



**Austin Asian American
Film Festival**

Sponsorship Deck

2023 EDITION



website: aaafilmfest.org
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ABOUT AAAFF

Austin Asian American Film Festival (AAFF) is a 501(c)3 nonprofit organization that programs year-round community events, highlighted by its flagship annual festival each June. Since 2004, the organization has grown from a single showcase event run by volunteers to one of the only cultural arts nonprofits supporting Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities in the Austin, TX area.

WHAT SUPPORTING AAAFF MEANS

THE IMPORTANCE OF REPRESENTATION

AAFF believes that although the movies and media we consume often perpetuate stereotypes and render marginalized groups invisible, cinema also has the potential to empower the under-represented and promote cross-cultural understanding.

For more than a decade, AAAFF has presented films from over 28 countries and brought dozens of filmmakers, actors, and documentary subjects to Austin to share their experiences, and we're excited to continue our community screenings, annual film festival and expand our filmmaker programs. With each film screened, we often partner with local community groups to better amplify the reach of films so that the communities represented in the film or behind the camera are also present at our screenings.

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AAFF has flourished into being one of the greatest showcases of film, art and culture in Austin...it is extremely important to continue have a film festival that reflects the stories, lives and creative productions of this diverse community.

Sona Shah
Culture & Arts Edu
Manager Emeritus,
Austin Asian American
Resource Center



FILM PROGRAMS & PROJECTS

ANNUAL FILM FESTIVAL

Our Annual film festival June 21-25, 2023 will be back at local indie movie theater AFS Cinema! We're upgrading to 5 days of film this year! For this fest, we showcase new and emerging works by AANHPI filmmakers for a juried festival that includes screenings, filmmaker Q&As, and events that celebrate film!



CO-PRESENTATIONS



AAAFF's reputation as the premiere AAPI cultural arts organization in Austin is made possible by our many partners in film programming. From retrospectives to special screenings of Asian and Asian American film, our partners organizations range from Austin Film Society, Indie Meme, All Genders and Lifestyles Film Festival, Austin Jewish Film Festival Mobile Loaves & Fishes Outdoor Cinema, North American API Film Festivals Coalition, the Long Center, Sound Unseen and more!

STORIES WITHIN

Our first fiscal sponsored project, STORIES WITHIN is both a mini-documentary series and movement created to change the narrative of AAPI in Texas. Directed by award-winning documentary filmmaker PJ Raval and created by Austin-based creatives, this project was selected to be in the first cohort of the Gold Futures Challenge. Along with the short films, has been on a film festival run & hosted a Premiere & AAPI Storytelling Summit at Austin Central Library.



GET IN TOUCH TO LEARN MORE

Hanna Huang
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FILM INDUSTRY PROGRAMS

ASIAN PACIFIC FILMMAKERS EXPERIENCE

AAAFF partners with the Asian Pacific Filmmakers Experience to host events and panels with AANHPI filmmakers during the SXSW Film Festival. In 2022 & 2023, we partnered with Kollaboration, David Magdael PR, Visual Communications, Coalition of Asian Pacifics in Entertainment (CAPE), Asian American Documentary Network, and Center for Asian American Media to put on filmmaker industry events that garnered over 300 attendees.



In 2022 special guests included Oscar-winning actor Ke Huy Quan and producer Jonathan Wang from the film EVERYTHING EVERYWHERE ALL AT ONCE, which was the headlining film for the SXSW Film Festival.

YEAR-ROUND ADVOCACY & NETWORKING



We couldn't do our work without a robust local Film Community! Throughout the year, we represent and share the needs of our filmmakers to elected officials, government bodies, and commissions that fund artists. In 2022 we held a focus group with Austin Arts Commissioners and filmmakers to learn about their funding needs. Throughout the year we host filmmaking networking mixers & workshops.



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COMMUNITY PROGRAMS

AAVCLUB & BLOG

Our Asian American Video Club program provides monthly selections and special discounts to local screenings of AANHPI films from our programming team! On our blog, we also highlight independent AANHPI films for our audiences to take advantage of on streaming.



FREE COMMUNITY SCREENINGS

Accessible and affordable opportunities to watch AANHPI films are especially important to us as we continue to bring AANHPI films to the local community. In 2021 & 2022, we partnered with A24 for a free screenings of the award-winning films MINARI & EVERYTHING EVERYWHERE ALL AT ONCE, including special free screenings prioritizing AANHPI serving direct service workers.

We outreach to AANHPI-serving groups such as Asian Family Support Services of Austin, Asian American Community Health Initiative, Greater Austin Asian American Chamber of Commerce, and specific cultural organizations to ensure the AAPI communities represented in films actually get the chance to watch them.



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15TH AUSTIN ASIAN AMERICAN FILM FESTIVAL

EXPERIENCE AANHPI FILM THIS JUNE 21-25 AT AFS CINEMA

We're back for our annual film festival in June at our home venue, AFS Cinema for our in-person 5-day festival! Save the date to see the latest in Asian American, Native Hawaiian, & Pacific Islander features and short films in one of Texas's most treasured independent cinemas.

This program plays an integral part in our mission to produce programs that champion AANHPI stories through film, educate about AAPI issues, and build community through partnerships with creatives and other organizations. We welcome you and your organization to be a part of our Austin Asian American Film Festival (AAAFF) and support us as we continue to fulfill our mission.



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BUILDING COMMUNITY

THE AAFF AUDIENCE



Our recent survey data shows that our audience is primarily AANHPI young professionals who value us as a connector to their cultural communities. Key findings include:

- >70% identify as AANHPI
- >50% are aged 25-44 and the gender demographic is relatively equal
- Within AANHPI, 80% identify with Austin's top AANHPI groups (Chinese, Indian, Vietnamese, Korean, Filipino), and the remaining 20% indicate a wide spread of smaller Austin metro AANHPI demographics
- The main driver for attendees to engage with AAFF is "connecting with AANHPI community" over watching film, supporting local filmmakers, and connections to the org
- >90% very likely or extremely likely to recommend us to family & friends
































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SUPPORTING NEW ASIAN & ASIAN AMERICAN FILM IN CENTRAL TEXAS

BENEFITS OF SPONSORSHIP

Custom sponsor packages available upon request to meet your needs.

	PRESENTING \$15k+	EXECUTIVE \$10k+	PREMIERE \$5k+	PATRON \$2.5k+	SUPPORTING \$1k+
Opening or Centerpiece speaking opportunity at Annual Film Festival & 1 in-person event					
Logo or text recognition in AAAFF org brand video (year-round)					
Festival Poster recognition					
Invites to AAAFF private or advanced screenings year-round					
Logo Inclusion in Annual film fest trailer or pre-roll					
Printed materials branding (non festival poster)					
Banner or table placement at applicable in-person events					
Comprehensive branding on digital creative collateral, excl. pre-roll					
Website, social media, newsletter branding					
Access & Entrance to AAAFF events	All Access Passes, Individual Film Tickets & special events entry available at request.			Limited All Access Virtual Passes & screening tickets available at request.	



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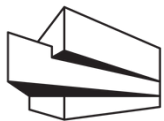
OUR SUPPORTERS

BE A PART OF OUR FAMILY

Our organization is able to do our work due to the monetary, in-kind and partnership support from organizations and groups like yours. Here are a few of our wonderful supporters.



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ECONOMIC
DEVELOPMENT



Texas
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AAAFF is a registered 501(c)(3) non-profit organization and is supported in part by the National Endowment for the Arts, Cultural Arts Division of the City of Austin Economic Development Department, Humanities Texas, and Texas Commission on the Arts. More information can be found at www.aaafilmfest.org.



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