

PACIFIC ARTS MOVEMENT

Sponsorship Deck

2025

501C3 NONPROFIT ▪ TAX ID# 33-1001523

sponsorship@pacarts.org

7675 Dagget Street, Suite 360

San Diego, CA 92111

www.pacarts.org

ABOUT US

Pacific Arts Movement (Pac Arts) is one of North America's leading media arts organizations, presenting Asian, Asian American, Native Hawaiian, and Pacific Islander (AANHPI) storytelling and filmmakers. Since 2000, we've inspired and entertained audiences through transformative films, community connection, and our signature event – the San Diego Asian Film Festival (SDAFF).

MISSION

To present AANHPI media arts to San Diego residents and visitors to inspire, entertain, and support a more compassionate society.

OUR PROGRAMS

Pac Arts offers year-round programming rooted in cultural storytelling, youth development, and community engagement.

- **San Diego Asian Film Festival (SDAFF):** Our 10-day flagship event draws nearly 15,000 attendees and is one of the largest showcases of Asian and Pacific Islander cinema in North America. With red carpets, sold-out screenings, and major media coverage, SDAFF offers meaningful exposure to engaged and influential audiences.
- **Reel Voices:** This free, 8-week summer program teaches high school students the art of documentary filmmaking from storytelling and production to editing. Their original films premiere at SDAFF, and many alumni have launched careers in media, journalism, and tech crediting the program as their creative foundation.
- **Year-Round Impact & Visibility:** Pac Arts presents curated screenings, filmmaker talks, student premieres, and sneak peeks of unreleased films—including our Spring Showcase. These events are hosted in collaboration with community partners, cultural institutions, and major film studios and media platforms – offering unique ways for audiences and supporters to engage with the stories we champion.





MARKETING IMPACT

HIGHLIGHTS

- 26 years of impact
- 25,000+ annual attendees
- 278,000+ digital audience reach
- Over 150 films screened annually
- 500+ youth filmmakers trained through Reel Voices

REACH

- 15,000+ attendees across 10 days
- 278,000+ annual website visitors
- 20,000+ email subscribers
- 1.5M+ overall digital impressions
- 39,000+ followers across @pacartsmovement social platforms

BY SPONSORING, YOU

- Help over 15,000 attendees experience global and local stories
- Reach audiences through web, social, and email engagement
- Support youth and first-time filmmakers in our Reel Voices program
- Enable free and low-cost access to the arts in underserved communities
- Strengthening San Diego as an arts destination

IMPORTANT DATES - 2025

- April 25 - May 1: Spring Showcase
- November 6 - 15: SDAFF
- November 8: Awards Gala
- November 14: Reel Voices Premiere

SDAFF SPONSORSHIP LEVEL & BENEFITS

PRODUCER SPONSOR – \$25,000

Program Guide: Full Page
On-Screen Ad or 30-Second Commercial*
Logo with link displayed on SDAFF.org
All-Fest Passes: 8
SDAFF Tickets: 30

PREMIERE SPONSOR – \$15,000

Program Guide: Full Page
On-Screen Ad or 30-Second Commercial*
Logo with link displayed on SDAFF.org
All-Fest Passes: 6
SDAFF Tickets: 25

SPOTLIGHT SPONSOR – \$10,000

Program Guide: Half Page
On-Screen Ad or 30-Second Commercial*
Logo with link displayed on SDAFF.org
All-Fest Passes: 4
SDAFF Tickets: 20

SUPPORTING SPONSOR – \$5,000

Program Guide: 1/4 Page
On-Screen Ad or 30-Second Commercial*
Logo with link displayed on SDAFF.org
All-Fest Passes: 2
SDAFF Tickets: 20

SCREENING PARTNER – \$2,500

15 tickets to your partnered film screening
Verbal acknowledgment at the start of the screening
Logo with link featured on SDAFF.org
Logo included in an on-screen film reel played throughout the festival

*On-screen ads and commercials must be received by October 20, 2025 to ensure placement.

SDAFF Sponsorship questions, contact:

Zia Sinclair, Director of Development
sponsorship@pacarts.org | 619-452-4696

PACIFIC ARTS MOVEMENT

2025 Sponsorship Form

SAN DIEGO ASIAN FILM FESTIVAL SPONSORSHIP:

- ☐ \$25,000 | Producer
- ☐ \$15,000 | Premiere
- ☐ \$10,000 | Spotlight
- ☐ \$5,000 | Supporting
- ☐ \$2,500 | Screening Partner

Additional Interests:

- ☐ I'm interested in donating in-kind goods
- ☐ I'm interested in volunteering

CONTACT INFORMATION

FULL NAME: _____

TITLE: _____

COMPANY/ORGANIZATION: _____

EMAIL: _____

PHONE: _____

PREFERRED CONTACT: ☐ EMAIL ☐ PHONE

PAYMENT OPTIONS

- ☐ BY ENCLOSED CHECK MADE PAYABLE TO PACIFIC ARTS MOVEMENT
- ☐ BY CREDIT CARD (SECURE GIVING LINK)
- ☐ INVOICE ME
- ☐ OTHER: _____

SUBMIT YOUR COMPLETED FORM TO:

Email: sponsorship@pacarts.org

Or mail to: Pacific Arts Movement, 7675 Dagget Street, Suite 360, San Diego, CA 92111

Pacific Arts Movement is a 501(c)(3) nonprofit organization.

All contributions are tax-deductible to the fullest extent allowed by law. EIN: 33-1001523.