



SDAFF
SAN DIEGO
ASIAN FILM
FOUNDATION



SPONSORSHIP INFORMATION

SPRING SHOWCASE
ASIAN FILM FESTIVAL
GALA AWARDS DINNER
YOUTH EDUCATION
WWW.SDAFF.ORG

APR 15-22
OCT 20-28
OCT 22
YEAR-ROUND



ABOUT US

The San Diego Asian Film Foundation (SDAFF) is a nonprofit organization that serves more than 30,000 people each year. Our mission is to **transform** and **connect** audiences with the human experience through the Pan Asian media arts. We strive to present meaningful programs that culturally connect, inspire and empower the community. Since 2000, we have served more than 200,000 people including artists, students, and the general public.

As an organization, we value:

- **INNOVATION:** being ahead of the curve
- **EXCELLENCE:** exceeding expectations
- **LEADERSHIP:** being the one others turn to
- **CREATING COMMUNITY:** Bringing people of all different backgrounds and experiences together
- **FUN/HIP/COOL:** understanding trends, creative inclusive programs that everyone wants to be a part of





SPONSORSHIP OPPORTUNITIES

The SDAFF is best known for its annual **ASIAN FILM FESTIVAL** in October, the largest film exhibition in San Diego County. More than 20,000 people attend over the 9-day event, October 20-28, which includes film premieres, live discussions with filmmakers, and numerous special events.

The Festival highlight is the **GALA AWARDS DINNER**, October 22, during which top films of the Festival are announced by celebrity presenters in front of 700+ guests.

In 2011, we are also presenting our first weeklong **SPRING SHOWCASE**, a smaller yet dynamic presentation of films April 15-22.

Finally, our **YOUTH PROGRAMS** have been growing each year with the success of our REEL VOICES youth documentary program and YOUTH DAY during the Festival.

SPONSORSHIP BENEFITS

- **Build Brand Awareness** and create a positive-centered image via direct sponsorship of film programs and special events
- **Customized Media Mix** including, print, TV, radio, digital media, web, social, display, program guides, special events and video/still image projection ads in all theaters.
- **Platform for Launching** products and services by offering attendees hands-on sampling, product displays and booths to interface with your brand.
- **Mobile and Social Media** marketing messages delivered to thousand's recipients in a matter of seconds.
- **Employees Like Companies that Support Causes** – We can provide complimentary tickets for employees, clients and arrange for a private pre or post receptions.



MARKETING & SOCIAL MEDIA POWER

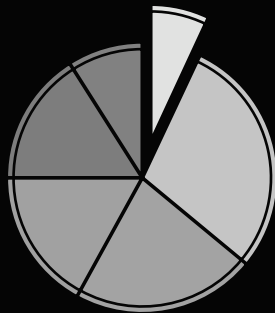
- **6 million plus** media impressions
- **6,000+** fans on Facebook
- **3,000+** followers on Twitter
- **5,000+** eNewsletter subscribers
- **#1** Google Placement among all like Asian Film Festivals
- **800+** Mobile SMS Subscribers
- **562** Groupon Deals redeemed
- **10,000+** readers on festival's Scribd.com page (social publishing site)
- **320,019** total website hits during month of the festival
- **600+** Sponsored Ads on Time Warner and Cox Cable
- **122** Sponsored TV Ads From NBC-Universal 7/39 San Diego
- Major Media Partnerships in 2010
- Official Television Sponsor: NBC-UNI 7/39
- Official Newspaper Sponsor: The San Diego Union-Tribune
- Official Radio Sponsor: KPBS
- Official Magazine Sponsors: KoreAm Journal, Audrey Magazine, RISEN
- Major Media Sponsor: MYX Television





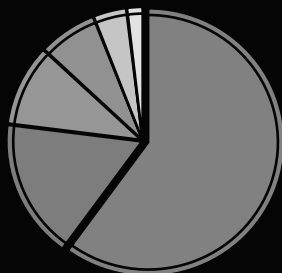
OUR AUDIENCE

The 2010 San Diego Asian Film Festival attracted an often targeted, but generally inaccessible, group of over 28,000 highly influential brand, cultural and tech savvy consumers of the creative class and we hold their excited attention for 8 days.



Diverse in Age

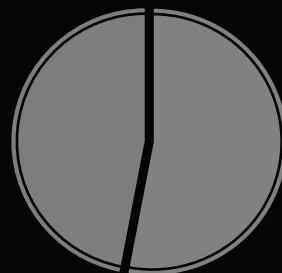
Under 18	7%
18-25	29%
26-34	22%
35-44	17%
45-59	16%
60+	9%



Cultural Mix

Asian & Pacific Islander*	60%
Caucasian	17%
Multi-Racial	10%
Hispanic	7%
African American	4%
Other	2%

*largest segments are Chinese, Filipino, and Japanese.



Slightly Female

Female	53%
Male	47%

High Income

- 51% of attendees have an individual income over \$60k/year

Commercially Savvy

- 85% of attendees could identify sponsors and indicated likelihood to do business with them

High Touch

- 98% of attendees describe the festival as a meaningful experience

Asian Pacific Islander (API) Market Highlights

- APIs have the highest median household income of all groups in the U.S
- API purchasing power is estimated at \$528 billion and is expected to grow to \$752 billion by 2013**
- According to the Bureau of Labor Statistics, the average API household spends more than any other consumer household unit

** According to the Selig Center for Economic Growth from the University of Georgia's Terry College of Business



PAST SUPPORTERS

24 Hour Fitness

Anheuser-Busch

AT&T

Bank of America

Barona Valley Ranch & Casino

Best Buy

Burkett & Wong Engineers

Charles Schwab

Chipotle

City of Chula Vista

City of San Diego

CJ Entertainment

County of San Diego

Cox Communications

DCH Autogroup

DDH Enterprises

Direct TV

The Eastlake Company

ELT Insurance

Epsilon Systems Solutions

Focuscom, Inc.

Fujitsu

Gekkeikan

Gilead Sciences

Harrah's Rincon Casino

Hitachi Ltd.

Hom Family Foundation

Intuit

Jack in the Box

The James Irvine Foundation

Junior Seau Foundation

Korean Cultural Center of LA

Kaiser

Kyocera

LG Electronics

L&L Hawaiian Barbeque

Macy's West

Mintz Levin

National Endowment for the Arts

Netflix

Nickelodeon

Nokia

Nordstrom

North Island Credit Union

Otay Ranch Town Center

The Parker Foundation

Pfizer

PROVEN, Inc.

Prudential

Qualcomm, Inc.

Remy Martin

Sansai Japanese Grille

SD Chinese Women's Association

SD Film Commission

San Diego Community College District

Spirits Graphics

San Diego State University

The San Diego Union-Tribune

Sempra Energy

Sharp Health Care

Sharp Health Plan

Simon Wong Engineering

Singapore Tourism Board

Sony Technology

Southwest Airlines

Stella Artois

Suberry Properties

Sycuan Casino

Target

Time Warner Cable

Town & Country

Toyota

Ulan MedSpa

Union Bank of America

University of CA, Riverside

University of CA, San Diego

University of San Diego

Verari Systems

Verizon Wireless

Viejas Enterprises

Wal-Mart

Washington Mutual

Wawanesa Insurance

Wells Fargo

Westfield Shoppingtown

Zero Divide

Zion Market



**SPRING
SHOWCASE
APRIL 15-22**

Be part of our inaugural Spring Showcase at the UltraStar Cinemas at Hazard Center premiering 6 to 8 feature films.

\$15,000 Exclusive Presenting Sponsor or customized sponsorship opportunities available.



FILM FESTIVAL

OCTOBER 20-28

As one of the largest film festivals of its kind in North America, there are many marketing opportunities depending on the size of your budget

\$75,000	Title Sponsor (exclusive)
\$50,000	Presenting Sponsor (exclusive)
\$25,000	Big Theater Sponsor (exclusive)
\$15,000	Small Theater Sponsor
\$15,000	Audience Award Sponsor
\$7,500	Opening or Closing Night Sponsor
\$7,500	Blowfish Live Music Showcase
\$7,500-15,000	Spotlight Sponsor
\$2,500-5,000	Community Sponsor
\$3,000	Free Films at Four Sponsor (exclusive)
\$2,500	Screening Sponsor
\$2,500	Youth Day

**Please reference page 13 for list of all benefits*

Described as the “Asian American Oscars,” the Gala Awards dinner is the highlight of the Film Festival where top films of the Festival are announced by celebrity presenters. More than 700 entertainment, business, and community leaders attend the Gala, which is also streamed live on MYX Television and can be viewed OnDemand on Cox Television.

\$25,000 Presenting Sponsor
\$10,000 Awards & Tributes Sponsor
\$2,500 VIP Table

Customized Gala Sponsor packages
available for \$5,000 and up

GALA AWARDS DINNER **OCTOBER 22**



REEL VOICES

Since 2005, the SDAFF has transformed the lives of local youth through **REEL VOICES**, an intense documentary “boot-camp” teaching underserved high school students the art of digital storytelling. Student films premiere at the Festival then travel to other film festivals around the world. Many Reel Voices students pursue careers in the media arts as a result of this program.

YOUTH DAY & OUTREACH

Each year, we provide 1,000 complimentary festival tickets to teachers and student groups. We also offer a free day of film literacy and transport hundreds of underserved students to the Festival. Funds cover transportation, lunch, creation of study guides, and artist fees.

YOUTH EDUCATION
\$2,500-\$15,000





ADVERTISING

For those only interested in advertising without additional sponsorship benefits

Video Commercial	\$7,500	Due Sept 15
Onscreen Advertising	\$2,000	Due Sept 15
Print Advertising	\$500 - 2,000	Due Aug 1
Booth	\$200/day	Reserve by Oct 1

Advertising space is limited. To reserve space, email advertising@sdaff.org

Nonprofits receive 50% off above rates

BENEFITS GRID

	Spring Showcase Presenter	Title (\$75k)	Presenting (\$50k)	Theater Sponsors (\$15-25k)	Audience Award (\$15k)	Gala Presenter (\$25k)	Spotlight (\$7500+)	Community (\$2500+)
FESTIVAL PROGRAM BOOKLET								
Two Page Ad spread with preferred placement		•						
Full Page Color Ad - with preferred placement			•	LRG				
Full Page Color Ad				SMALL	•			
Full Page BW Ad						•		
1/2 Page Color Ad							•	
1/2 Page BW Ad								
1/4 Page Color Ad								•
1/4 Page BW Ad								
Sponsor Page Logo Exposure		•	•	•	•	•	•	•
External Insert		•						
MINI GUIDE								
Logo	•	•	•	•	•	•		
Mini Advertisement	•	•						
WEBSITE & SOCIAL MEDIA								
Year-round ad on SDAFF homepage		•	•					
Seasonal ad on SDAFF homepage	•							
Seasonal ad on Festival page				•	•		•	
Logo and link in Festival section		•	•	•	•	•	•	
Name and link in Festival section		•						•
Spotlight in eNewsletter	•	•	•	•	•	•		
Facebook Announcements (frequency TBD)	•	•	•	LRG		•		
Twitter Announcements (frequency TBD)	•	•	•	LRG				
TICKETS								
All Access Pass		15	10	8	8	4		
Opening Night		15	10	5	5	4	5	2
Closing Night		15	10	5	5	4	5	2
General Comp Tickets	TBD	50	40	25	25	20	25	10
GALA								
Logo on Step and Repeat Banner outside dinner		•				•		
Gala Table (10 seats) with VIP seating		2	1	1	1	2		
Gala Table (10 seats)							•	
Gala Seats								4+
Speaking/Presenting opportunity					•			
Logo projection		•	•			•		
Company logo on Gala invite		•				•		
Verbal recognition		•				•		

**Benefits outlined in this grid can be customized based on budget and need