



VCFILMFEST2005

THE LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

PRESENTED BY VISUAL COMMUNICATIONS

TWENTY-FIRST EDITION

April 28 - May 5, 2005

One of L.A.'s
TOP 5 FILM FESTS
L.A. WEEKLY • Best of L.A.

DIRECTORS GUILD OF AMERICA • DAVID HENRY HWANG THEATRE • ARATANI/JAPAN AMERICA THEATRE

NEW VISIONS NEW CLASSICS

VC FILMFEST 2005

THE LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

Visual Communications, the nation's premier Asian Pacific American media arts center, established **VC FILMFEST: The Los Angeles Asian Pacific Film 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 12,000 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 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.

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.

Recognized as one of Los Angeles' Top Five Film Festivals in the L.A. WEEKLY's "Best of L.A." Special edition, **VC FILMFEST** is set to unveil its 21st edition April 28 through May 5, 2005, and 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 **VC FILMFEST!** Become a proud partner in our mission to showcase and cultivate the visions and voices of our creative communities.



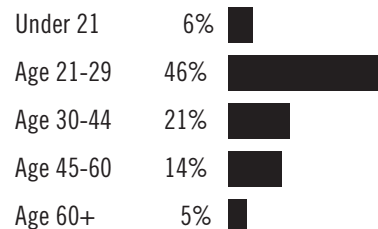


VC FILMFEST ...

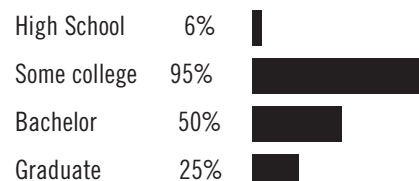
- Screens **over 120 innovative films and videos** in over 30 distinct programs
- Establishes the careers of emerging filmmakers and actors into the media industry or art world
- Provides a **cutting edge showcase** for Asian American Independent cinema and Asian international films
- Presents **world premieres, national debuts**, and local and regional premieres from renowned and emerging filmmakers
- **Provides educational and networking opportunities** for filmmakers through panel discussions, seminars and workshops featuring the industry's most respected artists and professionals
- Supports an **artists' network for the emerging filmmaker**, with all presenting directors on hand to introduce their films and lead discussions
- **Embraces the new media movement through exhibitions and seminars** on new technologies, digital filmmaking, internet exhibition, web broadcasting, animation, and ongoing friends in filmmaking
- **Attracts a vast audience** of filmmakers, distributors, producers, movie buffs, students, artists, and industry pros annually with upwards of **12,000 people** from Los Angeles and throughout the world
- **Nurtures and promotes new talent** through the presentation of the Golden Reel and Linda Mabalot New Directors/New Visions Awards, the Armed With A Camera Fellowship, and audience awards
- Operates 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
- **Provides 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
- **Collaborates with professional and community groups** including the Directors Guild of America, Screen Actors Guild, Writers Guild of America/west, Coalition of Asian Pacifics in Entertainment, Japanese American National Museum, East West Players, Asian Professional Exchange, National Asian American Telecommunications Association, Asian CineVision and many others

AUDIENCE PROFILE:

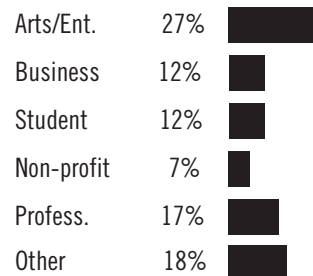
Age



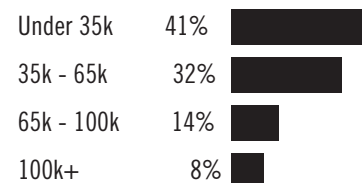
Education



Occupation



Income



PRECEDING PAGE: Closing Night Reception at the Aratani/Japan America Theatre. **ABOVE, FROM LEFT:** Actor/director/producer Forrest Whitaker; director Chris Tashima (DAY OF INDEPENDENCE) and fellow filmmakers answer questions from the audience; actresses Kieu Chinh (left) and Bai Ling.

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THE LOS ANGELES ASIAN PACIFIC FILM FESTIVAL

SPONSORSHIP BENEFITS

All sponsors receive these General Benefits:

- Name recognition year-round in print
- Designated VC FILMFEST Honorary Festival Board Member
- One-year enrollment as corporate member of Friends of VC
- One-year exposure on vconline.org website



PRESENTING SPONSOR

Exclusive Sponsorship \$50,000

Includes General Benefits PLUS:

- Name billing on marquee at Union Center for the Arts
- Logo recognition year-round in print and on website
- 20 Festival VIP badges to all general Festival screenings and workshops (excluding Galas)
- 20 VIP Gala invitations to Opening and Closing Night events
- 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
- Recognized as Festival Audience Award sponsor on all voting ballots, Festival press and promotional materials, and billing opportunities
- "Platinum Sponsor" billing on all Festival press releases and press announcements
- "Presenting Sponsor" billing with logo in Festival trailer
- Logo billing in trade advertising
- Command a full page, 4-color Festival Catalog Cover Greeting
- Verbal acknowledgement at all programs
- Entitled to a 60 second company ad prior to Opening and Closing Night Galas
- One-year exposure on VC FILMFEST website with company link
- Company-provided banner celebrated at DGA and A/JAT
- Official "Product" of the Festival billing
- Merchandising, promotional opportunities for your company and products in connection with VC FILMFEST
- Approved to showcase product at all Festival events and programs

THIS BENEFIT LEVEL IS RESERVED NOT AVAILABLE

PREMIERE SPONSOR

\$25,000

Includes General Benefits PLUS:

- Logo recognition year round in print and on website
- 10 Festival VIP badges to all general Festival screenings and workshops (excluding Galas)
- 20 VIP Gala invitations to Opening and Closing Night events
- 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
- Recognized as Festival Audience Award sponsor on all voting ballots, Festival press and promotional materials, and billing opportunities
- "Platinum Sponsor" billing on all Festival press releases and press announcements
- "Premiere Sponsor" billing with logo in Festival trailer
- Command a full page, 4-color Festival Catalog Cover Greeting
- Verbal acknowledgement at all programs
- Entitled to a 30 second company ad prior to Opening Night and Closing Night Galas
- One-year exposure on VC FILMFEST website with company link
- Company-provided banner celebrated at DGA and A/JAT
- Merchandising, promotional opportunities for your company and products in connection with VC FILMFEST
- Approved to showcase product at all Festival events and programs

PLATINUM SPONSOR

\$15,000

Includes General Benefits PLUS:

- Logo recognition year round in print and on website
- 10 Festival VIP badges to all general Festival screenings and workshops (excluding Galas)
- 20 VIP Gala invitations to Opening and Closing Night events
- 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
- One-year exposure on VC FILMFEST website with company link
- Company-provided banner celebrated at DGA and A/JAT
- Merchandising, promotional opportunities for your company and products in connection with VC FILMFEST
- Approved to showcase product at all Festival events and programs

TOP: VC FILMFEST directors Grace Lee and Daniel Hsia (center and back) are flanked by Chi-hui Yang, Maritoni Tabora, Joan Huang and Taro Goto at the 2002 Artist/Industry Reception at the DGA.

- One year listing in IN FOCUS, Visual Communications' newsletter
- Signage at Directors Guild of America
- Product distribution in the Opening Night, Filmmaker and Volunteer Gift Bags

- Invitations to Festival Opening and Closing Night Galas
- Company listing in VC FILMFEST Catalog and all VC FILMFEST printed materials.
- Company listing in VC FILMFEST pre-program trailer

GOLD SPONSOR

\$10,000

Includes General Benefits PLUS:

- 6 Festival VIP Badges to all general Festival screenings and workshops (excluding Galas)
- 14 single Gala invitations to Opening and Closing Night events
- "Gold Sponsor" billing at sponsored Gala event
- "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
- Company-provided banner celebrated at the DGA and AJAT
- Merchandising, promotional opportunities for your company and products in connection with VC FILMFEST
- Approved to showcase product at all Festival events and programs

SILVER SPONSOR

\$5,000

Includes General Benefits PLUS:

- 10 VIP Gala invitations to Opening and Closing Night events
- 50 single ticket vouchers to any of the general Festival screenings and workshops
- "Silver Sponsor" billing and verbal recognition at sponsored special highlight event
- "Silver Sponsor" billing in the VC FILMFEST 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

BRONZE SPONSOR

\$2,500

Includes General Benefits PLUS:

- 6 VIP Gala invitations to Opening and Closing Night events
- 25 single ticket vouchers to any of the VC FILMFEST general screenings and workshops
- Prominent logo and billing placement in selected VC FILMFEST Seminar presentation
- "Bronze Sponsor" billing in VC FILMFEST Catalog and all VC FILMFEST printed materials.
- "Bronze Sponsor" billing in Festival pre-program trailer
- Half-page B&W VC FILMFEST Catalog Greeting
- "Bronze Sponsor" billing in VC FILMFEST pre-program trailer

VC TURNS 35! IN 2005
JOHN ANSON FORD AMPHITHEATRE • OCTOBER 6, 2005
COME CELEBRATE WITH US!

BONUS EXPOSURE!

Add \$1,000 to \$10,000 to your VC FILMFEST 2005 sponsorship and get DOUBLE the exposure while celebrating 35 years of VC's year-round programs in education, production, presentation and preservation.

BENEFITS INCLUDE:

Increased exposure at this high-profile event

Year-round recognition as a 35th Anniversary sponsor in both print and on the web.

VIP tickets to our Gala 35th Year Celebration

Contact Cindy Oda at (213) 680-4462 x28 for 35th Anniversary Sponsorship Opportunities

VC FILMFEST 2005

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VC FILMFEST 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.



Opening Night and Closing Night Galas • VC FILMFEST premieres the newest and finest of Asian Pacific American or Asian International



film on Opening and Closing night. **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*), Miike Takashi (*The Bird People in China*), and Takeshi Kitano (*Zatoichi*).

Artist Spotlight • Long a festival staple, we celebrate the accomplishments of pioneering Asian American film/videomakers through the presentation of an exclusive premiere or retrospective program. Academy Award® winning directors, Jessica Yu and Freida Lee Mock; and DGA member director Wayne Wang are past recipients of the Spotlight Director Award presented Opening Night.



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Awards Ceremony • The most anticipated event of the festival is the Awards Ceremony held at the Closing Night Gala, which gives sponsors an

opportunity to attach their name to the Festival Audience Award for best feature-length film. VC FILMFEST also presents the juried Golden Reel and Linda Mabalot New Directors/New Visions 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 Nimibutr, Royston Tan 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 include technical innovation; conversations with directors, cinematographers and editors; industry experts sharing their advice on financing, producing and distribution. **VC FILMFEST** is a must for the burgeoning filmmaker and veteran helmer.



Industry Networking Reception • Each year, **VC FILMFEST** 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 LOVEFEST • An after-hours extension to the Film Festival, with live performances, DJs and dancing. Well-attended post screening parties

TOP: VC's Leslie Ito (3rd from left) and Doug Aihara (2nd from right) greets actors Katie Luong, Karin Anna Cheung, Dion and Derrick Basco, and friend. **LEFT COLUMN:** Sponsor banners festoon the rafters of the DGA; Academy Award®-winning director Jessica Yu, VC FILMFEST Spotlight Director. **MIDDLE COLUMN:** Ham Tran, Golden Reel and New Director/New Visions Award winner for THE ANNIVERSARY, with co-awardee Gene Sung (REVOLVE); Singapore filmmaker Royston Tan (15); Filmmaker Trinh T. Minh-ha answers questions about her film NIGHT PASSAGE. **RIGHT COLUMN:** Spotlight Director Wayne Wang; Industry movers and shakers (from left) Justin Lin, Karen Narasaki, and Quan Phung; DJ Soulacist revs up the crowd.



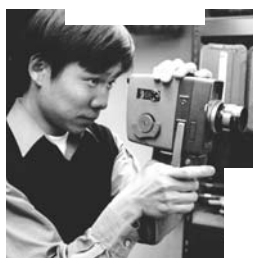
ABOVE, FROM LEFT: Actor Dante Basco (center, FAKIN' DA FUNK, THE DEBUT) with producer Annie Lee (left) and friend; Producer Ashok Armitraj at Opening Night '03; past VC FILMFEST artists/producers Ada and Arlene Tai emceed Opening Night '04; audience waiting to exhale at the DGA

have been held at the Sunset Room in Hollywood, The Whiskey on the Sunset Strip, and the Grandstar in Chinatown. Actor John Cho founded the VC LOVEFEST in 2000.



Youth Media • A special program features work by high school youth for youth. Created by VC Digital Academy students and local media arts centers,

this program brings together the students from various communities throughout Los Angeles.



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 FILMFEST.

ABOVE: Emerging filmmaker in training at VC Digital Academy; AWC Fellow Yuiwing Lam (YAH YAH, VC FILMFEST 2002) with tool of the trade; our valuable volunteers.

Past hosts and guests include:

ACTORS

Dante Basco
Joy Bisco
Kieu Chin
John Cho
Amy Hill
Robert Ito
Michelle Krusic
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 Linh 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

Ashok Armitraj
Tom Bowers
Terence Chang
Michael Cole
Jeff Dowd
Wenda Fong
Peter Kang
Chris Lee
Lisa Onodera
Quan Phung
Troy Poon
Elizabeth Stanley
Alex Wallau
Janet Yang

MEDIA COVERAGE

Daily Variety
Giant Robot
Hollywood Reporter
KoreAm Journal
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

THANK YOU to Our 2004 Sponsors

CO-PRESENTER PREMIERE PLATINUM

Directors Guild of America
ImaginAsian TV
California Arts Council
City of Los Angeles
Cultural Affairs Department

GOLD SILVER

Los Angeles County Arts Commission
National Endowment for the Arts
Wahoo's Fish Taco
Academy of Motion Picture
Arts & Sciences
Eastman Kodak
FOX Diversity
InterTrend Communications, Inc.
MTV Films
SAG Indie
Sony Pictures Entertainment

BRONZE

20th Century Fox Home Entertainment
Cherry Sky Films
East West Players
Hitachi, LTD
IFP/Los Angeles
Japanese American Cultural
& Community Center
Los Angeles Asian Pacific
Heritage Month Committee
New Line Cinema
Union Bank of California
United Parcel Service
Writers Guild of America/west
Korea Times - Los Angeles
Giant Robot
KSCI-TV/Channel 18
LA Weekly
Variety
Written By

CALENDAR MEDIA

Arclight Hollywood
Directors Guild of America
East West Players
Japanese American Cultural &
Community Center
Nonstop Printing
CineSpace
Creative Floral Design
Giant Robot
Hangar 1 Vodka
JN Productions/Generation Kikaida
KSCI-TV/Channel 18
Maison Akira
Naked Juice
Nonya Restaurant
Orchid Restaurant & Lounge
Pom Wonderful
Red Bull
Relaxation
Sushi Chef Institute
Via Café
Wahoo's Fish Taco

VENUE

PUBLICATIONS RECEPTIONS

Cathay Pacific Airways
Eastman Kodak
IFP/Los Angeles
Screenplay.com
Consul General of Japan/Los Angeles
EFILM
IKON Office Supplies
Japan Foundation/Los Angeles
Vision Communications
Climax Entertainment

TRAVEL AWARDS

ADD'L SPONSORS

VC LOVEFEST

CONTACT INFORMATION:

Leslie Ito, Executive Director
(213) 680 - 4462 ext.39

Cindy Oda, Development Director
(213) 680 - 4462 ext.28

Abraham Ferrer, Co-Director
(213) 680 - 4462 ext.25

David Magdael, Co-Director
(213) 624 - 7827

VC FILMFEST'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 SOUVENIR CATALOG

Description: Complete with detailed program notes, essays, general info and indexes.

Print Run: 5000

Pages: 160

Color: 4-color on selected pages

Distribution: Opening Night Audience and Sponsors, available to entire Festival audience.

Utilized year-round by programmers, curators and community organizations.

Ad reservation deadline: MARCH 15, 2005

FESTIVAL CALENDAR OF EVENTS

Description: Complete description and schedule of VC FILMFEST programs and special events

Print Run: 25,000

Pages: 24

Color: 4-color on selected pages

Distribution: Members, VC Mail list, community centers, community events, universities, community businesses

Deadline for inclusion: MARCH 1, 2005

FESTIVAL POSTERS/FLYERS

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

FINAL Deadline for Poster inclusion: APRIL 1, 2005

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: MARCH 15, 2005

FESTIVAL WEBSITE (www.vconline.org)

Description: An attractive and indispensable Festival resource, the VC FILMFEST website attracts over 3,000 visitors per day who seek program information, purchase online tickets, and obtain program schedule updates.

Visits: Over 3,000 visitors per day; more prior to and during the Festival

Deadline for inclusion: MARCH 15, 2005

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, 2005

TICKET ADVERTISING

Description: Theatre name billing will be printed on select theatre tickets

Print Run: 15,000

Deadline for inclusion: MARCH 1, 2005

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 15, 2005

VIP FESTIVAL BADGES

Good for all programs except for Opening and Closing Gala.

FESTIVAL GOODIE BAGS

Distributed to all Opening Night VIP Guests