



CAAM

CENTER FOR ASIAN AMERICAN MEDIA

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SPONSOR  
SHIP  
DECK

# WELCOME

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## CAAM AT-A-GLANCE

140 public programs featuring film, food and music

7 coveted film and culinary achievement awards

13,000 member network

22,618 social media following

10 million annual public media viewers

*Joan Chen, Boo Boo Stewart, and the cast of White Frog at Opening Night*



## STORIES TO LIGHT

The Center for Asian American Media (CAAM) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible through film, television, and digital media. CAAM's brand promise is to celebrate the Asian American community and recognize excellence, achievement, and innovation in filmmaking and storytelling through the following avenues:

### EXHIBITION

World class premiers and showcases at CAAMFest and CAAMFest San Jose

### MEDIA MAKER SUPPORT

Extensive support for both seasoned and emerging media makers through the James T. Yee Talent Development Program, which includes project funding, industry mentorships and youth education programs

### PUBLIC MEDIA PRODUCTION

Emmy Award-winning public media productions and broadcasts

# DEMO GRAPHICS

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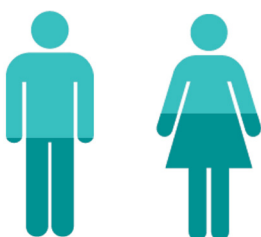
YOUNG, HIGHLY EDUCATED, AFFLUENT,  
COMMUNITY-MINDED

The average CAAM patron is 37 years old, holds a graduate or postgraduate degree and earns \$75,000 per year.

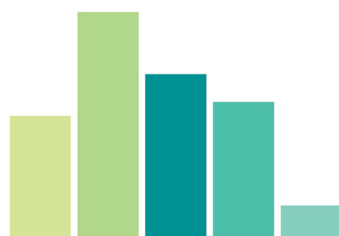
*"That CAAMFest draws the youngest audiences I've ever seen at a film festival just confirms its inclusiveness — and probable staying power."*

- DOCUMENTARY.ORG, 2014

## GENDER

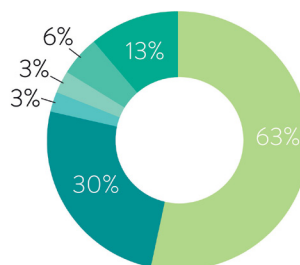


## AGE



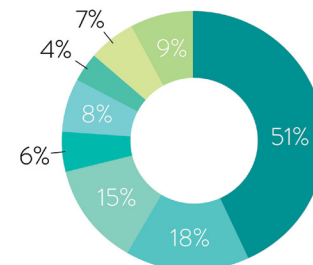
18-25 18%  
26-35 33%  
36-45 24%  
46-65 20%  
Over 65 5%

## RACE/ETHNICITY



Asian American 63%  
Caucasian 30%  
Latino/Hispanic 3%  
African American 3%  
Multi-Racial 6%  
Other 13%

## ASIAN AMERICAN ETHNICITY



Chinese 51%  
Filipino 18%  
Japanese 15%  
Korean 6%  
Vietnamese 8%  
South Asian 4%  
Taiwanese 7%  
Other 9%

# DEMO GRAPHICS

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## CONNECT YOUR BRAND TO THE DYNAMIC ASIAN AMERICAN MARKET

Asian Americans are the fastest growing demographic in the nation, with increasing visibility in major industries and nearing a buying power of **\$1 trillion by 2017**.<sup>\*</sup> On average, Asian Americans spend **40%** more than the average millennial household, and are **15%** more likely than the average consumer to regard ads as a source of information.<sup>\*\*</sup>

Let CAAM be your gateway to this rich, undiscovered market segment.

THE SAN FRANCISCO BAY AREA BOASTS THE 3RD LARGEST ASIAN AMERICAN POPULATION IN THE NATION.



**77%** of all Asian Americans are multilingual



**75%** of all Asian American adults are immigrants

ASIAN AMERICANS ARE SAAVY DIGITAL PIONEERS, ADAPTING NEW TECHNOLOGY FASTER THAN ANY OTHER GROUP.



Smartphone penetration is **75%** higher among Asian Americans than the overall population



Leading segment in online shopping, spending **\$2,500** more per year than other consumers

<sup>\*</sup>Los Angeles Times, November 20, 2012 <http://lat.ms/10haWeU>

<sup>\*\*</sup>The Asian American Consumer 2013 Report, Nielsen

# IMPRESSIONS

## GENERAL MARKET AND IN-LANGUAGE MEDIA VISIBILITY

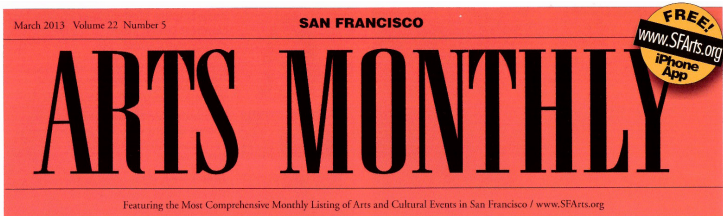
Covered by the Huffington Post, Variety, Hyphen Magazine, Angry Asian Man and Sing Tao Daily, CAAM's media impressions rival top film festivals and production companies.

Social Media Impressions | 2 million  
Facebook | 15,183 followers  
Twitter | 5,211 followers  
Youtube | 2,261 subscribers  
Klout Score | 62  
Daily reach | 3,000  
Unique Website Visits | 40,000/week

Gross Media Impressions | 100 million (online, print, web, tv)  
Online Coverage | 4.5 million impressions  
Press Outlets | 1,550 local, national + international  
Transit Ads | 8.2 million impressions  
Outdoor Posters | 20,000 impressions

*"One of the world's best film festivals worth exploring, attending and talking about."*

- INDIEWIRE, 2010



Shared Histories a Focus of 2013 CAAMFest



# CAAM FEST



11  
DAYS



26,000  
ATTENDEES



300  
VOLUNTEERS



3 CITIES -  
San Francisco,  
Berkeley & Oakland



17  
VENUES



250  
INDUSTRY  
GUESTS



Dengue Fever headlines *Directions in Sound* (left)  
Heems and Dapwell of *Das Racist*, filmmaker and music critic, Amrit Singh (right)

## CAAMFEST IS FILM, MUSIC AND FOOD

The largest of its kind, CAAMFest is an experiential festival that showcases the best in Asian American cinema, cuisine, and local and international musical talent. CAAMFest provides an optimal platform for multi-tiered exposure through high-profile film premiers, branded events, on-site activation, and direct audience and volunteer engagement.

## SPONSORSHIP OPPORTUNITIES

- Opening Night Film + Gala
- Centerpiece Film + Reception
- Directions in Sound
- Curated Film Series
- Industry Panels
- Closing Night Film + Reception

*"In a year that started at Sundance and ended at the IDA Awards, CAAMFest stood out as one of the best experiences of the year. I'll never forget it."*

- RAMONA DIAZ, Award-winning filmmaker, Director of IMELDA

# CAAM FEST SAN JOSE

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4  
DAYS



2,000  
ATTENDEES



30  
VOLUNTEERS



5  
VENUES



30  
INDUSTRY  
GUESTS

*The Chitresh Das Dance Company performs at the San Jose Opening Night Party*



## CAAMFEST SAN JOSE INFUSES FILM, MUSIC AND FOOD WITH SILICON VALLEY FLAVOR.

CAAMFest San Jose recognizes the creativity and vitality Asian Americans are making in technology, entrepreneurship, and civic life in Silicon Valley. CAAMFest San Jose ensures year-round event exposure and the option of tailoring brand alignment to this tech saavy market.

## SPONSORSHIP OPPORTUNITIES

- Opening Night Film + Party
- Centerpiece Film
- Closing Night Film
- Filmmaker Panels
- Family-friendly Programming

# CAAM FEAST

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*"It's a great honor to be recognized by the Center for Asian American Media. I've been a longtime supporter and admirer of their important work in public media. Because of their tireless effort, more and more people have come to learn and enjoy delicious Asian-American food."*

- MARTIN YAN, chef, entrepreneur, television personality, restaurateur

Roy Yamaguchi at the 2014 CAAMFeast Awards (left)  
Martin Yan and broadcast journalist, Lloyd LaCuesta, host the CAAMFeast Awards live auction (right)



## CULTURAL STORYTELLING THROUGH THE LENS OF FOOD

Exclusive food experiences through tastings, food show style workshops, and film screenings. The **CAAMFeast: Stories, Food, and You Awards** is CAAM's annual fundraiser, honoring Asian American food luminaries and culinary pioneers. Gain exposure to CAAM's influential donor circle, entertain corporate guests, and showcase products through individual tasting stations and the silent auction.

## SPONSORSHIP OPPORTUNITIES

- **Live Auction \$5K+** Donate cash or in-kind luxury items for our CAAMFeast Awards auction
- **Table Sponsorships \$5K+** Host a corporate table and receive VIP benefits at our CAAMFeast Awards
- **Award Sponsorship \$10K+** Brand a CAAMFeast Award with your company name
- **Film & Food Pairing Events \$5k+** Underwrite a salon, tasting event, or food film and elevate the conversation around Asian American food

# YEAR ROUND

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## ENGAGE WITH INNOVATIVE AND VITAL COMMUNITY PROGRAMS

*“With the democratization of digital and social media platforms, more and more people are creating content than ever before. CAAM continues to be a nexus for Asian Americans and creative media expression.”*

-BILL IMADA,  
President of IW Group,  
President Obama’s Advisory  
Commission on Asian Americans and  
Pacific Islanders  
CAAM Board Member,  
CAAM Member

### JAMES T. YEE TALENT DEVELOPMENT PROGRAM \$10K+

Underwrite a robust mentorship program that pairs up-and-coming Asian American creative talent with well-known and highly respected media professionals to guide their success in the industry. Previous recipients include Justin Lin and Michelle Krusiec.

### MEMORIES TO LIGHT \$10K+

*Memories to Light: Asian American Home Movies* engages the power of collective memory and media to illuminate the experiences of Asian American communities spanning six decades (1920s-1980s) of the 20th Century through the collection, preservation and exhibition of these works, reconstructing representations of Asian America from the community itself.

### PUBLIC BROADCAST & MEDIA \$10K+

Underwrite multi-media podcasts, an online video series, or the entire Asian Pacific American Heritage Month program on public television. As part of the National Minority Consortia, CAAM brings award-winning programs about the Asian American community with artistic and social vision to 10 million diverse viewers on national, regional and local levels.

### MEMBERSHIP \$10K+

Directly engage with CAAM’s 13,000 email subscribers and sustaining members. Opportunities include branding in our bi-monthly email newsletter, exclusive screenings, and members-only content.

### EDUCATIONAL DISTRIBUTION & OUTREACH \$5K+

Expand this program’s mission and reach by underwriting the online distribution of CAAM’s special K-12 collections. For more than 25 years, CAAM has served as the premier distributor of Asian American film and video works in the country providing critical education resources and a distribution platform for filmmakers like Spencer Nakasako, Deann Borshay Liem and Arthur Dong.

### DIGITAL & INTERACTIVE MEDIA \$5K+

Support digital media storytelling and help us produce connect with new media makers through the creation of interactive media such as online games, mobile applications, and social networking sites. CAAM seeks to further mobilize the power of technology to engage new audiences.

# INTRIN SIC IMPACT

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*“CAAMFest, you are still the place and space for us, to celebrate each other’s company, identities, and our many, many names. We will always love you ... And you always will help us love each other.”*

- RAVI CHANDRA, 2013,  
Memoirs of a Superfan



## TRANSFORMATIVE EXPERIENCES

CAAM is a vehicle for engagement and connectivity, and a cultural gatekeeper for the Asian American community. Our public media productions and live screenings are unforgettable transformative experiences that are intellectually stimulating and assert the cultural relevance and influence of the Asian diaspora in the 21st century. Partnering with us, your brand will gain entry into this deeply rich and invested community. No other media or arts organization can offer you this level of impact:

84% CAAM viewers leave a screening feeling **inspired**

76% CAAM viewers experienced **new appreciation** for a different culture

78% CAAM viewers gained **intellectual insight** around an issue

# BENE FITS

\* Benefits for CAAMFest.  
For CAAMFest and CAAMFest  
San Jose opportunities, and In-Kind  
donations of \$2,500+, please inquire.

## ONLINE, EVENT & PRESS

Category Exclusivity  
Sponsored Page Logo Exposure  
(print & digital)  
Sponsored Program Logo Exposure  
In-theater slide show  
  
Festival Trailer  
Festival Backdrop Logo Exposure  
Press Release Acknowledgment  
Opening Night Acknowledgment

PARTNER  
\$100,000

PRESENTING  
\$50,000

GRAND  
\$25,000

PREMIER  
\$10,000

MAJOR  
\$5,000

SUPPORTING  
\$2,500

x	x	x			
x	x	x	x	x	x
x	x	x	x	x	x
Commercial (Select Screenings)	Static ad	Static ad	Static ad	Logo	Logo
Logo	Logo	Logo	Logo	Logo	Text
x	x				
Year-round	Year-round	Festival	Festival	Festival	Festival
x	x	x	x		

## ADVERTISING

Festival Guide Advertisement  
  
Static In-Theater Advertisement  
Television PSA  
Public Transit Ads  
Poster  
Social Media Blasts

Full-page + Inside Front Cover	Full-page + Back Cover	Full-page	1/2 page	1/4 page	
Ad	Ad	Ad	Ad	Logo	Logo
Logo	Logo	Logo			
Logo	Logo	Logo			
Logo	Logo	Logo	Logo		
Curated	Curated	Curated	Select		

## DIRECT MARKETING

Branded Venue Space  
Event Signage  
Product Sampling

x	x	x			
x	x	x	x		
x	x	x	x	x	

## HOSPITALITY

Sponsor Fast Passes  
Sponsored Programs

25	15	10	6	4	
20	12	10	8	6	4

Collaborate with our experienced team to create a custom  
Sponsorship package that meets all of your corporate and community goals.

# CON TACT

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