arts scene.



# OUR MISSION & VISION

**Our Mission:** The Philadelphia Asian American Film Foundation serves as a platform that exhibits and celebrates the works of AANHPI (Asian, Asian American, Native Hawaiian, and Pacific Islander) storytellers, primarily through film and video art programs to a wide audience. As the main hub for AANHPI media, culture, and entertainment in the Greater Philadelphia area, we exist to empower and advocate for a diverse creative community that includes performing, culinary, fine arts, and more. By forming alliances with like-minded local and national organizations, we are building a more inclusive and informed community that fulfills our mission.

**Our Vision:** To provide access and create a pathway for future generations to honor, learn from, and share their own AANHPI experiences and personal histories through filmmaking and other forms of storytelling. We strive to push the creative community forward with year-round advocacy and networking opportunities, creative workshops, and exposure through showcasing and connecting to distribution platforms.

# ANNUAL FILM FESTIVAL **2023 RECAP**

2023 festival ran from November 2-12 in a hybrid format, with **14 in-person events** and more than 80 films on-demand. 10 out of 12 feature films in our program were able to be screened in person, a first since the COVID-19 pandemic.

The exposure garnered from the 2023 festival has **grown our online engagement on social media platforms by 335%** from previous years.

Over **500 people attended PAAFF's in-person events**, while on-demand rentals received over **700 online streams**. In the past year, PAAFF's in-person attendance has **grown by 134%**.

The festival theme was “Lost & Found”, reminding audiences of the history of PAAFF as an organization, their own personal journeys as part of a diaspora, and the ongoing struggles and celebrations of people, whose stories demand telling.

# PAAFF PROGRAMS

## BEYOND FILMS

PAAFF programs emphasize the importance of fully representing the diverse stories within the Asian, Native Hawaiian and Pacific Islander diaspora, consciously curating diverse programming all year round.

Since inception, PAAFF has also expanded to include other creative media such as performance art, music, culinary arts, and more.



**MUSIC**



**FOOD**



**PANELS**



# MAKE AN IMPACT

## BECOME A SPONSOR

Now in its 17th year, PAAFF continues to grow and build upon its resources to create impactful programs throughout the calendar year including panel discussion with filmmakers, Asian Chef Experience, Film Club, and music showcase. 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 AAPI 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.

# SPONSORSHIP **BENEFITS**

Our corporate and business partners have multiple touchpoints leading up to the festival and throughout the 10-day festival. All sponsorship tiers receive the following:

**E-NEWSLETTER  
INCLUSION**

**SOCIAL MEDIA POSTS**

**FESTIVAL TRAILER AT  
EACH SCREENING**

**AD IN THE FESTIVAL  
PROGRAM BOOK**

**FESTIVAL PSA**

**PRODUCT PLACEMENT**

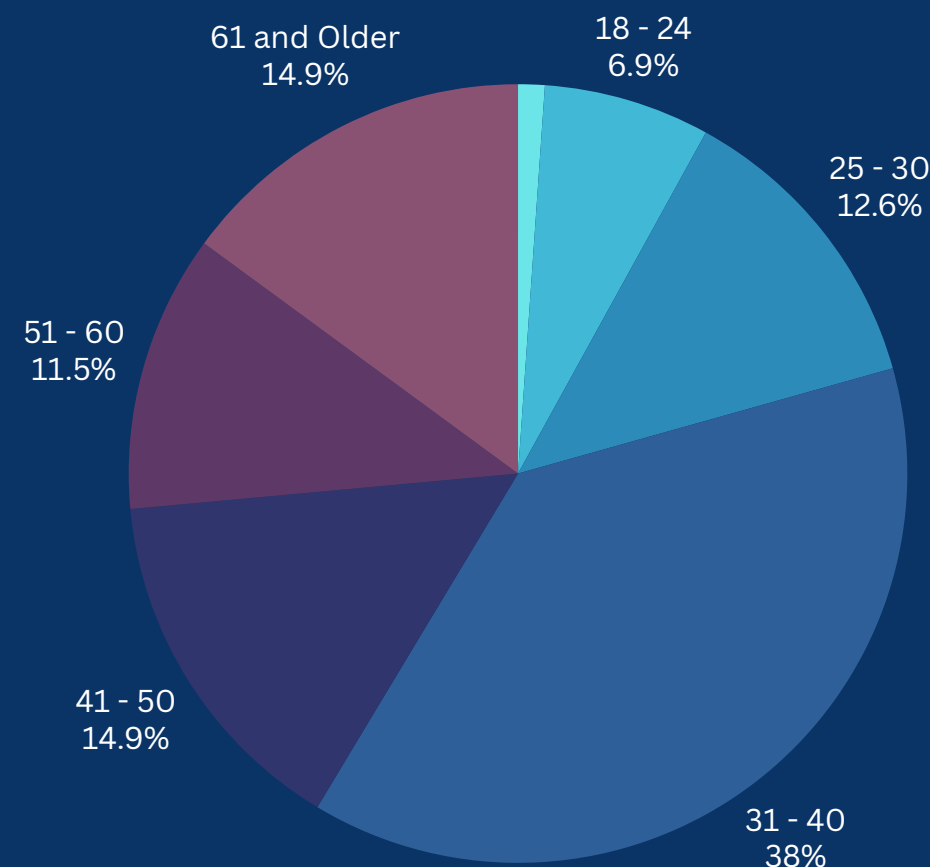
**VIP TICKETS AND PASSES**

**PARTICIPATION IN THE  
FESTIVAL PRESS PARTY**

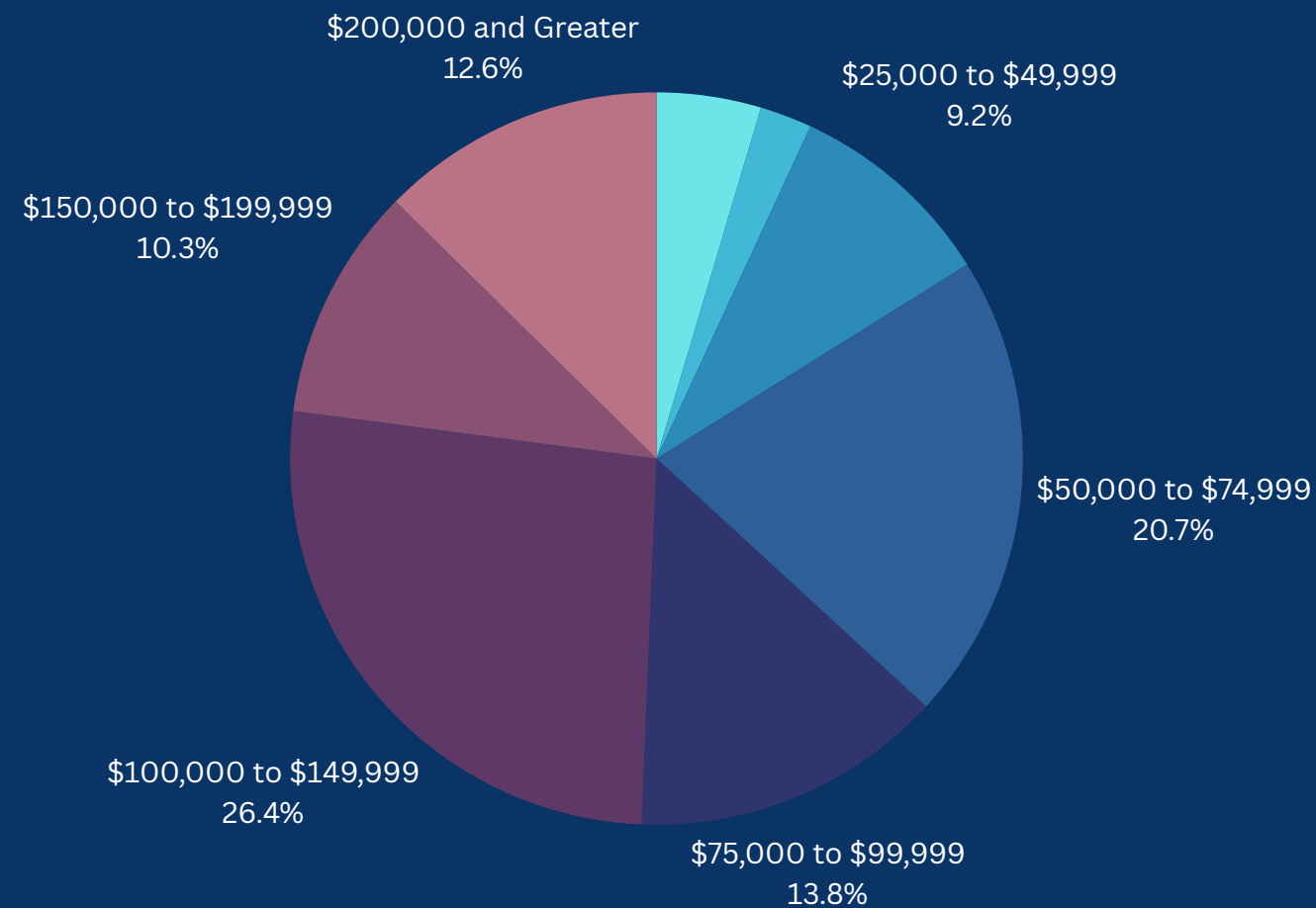
# OUR COMMUNITY

We have a diverse and engaged audience, whose interests and demographics make them a prime audience for sponsors seeking brand recognition and consumer engagement from the AAPI community. Every year, PAAFF reaches over 10k people across social media and over 3k people at our festival events.

## AGE



## HOUSEHOLD INCOME



## NATIONAL STATS

**Asian Americans have tremendous spending capabilities, with a median household income of \$104,646, well above average income for the U.S.**

**Asian Americans have tremendous buying power: with \$1.3 trillion and growing**

*Data Source: Nielsen Attitudes on Representation Study 2024*



**PREVIEW PARTY**  
FESTIVAL PRESS + MEDIA EVENT  
co-presented by Baisun Candle Co.

**Thursday, October 17th | 5pm - 9pm**  
location tbd

**AANHPI Artisans/Makers Tables**  
**Asian Food Vendors**  
**Performance by Philly Indie band, Moonroof**  
**APIA Votes**  
**PAAFF 2024 Trailer and Theme Reveal**  
**Festival Programming highlights**

**ESTIMATED BUDGET: \$2,500**

# SPONSORSHIP LEVELS

YEAR-ROUND PARTNERSHIP OPPORTUNITIES

## TITLE SPONSOR

\$75,000 - \$100,000

- Naming rights on ALL 2024-2025 Programs and events.
- Acknowledged at every PAAFF event
- Brand category exclusivity on Festival Opening Night
- Sponsor logo displayed on step and repeat
- Title sponsor logo placement on Festival Trailer before each film.
- Logo displayed on Festival website with link to sponsor website
- Full page ad in the Festival Program Guide (back cover)
- Speaking opportunity at up to 4 keystone events
- Commercial or video message shown at select 4 keystone events.
- 10 passes to every PAAFF program + 12 VIP Festival Passes

## PRESENTING SPONSOR

\$50,000 - \$75,000

- Logo on promotional materials and posts on ALL 2024 - 2025 Programs
- Acknowledged at every PAAFF event
- 2024 Film Festival Opening Night Opening Night Intro + 1 keystone event
- Sponsor logo displayed on step and repeat
- Commercial or video message shown at Festival Opening screening + 1 keystone event.
- Full Page ad in the Festival Program Guide (Inside back cover)
- Logo displayed on Festival website with link to sponsor website
- 8 passes to every PAAFF program + 10 VIP Festival Passes

## PREMIERE SPONSOR

\$25,000 - \$50,000

- 2024 Film Festival Opening Night Opening Night Intro
- Acknowledged at every PAAFF event
- Speaking opportunity at 1 keystone event
- Commercial or video message shown at 1 keystone event
- Sponsor logo displayed on step and repeat
- Half page ad in the Festival Program Guide
- 5 passes to every PAAFF program + 8 VIP Festival Passes

# PROGRAM SPONSORSHIP

## 2024 FESTIVAL PROGRAMS

### OPENING NIGHT

\$15,000

Opening Night reception following the Opening Film. Gathering AANHPI filmmakers from all over the globe as well as local leaders and entrepreneurs who are propelling our community.

### CLOSING WEEKEND

\$5,000 - \$15,000

Festival closing party with AANHPI music showcase featuring rising DJ's and musical artists and acts.(Sat). Closing night films & reception (Sun)

### AWARD NOMINATED FILMMAKER RECEPTION

\$5,000

Our Award-Nominated Filmmaker Reception celebrates critically acclaimed AANHPI filmmakers.

### PREVIEW PARTY

\$1,500 - \$2,500

Festival Preview Party serves as a press conference that is open to local media and also features an AANHPI Market that uplifts local artisans and makers.

### STUDENT SHOWCASE

\$3,000

Student film competition. Film showcase and reception where one student filmmaker will be awarded a cash prize.

**Friends of PAAFF - \$500- \$1,500 | General Funds**

# SPONSORS

# COMMUNITY PARTNERS

Presenting Sponsor



Partner Sponsor

Venue Sponsors



In-Kind Support

Foundation Support



Press Partners



# 2023 SPONSORS

# THANKYOU

## CONTACTS

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