Pacific Arts Movement believes in the power of storytelling to transform hearts and minds.

As one of the largest media arts organizations in North America that focuses on Asian American and Asian international cinema, we impact more than 30,000 people a year.

Best known for our annual San Diego Asian Film Festival, Pacific Arts Movement organizes additional programs throughout the year including a Spring Showcase, Reel Voices Youth Filmmaking Program, Spotlight Screenings and Membership.

Your marketing priorities and goals are our inspiration! We love crafting creative and memorable opportunities for our corporate partners. We offer multiple platforms to generate lasting touchpoints to a quality audience.

**Mission Statement**

Pacific Arts Movement presents Pan Asian media arts to San Diego residents and visitors in order to inspire, entertain and support a more compassionate society.

**Founded in 2000**

- 30K+ people served annually
- 15K+ newsletter subscribers
- 10K+ followers
- 5K+ followers
- 683K+ views
AT PAC-ARTS EVENTS

85% of attendees could identify sponsors by name and indicated a likelihood to do business with them.

OUR AUDIENCE

50% FEMALE
50% MALE

ASIAN PACIFIC ISLANDER (API)
MARKET HIGHLIGHTS

- APIs have the highest median household income of all groups in the U.S. averaging $65K.
- API purchasing power in California is expected to grow to $237 billion by 2017.*
- The average API household spends more than any other consumer household unit. **

* AARP Report about the Economic Well-being of AAPIs, December 2014.
** Bureau of Labor and Statistics.
A week-long exhibition of everything audiences love about our annual San Diego Asian Film Festival - the Spring Showcase packs all the emotions and moving stories of Asia and Asian Americans into an eight-day celebration. The Spring Showcase features film premieres, live discussions with artists, and a number of special events.

Pacific Arts Movement has built a reputation for running the most organized and energized film festival in the region. That’s because for years, we have put audience experience first! As a sponsor, your brand will benefit from aligning with our value-added Showcase experience.

92% of attendees described the Showcase as a memorable event.

**OPPORTUNITIES:**
Title Sponsor  
Presenting Sponsor  
Theater Sponsor  
Audience Award Sponsor  
Opening Night Sponsor  
Closing Night Sponsor  
Screening Sponsor  
Panel Sponsor

**BENEFITS:**
Speaking Opportunities  
Print: Program, Tickets, Banners  
Onscreen Ads & Commercials  
Website Presence  
Private Receptions  
Membership  
All-Access Pass & Tickets

5000+ attendees  
7 days  
12-15 films
One of the largest exhibitions of Asian cinema in North America

The San Diego Asian Film Festival offers over 15,000 attendees the most creative and diverse Asian cinema today. Presented in multiple venues throughout San Diego and North County, the Festival includes film premieres, live discussions with artists and industry leaders, as well as numerous special events including Youth Day, Free Films at Four, and a star-studded Awards Night.

Pacific Arts Movement has built a reputation for running the most organized and energized film festival in the region. That’s because for over 15 years, we have put audience experience first! As a sponsor, your brand will benefit from aligning with our value-added Festival experience.

92% of attendees described the Showcase as a memorable event.

OPPORTUNITIES:  
Festival Title Sponsor  
Festival Presenting Sponsor  
Audience Award Sponsor  
Theater Sponsor  
Opening Night Sponsor  
Closing Night Sponsor  
Screening Sponsor  
Youth Day Sponsor  
Free Films at Four Sponsor  
Panel Sponsor  

BENEFITS:  
Speaking Opportunities  
Activation/Booth Space  
Print: Program, Tickets, Banners  
Red Carpet Step-and-Repeat  
Onscreen Ads & Commercials  
Website Presence (30K hits)  
Client/Employee receptions  
Membership  
All-Fest Passes & Tickets  

15K+ attendees  
10 days  
110+ films
FESTIVAL SPONSORSHIP LEVELS:

$75,000  TITLE SPONSOR (EXCLUSIVE)
$50,000  PRESENTING SPONSOR (EXCLUSIVE)
$25,000  MAJOR SPONSOR THEATER SPONSOR (EXCLUSIVE)
$20,000  AUDIENCE AWARD SPONSOR (EXCLUSIVE)
$15,000  SMALL THEATRE SPONSOR
$7,500   OPENING OR CLOSING NIGHT RECEPTION SPONSOR
$7,500-15K  SPOTLIGHT SPONSOR
$5K-7,500  FREE FILMS AT FOUR SPONSOR (EXCLUSIVE AT $7,500)
$2,500-5K  COMMUNITY SPONSOR
$2,500   INDIVIDUAL SCREENING SPONSOR
$2,500   YOUTH DAY

ADVERTISING ONLY:

$7,500  VIDEO COMMERCIAL
$2,000   ONSCREEN ADVERTISING

PRINT ADVERTISING

$500-1k
$250/DAY

BOOTH

We customize deliverables at all levels which may include:

Venue Naming Right  OnScreen Digital Ads  Video Commercials
Web and On Site Banners  Booth Space  Collateral Distribution
Product Placement  Logo Recognition  Private Receptions
Tickets for Clients/Employees  Speaking Opportunities  Social Media Promotion

*nonprofit organizations get 50% off advertising rates
A star-studded evening of arts, awards and entertainment to celebrate vision, creativity and leadership.

The **San Diego Asian Film Festival GALA AWARDS NIGHT** is a fashionable evening to celebrate creativity, leadership, and innovation. The event is the crown-jewel of the ten-day San Diego Asian Film Festival.

More than 700 guests, including industry, business and community leaders, walk the red carpet and enjoy delectable food stations during the reception before entering the ballroom for the auction, awards and entertainment program. Celebrity presenters announce the winning films from this year’s Festival in various categories including the Grand Jury Award, Best Narrative Feature and Best Documentary Feature. The Lifetime Achievement Award is given to an artist who has made a significant contribution and the Community Legacy Award is presented to an outstanding local leader.

The **GALA AWARDS NIGHT** is PacArts largest annual fundraiser for its year-round educational and outreach programs.

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**OPPORTUNITIES:**

- Title Sponsor
- Presenting Sponsor(s)
- Award Sponsor
- Entertainment Sponsor
- Reception Sponsor
- After-Party Sponsor

**BENEFITS:**

- Speaking Opportunities
- Print: Program, Invitation, Signs
- Red Carpet Step-and-Repeat
- Onscreen Ads & Commercials
- Website (30K hits)
- Membership
- All-Fest Passes & Tickets

**700+ guests**

**$175-250 ticket price**
Customized Gala Sponsor packages available for $5,000 and up

**PRESENTING SPONSOR**

$25,000

One Gala Table with 10 seats. Presenting rights to one awards category (best animation, short, documentary, or feature). Verbal recognition from podium and speaking opportunity. Option to host filmmakers at tables. Company black and white logo on all major Gala collateral Step & Repeat. Half page ad in Gala Program, Digital logo projection. Reserved section for guests at pre-reception OR after-party. 15-20 tickets to film festival.

**PREMIERE SPONSOR**

$10-15,000

One VIP Table (10 seats) with preferred placement, upgraded wine, and parking for guests. Speaking Opportunity. Verbal recognition from podium. Company video to play during event OR throughout Festival. Option to host filmmakers at tables. Company black and white logo on all major Gala collateral Step & Repeat. Half page ad in Gala and Festival Program, Digital logo projection. Reserved section for guests at after-party. 15-20 tickets to film festival.

**AWARDS SPONSOR**

$7,500

One Gala Table with 10 seats. Presenting rights to one awards category (best animation, short, documentary, or feature). Verbal recognition from podium and speaking opportunity. Option to host filmmakers at tables. Company black and white logo on all major Gala collateral Step & Repeat. Half page ad in Gala Program, Digital logo projection. Reserved section for guests at pre-reception OR after-party. 15-20 tickets to film festival.

**SUPPORTER SPONSOR**

$5,000

One Gala Table with 10 seats. Quarter page ad. Company logo on gala invites, website, program booklet, and on-screen during event. Reserved section for guests at after party. 10 tickets to film festival.

**PRE-RECEPTION OR AFTER-PARTY SPONSOR**

$5,000

One Gala Table with 10 seats. Quarter page ad in program. Company logo on gala invites, website, program booklet, and on-screen during event. Reserved section for guests at pre-reception or after party. 10 tickets to film festival.

**WINE SPONSOR**

$3,000

Four (4) seats to the Gala. Company logo prominently displayed on table tents at every table. Verbal recognition from podium. Quarter page ad in program. Company logo on gala invites, website, program booklet, and on-screen during event. 8 tickets to film festival.

**VIP TABLE OF TEN** *(15 AVAILABLE)*

$2,500

**TABLE OF TEN**

$2,000
An intensive filmmaking program for high-school students to share their voices and be heard.

Through Reel Voices, pre-selected candidates receive filmmaking training from practitioners in the field to help them develop their own documentaries. The films premiere at the annual San Diego Asian Film Festival and the young filmmakers are recognized on-stage at the San Diego Asian Film Festival Awards event.

Reel Voices provides students with real-world skills, as well as the opportunity to be creative and imaginative. For many of the filmmakers being able to discover and share their voice as young adults is a transformative experience that stays with them for many years to come. A number of the films go on to screen at other film festivals around the world.

Building on Success - Reel Voices@Monarch

With Reel Voices@Monarch, Pacific Arts Movement takes our highly successful program to Monarch, a school for youth impacted by homelessness. At Monarch, the need to provide a voice and visibility to the programs’ participants is even more critical.

**OPPORTUNITIES:**
- Program Sponsor
- Students Award Sponsor
- Screening Day Sponsor
- Equipment Sponsor

**BENEFITS:**
- Speaking Opportunities
- Print: Festival Program, Signs
- Onscreen ads
- Website Presence
- Membership
- All-Access Passes & Tickets

- 150+ program graduates
- 12-week program