

# PACIFIC ARTS MOVEMENT

## Sponsorship Deck

2025

501C3 NONPROFIT ▪ TAX ID# 33-1001523

619-400-6911 ▪ [SPONSORSHIP@PACARTS.ORG](mailto:SPONSORSHIP@PACARTS.ORG)

7675 DAGGET STREET, SUITE 360

SAN DIEGO, CA 92111

[WWW.PACARTS.ORG](http://WWW.PACARTS.ORG)



# ABOUT US

**FOUNDED IN 2000** | Pacific Arts Movement presents Asian, Asian American, Native Hawaiian, and Pacific Islander (AANHPI) media arts to San Diego residents and visitors to inspire, entertain, and support a more compassionate society.



Pac Arts is a prominent media arts organization that hosts one of North America's largest film festivals, celebrating Asian cinema, arts, and culture.

We fulfill our mission through year-round programming, which includes the Spring Showcase, Reel Voices Youth Filmmaking, Spotlight Screenings, Membership Mixers, and our flagship event—the San Diego Asian Film Festival (SDAFF).



## IMPORTANT DATES - 2025

- April 25 - May 1: Spring Showcase
- October 7: Chew the Scene
- November 6 - 15: SDAFF
- November 8: Awards Gala



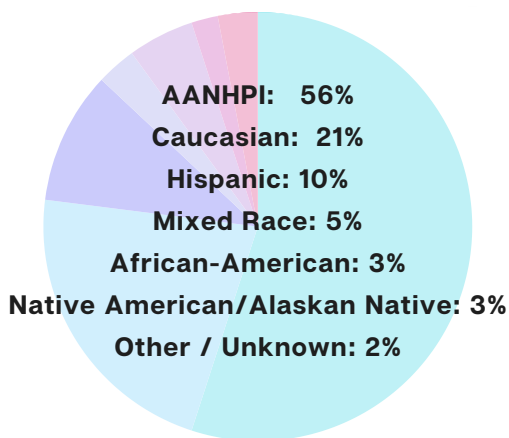
**ONE OF NORTH AMERICA'S LARGEST ASIAN CINEMA FILM FESTIVALS!**

# OUR AUDIENCE & MEMBERS

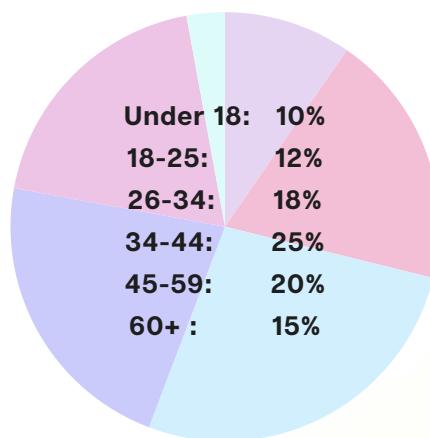
We take pride in our diverse and engaged audience, whose interests and demographics make them an ideal target for sponsors seeking brand recognition and consumer engagement from the AANHPI communities, as well as their friends.

Our attendees are discerning consumers who appreciate quality products and services. With a greater inclination toward travel and leisure, they actively seek experiences that enrich their lives and are more likely to support companies with which they resonate.

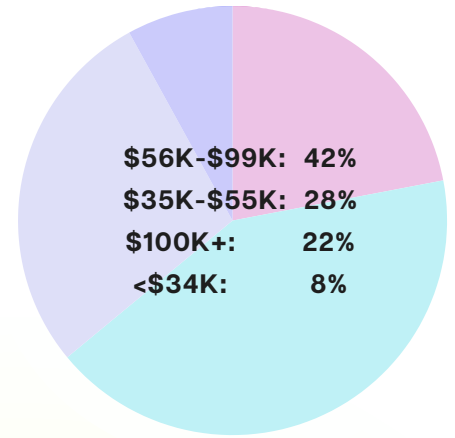
## RACE



## AGE



## INCOME



## Film Industry Connection

Our events draw hundreds of both established and emerging film professionals, including producers, directors, cast members, and crew. Sponsors gain exposure to influential voices and access valuable insights that enhance their brand visibility within the industry. We provide unique opportunities to connect with these influencers throughout the festival.



# SPONSORSHIP BENEFITS

Our corporate and business partners benefit from an activated audience and fanbase with multiple touch-points throughout the 10-day festival.

**All sponsorship tiers receive the following:**

- |                     |                         |
|---------------------|-------------------------|
| • On-screen ads     | • Printed ad            |
| • Product placement | • Tickets and passes    |
| • Lobby presence.   | • Gala table - 10 seats |

## BE SEEN ON SCREEN

With over 100 screenings and 180-seat theaters, your message reaches thousands, estimated at 25,000 impressions. Ads rotate as patrons enter, with commercials and trailers played before each film to a captivated and engaged audience.

## LARGE MARKETING FOOTPRINT

Strong online presence featuring sponsor logos displayed for a full year on the Pacific Arts Movement website and in the biweekly eNewsletter. An earned media strategy, in-kind media sponsors, and social media efforts equate to over 1.5 million digital impressions and views.

## FESTIVAL SWAG BAG

Members and All-Fest Passholders receive a themed tote bag filled with promotional products and exclusive swag. Sponsors have the opportunity to place products or ads. Each year, 500 highly sought-after swag bags are assembled and given to high-level members and VIPs.

## PROGRAM GUIDE

Hundreds of program guides are distributed during the SDAFF and are available at the box office and all venues. There are opportunities for printed ads in our SDAFF Program Guide.



# SPONSORSHIP AT A GLANCE

Amount	\$75k - \$100k	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Level	TITLE	DIRECTOR	PRODUCER	PREMIERE	SPOTLIGHT	SUPPORTING
Support Type	Year-Round	Year-Round	Year-Round	Year-Round	Year-Round	Event Specific
Program Guide*	Double Truck x 2	Full Page, Front Cover Flyleaf	Full Page, Back Cover Flyleaf	Full Page	Half Page	1/4 Page
Sponsor Page	Extra-Large Logo	Large Logo	Large Logo	Logo	Logo	Logo
On-Screen Ads	30 Seconds	20 Seconds	15 Seconds	Digital Ad	Digital Ad	Digital Ad
Chew The Scene	10 Tickets	8 Tickets	6 Tickets	5 Tickets	4 Tickets	2 Tickets
All-Fest Passes	12 Passes	10 Passes	8 Passes	6 Passes	5 Passes	4 Passes
Tickets*	50 Tickets	40 Tickets	30 Tickets	25 Tickets	20 Tickets	15 Tickets
Gala	VIP Table (10 Seats)	VIP Table (10 Seats)	VIP Table (10 Seats)	VIP Table (10 Seats)	VIP Table (10 Seats)	VIP Table (10 Seats)

Upon contract execution, sponsorships remain active and recognized for one full year. Customized options are available across all sponsorship tiers, including tabling opportunities, speaking engagements, and private receptions and screenings.

\* Program guide placement in SDAFF 2025 and Spring Showcase 2025 or 2026, depending on contract start date.

\*\* Tickets and All-Fest passes redeemable for San Diego Asian Film Festival, Spotlight Screenings and Spring Showcase 2025/2026

# ACTIVATION AREAS

Sponsor an event or area for increased recognition. Availability is limited based on activation. Customize activation areas to reflect your brand, secure naming rights, or showcase your products. Sponsor an event or area for increased recognition. Availability is limited based on activation. Customize activation areas to reflect your brand, secure naming rights, or showcase your products.



## FESTIVAL TITLE SPONSOR

**Customizable between \$75k and \$100k • Quantity: 1**

Title sponsor receives additional customizable benefits, including a branded step-and-repeat, speaking opportunities, earned media spots in local news and radio, and private screenings or receptions.



## FESTIVAL PRESENTING SPONSOR

**\$50,000 • Quantity: 2**

Title sponsors receive additional customizable benefits, including a branded step-and-repeat, speaking opportunities, earned media spots in local news and radio, and private screenings or receptions.



## SPRING SHOWCASE

**\$25,000 • Quantity: 1**

Engaging over 4,000 residents in a week-long festival! The Spring Showcase attracts our most dedicated members, year-round volunteers, and new participants eager to celebrate Asian and Pacific Islander arts and culture at the start of the year.



## REEL VOICES YOUTH PROGRAM

**\$25,000 • Quantity: 2**

Support local students by helping young filmmakers learn the art of documentary filmmaking. They create their own short films, which premiere at festivals. Since 2005, over 200 students have completed this 8-week program, resulting in sold-out premieres at every festival.





## FILMMAKERS CAMP

**\$25,000 Quantity: 1**

We are launching a 3-day filmmakers' camp next year, where experienced filmmakers mentor aspiring filmmakers to enhance the skills of Asian and Pacific Islander storytellers.



## OPENING NIGHT / CLOSING NIGHT

**\$15,000 • Quantity: 2**

Our opening night and closing night are some of our biggest films and the only screenings with pre- and post-receptions. Cast, crew, and dignitaries help us introduce the film. It's always a party with a sold-out crowd!



## CHEW THE SCENE

**\$15,000 • Quantity: 1**

The best culinary event in San Diego and the official launch party for the San Diego Asian Film. Guests enjoy culinary tastings from top Asian and Pacific Islander chefs, restaurants, and vendors.



## FILMMAKERS LOUNGE

**\$10,000 • Quantity: 1**

With over 100 directors, producers, cast, and crew at SDAFF, our filmmakers' lounge is an exclusive area for filmmakers and industry professionals to connect, relax, and celebrate.



## VOLUNTEER LOUNGE

**\$10,000 • Quantity: 1**

Our events and programming would not be possible without the support of our amazing group of over 200 volunteers. Our volunteer base are among the most dedicated and philanthropic members of our organization. Please help us stock our lounge to show our appreciation for their hard work!



## For Sponsorship Information

Director of Development, Zia Sinclair

E: [zia@pacarts.org](mailto:zia@pacarts.org) • P: 619.452.4696



# GALA AWARDS NIGHT

## 26TH ANNUAL SAN DIEGO ASIAN FILM FESTIVAL

Known as the Asian American Oscars of San Diego, our star-studded Gala Awards night is back. Our gala is the crown jewel of the ten-day festival and is a fashionable evening to celebrate creativity, leadership, and our legacy as the premier film festival in San Diego.

### Save The Date

Saturday, November 8, 2025

Location: TBA



More than 500 guests, including industry professionals, business leaders, elected officials, and community figures, walk the red carpet and enter the ballroom for the auction, awards ceremony, 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, as well as community awards to recognize local trailblazers. This gala is the Pacific Arts Movement's largest annual fundraiser for its year-round educational programs.

# GALA SPONSORSHIP LEVELS



## **PRESENTING SPONSOR · \$25,000**

One VIP Gala Table with 10 seats with preferred placement and upgraded wine. Exclusive presenting rights to one awards category. Verbal recognition from the podium and a speaking opportunity. Option to host filmmakers at tables. Logo prominently featured on all major gala collateral, including step & repeat, full-page ad in the gala program, and digital logo projection. Reserved section for guests at the after-party. Additional benefits are included in the \$25,000 tier for the San Diego Asian Film Festival.



## **PREMIERE SPONSOR · \$15,000**

One VIP Gala Table with 10 seats with preferred placement and upgraded wine. Verbal recognition from the podium and a speaking opportunity. Option to host filmmakers at tables. Logo featured on all major gala collateral, including step & repeat, half-page ad in the gala program, and digital logo projection. Reserved section for guests at the after-party. Additional benefits are included in the \$15,000 tier for the San Diego Asian Film Festival.



## **SPOTLIGHT SPONSOR · \$10,000**

One Gala Table with 10 seats with upgraded wine. Verbal recognition from the podium and a speaking opportunity. Option to host filmmakers at tables. Logo is included on all major gala collateral, as well as a half-page ad in the gala program. Reserved section for guests at the after-party. Additional benefits are included in the \$10,000 tier for the San Diego Asian Film Festival.

# GALA SPONSORSHIP LEVELS



## **SUPPORTING SPONSOR • \$7,500**

One Gala Table with ten (10) seats. Logo in gala program book. Reserved section for guests at the after-party. Additional benefits are included in the \$7,500 tier benefits for the San Diego Asian Film Festival.



## **PRE-RECEPTION or AFTER-PARTY SPONSOR • \$6,000**

One Gala Table with ten (10) seats. Logo in gala program book. Verbal recognition during reception or after-party. Reserved section for guests at the after-party. Additional benefits are included in the \$6,000 tier benefits for the San Diego Asian Film Festival.



## **WINE SPONSOR • \$6,000**

Four (4) seats to gala. The company logo is prominently displayed on table tents at every table. Verbal recognition from the podium. Quarter page ad in the program. 10 tickets to a film at SDAFF.



## **VIP TABLE OF TEN • \$4,000**

## **TABLE OF TEN • \$3,000**

## **EARLY BIRD - TABLE OF TEN • \$2,500**



## **For Gala Sponsorship information**

Executive Director, Alex Villafuerte

E: alex@pacarts.org • P: 619.495..2995



## OUR TEAM



**Alex C. Villafuerte**  
Executive Director



**Brian Hu**  
Artistic Director



**Glenn Heath Jr.**  
Managing Director



**Carmela Prudencio**  
Director of Marketing &  
Communications



**Zia Sinclair**  
Director of Development



**Alissa Tu**  
Grant Writer &  
Programmer



**Jamuelle B. Zumel**  
Video Production Coordinator

## OUR BOARD



### EXECUTIVE COMMITTEE

**Huy Ly** | Chair

**MyMy Lu** | Vice-Chair

**Shirley Sanz** | Secretary

**Alex Yamashiro** | Treasurer

### MEMBERS AT LARGE

Brett MacLeod

Charmaine Orcino-Gonzales

Christian Garcia

Jane Lee

Kat Flores

Kathy Ilacqua

Samantha Trinh

Walton Chan

Brian Sun

Deborah Hall

Gary Wong

Stephen Chin

Wendy Gillespie



# THANK YOU TO OUR 2024 SPONSORS & COMMUNITY PARTNERS!

## MAJOR GRANT



## PRODUCER SPONSOR



## PREMIERE SPONSOR



## SPOTLIGHT SPONSOR



## SUPPORTING SPONSOR



## COMMUNITY



## MEDIA PARTNERS



## IN-KIND PARTNERS



## PACIFIC ARTS MOVEMENT

501c3 Non-Profit ■ Tax ID# 33-1001523

619-400-6911

[sponsorship@pacarts.org](mailto:sponsorship@pacarts.org)

7675 Dagget Street, Suite 360

San Diego, CA 92111

[www.pacarts.org](http://www.pacarts.org)