

The **VISUAL COMMUNICATIONS**

# LOS ANGELES ASIAN PACIFIC FILM & VIDEO FESTIVAL

*Sponsorship Opportunities*

**MAY 1-8, 2003**



**CELEBRATE ASIAN PACIFIC AMERICAN HERITAGE MONTH THROUGH CINEMA  
VGFILMFEST KEEPING IT REEL**

**Visual Communications**, the nation's premier Asian Pacific American media arts center, established the **Los Angeles Asian Pacific Film & Video Festival** in 1983 to celebrate the best and the brightest of Asian Pacific American and Asian International cinema and to generate awareness for these productions. Festival goers of over 10,000 members gather at the 8-day festival held at the **Directors Guild of America, David Henry Hwang Theatre**, and the **Aratani Japan America Theatre** during the month of May.

VC FilmFest: The Visual Communications Los Angeles Asian Pacific Film & Video Festival is a launching ground for Asian Pacific American cinema. The Festival also introduces Southland movie-going audiences to the works of renowned Asian international filmmakers and spotlights the national cinemas of countries that are little seen in the U.S., including Korea, India, Thailand, Singapore and the Philippines.

## The Visual Communications

# LOS ANGELES ASIAN PACIFIC FILM & VIDEO FESTIVAL

Our brand-conscious, film-going audiences celebrate Asian American Heritage Month through cinema. We have a program for everyone, for all ages and ethnic groups.

The VC Film Fest is the **ideal marketing platform** to reach the **Asian Pacific demographic and the independent filmmaking community**. We invite you to join us as a sponsor of the VC Film Fest! Become a proud partner in our mission to showcase and cultivate the visions and voices of our creative communities.



### Contact Information:

**Linda Mabalot, Executive Director**  
(213) 680 - 4462 ext.23

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**VC FILMFEST**



### AUDIENCE PROFILE:

#### Age

Under 21	5%	<div style="width: 5%;"></div>
Age 21-29	38%	<div style="width: 38%;"></div>
Age 30-44	34%	<div style="width: 34%;"></div>
Age 45-60	17%	<div style="width: 17%;"></div>
Age 60+	6%	<div style="width: 6%;"></div>

#### Education

High School	5%	<div style="width: 5%;"></div>
Some college	15%	<div style="width: 15%;"></div>
Bachelor	52%	<div style="width: 52%;"></div>
Graduate	28%	<div style="width: 28%;"></div>

#### Occupation

Arts/Ent.	39%	<div style="width: 39%;"></div>
Business	3%	<div style="width: 3%;"></div>
Student	14%	<div style="width: 14%;"></div>
Non-profit	15%	<div style="width: 15%;"></div>
Profess.	20%	<div style="width: 20%;"></div>
Other	9%	<div style="width: 9%;"></div>

#### Income

Under 35k	42%	<div style="width: 42%;"></div>
35k - 65k	33%	<div style="width: 33%;"></div>
65k - 100k	13%	<div style="width: 13%;"></div>
100k+	12%	<div style="width: 12%;"></div>



## Partial List of Supporting Sponsors

### Corporate Sponsors Presenting

Directors Guild of America

### Gold

State Farm Insurance

### Opening Night Host

MTV Films

KSCI-TV/Channel 18

### Silver

Crown Royal

Los Angeles Times

SAG Indie

### Bronze

ABC

FOX

Hitachi, LTD

IFP/West

Dolphin Orthopedic Medical Associates

Japanese American Cultural & Community Center

Sony Pictures Entertainment

Union Bank of California

Kodak Motion Picture Film

### Calendar Sponsor

The Korea Times

Los Angeles

### Receptions

Nonya Restaurant

Relaxtation

Creative Floral Design

Chivas Regal

Danone Waters of North America

Anheuser Busch Companies

### Travel/Awards/Media Partner

Cathay Pacific Airways

Screenplay Systems, Inc

LA Weekly

Giant Robot

### Additional Support

Los Angeles Asian Pacific Heritage Month

East West Players

Staple Design

### Grant Awards

National Endowment for the Arts

California Arts Council

Los Angeles Cultural Affairs Department

Los Angeles County Arts Commission

## Our remarkable achievements are highlighted by:

- Screening **more than 100 innovative films** in over 30 distinct programs
- Establishing the careers of emerging filmmakers and actors into the media industry or art world
- Providing a **cutting edge showcase** for Asian American Independent cinema and Asian International films
- Presenting **world premieres, national debuts**, and local and regional premieres from renowned and emerging filmmakers
- Providing **educational and networking opportunities** for filmmakers through panel discussions, seminars and workshops featuring the industry's most respected artists and professionals
- Supporting an artist's network for the emerging filmmaker, with all **presenting directors on hand** to introduce their films and lead discussions
- **Embracing the new media movement through exhibitions and seminars** on new technologies, digital filmmaking, internet exhibition, web broadcasting, animation, and ongoing friends in filmmaking
- **Attracting a vast audience** of filmmakers, distributors, producers, movie buffs, students, artists, and industry pros annually with upwards to **over 10,000 people from Los Angeles and throughout the world**
- **Nurturing and promoting new talent** through the presentation of the Golden Reel, New Directors/New Visions Awards, Armed With A Camera Award, and audience awards
- Operating in an **advisory and support role for the national body of Asian Pacific American Film Festivals** reaching beyond San Francisco, New York, Seattle, Chicago, Washington DC, and San Diego
- **Providing Asian Pacific media guidance and access services to local universities** including UCLA, USC, Loyola Marymount, Cal State Northridge, Occidental College, LA City College, Cal State Long Beach, Cal State Los Angeles, UC Irvine, UC Riverside, Santa Monica College and many others
- **Collaborating with professional and community groups** including the Directors Guild of America, Screen Actors Guild, Coalition of Asian Pacifics in Entertainment, Japanese American National Museum, East West Players, Asian Professional Exchange, National Asian American Telecommunications Association, Asian Cine Vision and many others



**Opening Night and Closing Night Galas**

The VC Film Fest premieres the newest and finest of Asian Pacific American or Asian International film on opening and closing night. The VC FilmFest has featured Tim Bui (Green Dragon), Gene Cajayon (The Debut), Mabel Cheung (The Soong Sisters), Justin Lin (Better Luck Tomorrow), Spencer Nakasako (aka Don Bonus), Renee Tajima-Peña (My America...or Honk If You Love Buddha), John Korty (Farewell To Manzanar) and Miike Takashi (The Bird People of China).

# VC FILM FEST EVENTS

**VC FILM FEST: The Los Angeles Asian Pacific Film & Video Festival offers a range of opportunities for you and your company to be involved in. Through our slate of activities ranging from seminars, artist and national cinema spotlights, and other special programs including our Gala Opening Night and Closing Night, we offer a selection of venues for you to reach our audience and increase brand awareness and exposure.**



**Artist Spotlight** Long a Festival staple, we celebrate the accomplishments of a pioneering Asian American film/videomaker through presentation of an exclusive premiere or retrospective program. The Academy Award® winning director, Freida Lee Mock, was our inaugural recipient of the Spotlight Director Award presented during Opening Night.

**Awards Ceremony** The most anticipated event of the Festival is the Awards Ceremony held at the Closing Night Gala. This event gives sponsors an opportunity to make a difference in a filmmaker's life. A special feature is the Audience Award will take on the name of the sponsor. VC also presents the juried Golden Reel awards honoring new emerging talent.

**Asian International Showcase** Works by noted Asian International filmmakers such as Chen Kaige, Lino Brocka, John Woo, Stanley Kwan, Im Kwon-Taek, Nonzee Nimbutr and many others offer a glimpse of our global communities, customs and heritage.

**Asian Pacific American Visions** Meet the young and the hip who are hungry to see what's new in independent Asian Pacific American Film. From feature length works to exciting innovative shorts films, many of these works represent the next generation and new voices of Asian Pacific independent cinema.

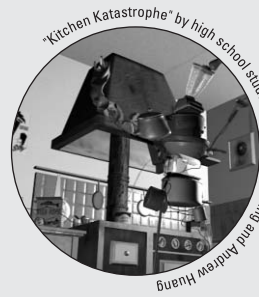
**Festival Seminars** Where else can one find stimulating, intimate and revealing conversations and network with award-winning filmmakers such as Miguel Arteta, Tony Bui, Ernest Dickerson, Reginald Hudlin, Matthew Libatique, Lisa Onodera, Wayne Wang and John Woo? The six seminars highlight the latest issues and developments for independent filmmakers and indie film lovers. Topics and subjects include technical innovation; conversations with directors, cinematographers and editors; industry experts sharing their advice on financing, producing and distribution. The VC Film Fest is a must for the burgeoning filmmaker and veteran helmer.



DGA members Victor Ho and Jon Larson at the DGA Hosted Filmmakers Luncheon



Yiuwing Lam, Armed With A Camera Fellowship Awardee



"Kitchen Katastrophe" by high school students Derrick Au-Yang and Andrew Huang

**Industry Networking Reception**

Each year, VC hosts a special VIP reception to show support for members, filmmakers and the industry. Filmmakers, industry executives, funders and film arts leaders have a chance to meet in a festive setting to develop relationships for new projects, and possibly create collaborations for future works.

**VC Love Fest** is an after-hours extension to the Film Festival, with live performances, DJs and dancing. Well-attended post screening parties have been held at Sky Sushi in West Hollywood, The Whiskey on the Sunset Strip, and the Grandstar in Chinatown. Actor John Cho founded the VC Love Fest in 2000.

**Armed With a Camera** Our unique creative program affords up to 10 young emerging filmmakers with production awards to create 5 minute shorts in five months utilizing the latest technologies. A special showcase of their works is presented during the Festival.

**Volunteer Host** Annually, over 100 volunteers work the entire festival. The volunteers are one of the most important ingredients in making the festival a huge success. Join us in celebrating volunteerism, independent film, and the culmination of media arts and charity at this year's VC Film Fest.

**Youth Media** A special program features work by high school youth for youth. Created by local media arts centers, this program brings together the students from various communities throughout Los Angeles.

**Past hosts and guests include:**

**ACTORS**

- Dante Basco
- Joy Bisco
- Kieu Chin
- John Cho
- Robert Ito
- Michelle Krusiec
- Will Yun Lee
- Bai Ling
- Mako
- Alec Mapa
- Marie Matiko
- Ming-Na
- Nobu McCarthy
- Rex Naverette
- Dustin Nguyen
- Sandra Oh
- Sab Shimoto
- George Takei
- Lauren Tom
- Tamlyn Tomita
- Rick Yune

**FILMMAKERS**

- Miguel Arteta
- Timothy Bui
- Tony Bui
- Henry Chan
- Ernest Dickerson
- Arthur Dong
- Rita Hsiao
- George Huang
- Reginald Hudlin
- Keiko Ibi
- Ang Lee
- Matthew Libatique
- Justin Lin
- Freida Lee Mock
- Renee Tajima-Peña
- Chris Tashima
- Wayne Wang
- Forrest Whitaker
- John Woo
- Jessica Yu

**INDUSTRY LEADERS**

- Tom Bowers
- Terence Chang
- Michael Cole
- Jeff Dowd
- Wenda Fong
- Peter Kang
- So Yun Kim
- Chris Lee
- Lisa Onodera
- Quan Phung
- Troy Poon
- Elizabeth Stanley
- Alex Wallau

**MEDIA COVERAGE**

- Daily Variety
- Giant Robot
- Hollywood Reporter
- KoreAm Magazine
- The Korea Times - Los Angeles
- LA Weekly
- The Los Angeles Times
- Los Angeles Magazine
- New Times
- Rafu Shimpo
- YOLK Magazine
- and over 50 community based publications and local TV news coverage from all network affiliates and independent stations

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$50,000

Become the "Presenting Sponsor." Sponsors receive maximum exposure during the Festival events and our year-round programs and special events.

### Sponsorship Benefits:

- Name billing on marquee at Union Center for the Arts
- Access to year round programs, screenings, and special events
- Logo recognition year-round in print and on website
- Designated Honorary Festival Chair
- One-year enrollment as corporate member of Friends of VC

### Access to Festival

- 20 Festival VIP badges to all general Festival screenings and workshops (excluding Galas)
- 20 VIP Gala invitations to each of the three Gala events

### Brand recognition

- "Company Name Presents" billing with your logo on the cover of the VC FilmFest Catalog and all Festival printed materials
- "Company Name Presents" billing with prominent placement of logo in all Festival consumer print advertising
- "Company Name Presents" billing on all Festival press releases and press announcements
- "Company Name Presents" billing in Festival trailers
- Logo billing in trade advertising
- Command a full page, 4-color Festival Catalog Cover Greeting
- An article of your company in the VC FilmFest Catalog and Welcome Statement
- A separate press announcement on sponsorship
- Verbal acknowledgement at all programs
- Entitled to a 60 second company ad prior to Opening and Closing Night Galas
- Entitled to 5 ad slides prior to general screenings
- One-year exposure on VC Festival website with company link
- One-year listing as VC Pathfinder in the quarterly In Focus newsletter

### On-site Promotion

- Company-provided banner celebrated at all on-sites
- Merchandising, promotional opportunities for your company and products in connection with the Festival
- Approved to showcase product at all Festival events and programs.
- Product distribution in the Opening Night, Filmmaker and Volunteer Gift Bags

## PREMIERE SPONSOR - \$25,000

Present the Audience Award at Closing Night or as the Official "Product" of the Festival. Receive premium exposure during the Festival events and our year-round screening and special events.

### Sponsorship Benefits:

- Naming opportunity on Audience Award
- Access to year-round screenings and special events
- Logo recognition year round in print and on website
- Designated Honorary Festival Chair
- One-year enrollment as corporate member of Friends of VC

### Access to Festival

- 10 Festival VIP badges to all general Festival screenings and workshops (excluding Galas)
- 20 VIP Gala invitations to each of the three Gala events

### Brand recognition

- Logo billing on Audience Award Voting Ballots
- Logo billing on the cover of the VC FilmFest Catalog and all Festival printed materials
- Logo billing with prominent placement in all Festival consumer print advertising
- "Audience Award" billing on all Festival press releases and press announcements
- "Premiere Sponsor" billing with logo in Festival trailer
- Logo billing in trade advertising
- Command a full page, 4-color Festival Catalog Cover Greeting
- An article of your company in the VC FilmFest Catalog and Welcome Statement
- Verbal acknowledgement at all programs
- Entitled to a 30 second company ad prior to Opening Night and Closing Night Galas
- Entitled to 3 ad slides prior to general screenings
- One-year exposure on VC Festival website with company link
- One-year listing as VC Partner in the quarterly In Focus newsletter

### On-site Promotion

- Company-provided banner celebrated at all on-sites
- Merchandising, promotional opportunities for your company and products in connection with the Festival
- Approved to showcase product at all Festival events and programs
- Product distribution in the Opening Night, Filmmaker and Volunteer Gift Bags

## PLATINUM SPONSOR - \$15,000

Here's a chance to name the theatre after you or your company at the festival venues.

### Sponsorship Benefits:

- Logo recognition year round in print and on website
- Designated Honorary Festival Chair
- One-year enrollment as corporate member of Friends of VC

### Access to Festival

- 10 Festival VIP badges to all general Festival screenings and workshops (excluding Galas)
- 20 VIP Gala invitations to each of the three Gala events

### Brand recognition

- "Company Name Theatre" billing signage and on tickets
- Logo billing on the cover of the VC FilmFest Catalog and all Festival printed materials
- Logo billing with prominent placement in all Festival consumer print advertising
- "Platinum Sponsor" billing on all Festival press releases and press announcements
- "Platinum Sponsor" billing in Festival trailers
- Command a full page, B&W Festival Catalog Greeting
- Verbal acknowledgement at all programs
- Entitled to a 30 second company ad prior to Opening Night and Closing Night Galas
- Entitled to 2 ad slide prior to general screenings
- One-year exposure on VC Festival website with company link
- One-year listing as VC Master in the quarterly In Focus newsletter

### On-site Promotion

- Company-provided banner celebrated at all on-sites
- Merchandising, promotional opportunities for your company and products in connection with the Festival
- Approved to showcase product at all Festival events and programs
- Product distribution in the Opening Night and Filmmaker Gift Bags

# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR - \$10,000

Become the designated host of the Opening Night or Closing Night gala.

### Sponsorship Benefits:

- Name recognition year round in print and on website
- Designated Honorary Festival Board Member
- One-year enrollment as corporate member of Friends of VC

### Access to Festival

- 6 Festival VIP badges to all general Festival screenings and workshops
- 14 single Gala invitations to each of the three Gala events

### Brand recognition

- "Gold Sponsor" billing at sponsored Gala event
- Logo billing on the cover of the VC FilmFest Catalog and all Festival printed materials
- "Gold Sponsor" billing in all Festival print advertising
- "Gold Sponsor" billing on all Festival press releases and press announcements
- "Gold Sponsor" billing in Festival trailer
- Command a full page B&W Festival Catalog Greeting
- Verbal acknowledgement at all programs
- Entitled to a 15-second company ad prior to Opening Night or Closing Night
- Entitled to 1 ad slide prior to general screenings
- One-year exposure on VC Festival website with company link
- One-year listing as VC Master in the quarterly In Focus newsletter

### On-site Promotion

- Company-provided banner celebrated at the DGA & JAT
- Merchandising, promotional opportunities for your company and products in connection with the Festival
- Approved to showcase product at all Festival events and programs
- Product distribution in the Opening Night, Filmmaker and Volunteer Gift Bags

## SILVER SPONSOR - \$5,000

Silver Sponsor(s) present one of the Festival's special highlight programs. Choose from youth programming to an industry networking reception or centerpiece film screening reception.

### Sponsorship Benefits:

- Name recognition year round in print and on website
- Designated Honorary Festival Board Member
- One-year enrollment as corporate member of Friends of VC

### Access to Festival

- 50 single ticket vouchers to any of the general Festival screenings and workshops
- 10 VIP Gala invitations to each of the three Gala events

### Brand recognition

- "Silver Sponsor" billing at sponsored special highlight event
- "Silver Sponsor" billing in the VC Film Fest Catalog and all Festival printed materials.
- "Silver Sponsor" billing in Festival pre-program trailer
- Full-page B&W Festival Catalog greeting
- Entitled to 1 ad slide prior to sponsor selected screening
- Verbal announcement as presenter of special highlight event
- One year exposure on vconline.org website
- One year listing as VC Producer in the quarterly In Focus newsletter

### On-site Promotion

- Company-provided banner at Festival venues
- Approved to showcase product at one sponsored event
- Product distribution in the Opening Night, Filmmaker and Volunteer Gift Bags

## BRONZE SPONSOR - \$2,500

Bronze Sponsor(s) may host one of the six seminars held during the VC Film Fest or honor our Volunteers.

### Sponsorship Benefits:

- Name recognition year round in print and on website
- Designated Honorary Festival Board Member
- One-year enrollment as corporate member of Friends of VC

### Access to Festival

- 25 single ticket vouchers to any of the general Festival screenings and workshops
- 6 single Gala invitations to each of the three Gala events

### Brand recognition

- Prominent logo and billing placement in selected Seminar presentation
- "Bronze Sponsor" billing in VC Film Fest Catalog and all Festival printed materials.
- Half-page B&W Festival Catalog Greeting
- "Bronze Sponsor" billing in Festival pre-program trailer
- One year exposure on vconline.org website
- One year listing as VC Director in the quarterly In Focus newsletter

### On-site Promotion

- Signage at Festival venues
- Product distribution in the Opening Night, Filmmaker and Volunteer Gift Bags

## Contact Information:

Linda Mabalot, Executive Director  
(213) 680 - 4462 ext.23

Cindy Oda, Development Director  
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David Magdael, Co-Director  
(213) 624 - 7827

# BENEFITS GUIDE

**The VC Film Fest's comprehensive promotional materials reach an aggregate audience of well over four million movie-goers throughout the Greater Los Angeles Area, making your program sponsorship a smart investment. In addition to mainstream and ethnic print and broadcast outlets, your company's support of the Festival is also highlighted through:**

## **Festival Catalog:**

Description: Complete with detailed program notes, essays, general info and indexes.  
Print Run: 5000  
Pages: 80+  
Color: 4-color on selected pages  
Distribution: Opening Night Audience, available to entire Festival audience.  
Used year-round by programmers, curators and community organizations.  
Ad deadline reservation: March 15

## **Calendar of Events:**

Description: Complete description and schedule of Festival's many programs and special events  
Print Run: 25,000  
Pages: 25+  
Color: 4-color on selected pages  
Distribution: Members, VC Mail list, community centers, community events, universities, community businesses  
Deadline for inclusion: March 1

## **Festival Posters/Flyers/Postcards:**

Description: Various, including program schedules, ethnic specific screenings, gala announcements  
Print Run: 25,000  
Color: 4-color on selected poster/flyers  
Distribution: Members, VC Mail list, community centers, community events, universities, community businesses  
Deadline for inclusion: April 1

## **Print Advertising:**

Description: Festival's program schedule presented in prominent display advertising running in major local and national publications such as the LA Weekly  
Distribution: Potential readership of over 1 million  
Deadline for inclusion: April 1

## **Marquee:**

Description: Name billing on the marquee at the Union Center for the Arts in Little Tokyo

## **Public Service Announcements:**

Description: KSCI-TV/Channel 18 airs the Festival's public service announcement throughout the day and evening for one week prior to the festival.

## **Festival website:**

Description: An attractive and indispensable Festival resource  
Visits: Over 3,000 visitors per day  
Deadline for inclusion: April 1

## **Pre-screening Trailer:**

Up to 60 second company provided 35mm ad screened prior to the opening and closing nights. Company provided slides presented prior to screenings  
Deadline for inclusion: March 1

## **Ticket Advertising:**

Description: Theatre name billing will be printed on select theatre tickets  
Print Run: 15,000  
Distribution:  
Deadline for inclusion: March 1

## **Invitations:**

Description: The Festival's exclusive announcement of its Opening Night event is printed on high – quality paper  
Print Run: 5,000  
Distribution: 5,000  
Deadline: February 1

## **VIP Festival Badges:**

Good for all programs except for Opening and Closing Gala.

## **Festival Goodie Bags:**

Distributed to all Opening Night Guests