

20

VAAALA PRESENTS
**VIET
FILM
FEST**

VIETFILMFEST.COM

VIRTUAL
SEP 30 ►► OCT 15, 2023

IN-PERSON

FRIDAY 10/6/2023
& SATURDAY 10/7/2023

SEPTEMBER 30 - OCTOBER 15, 2023

www.vietfilmfest.com

20 YEARS OF CELEBRATING
VIET CINEMA

ABOUT VAALA

Founded in 1991 by a group of Vietnamese American journalists, artists and friends, the Vietnamese American Arts & Letters Association (VAALA) is a community-based, 501(c)(3) nonprofit organization whose mission is to connect and enrich communities through Vietnamese arts and culture.

For over 30 years, VAALA has organized numerous cultural events and programming such as art exhibitions, book signings, performances, lectures, festivals and art classes, at little to no cost, for the community. Past programming includes Children's Moon Festival, Project Foto, Illuminated Recipes, and Gallery Beyond Walls.

We are best known for our annual Viet Film Fest, the largest international Vietnamese film festival outside of Vietnam that celebrates Vietnamese stories and voices in cinema. The film festival will be presented by VAALA from **September 30 - October 15, 2023 virtually and in-person screenings on October 6th and 7th at The Frida Cinema, Santa Ana, California.**

VIET FILM FEST HISTORY

Starting in 2003 with an audience of several hundred in auditoriums at the University of California, Irvine and UCLA, Viet Film Fest (VFF) now draws an annual onsite audience of over 5,000 people. It is the only international film festival with the mission of celebrating Vietnamese voices in cinema. Situated in the largest Vietnamese community outside of Vietnam, the festival features films by persons of Vietnamese descent or productions that focus on the Vietnamese experience. Viet Film Fest has drawn Academy Award nominated directors from France and Canada, as well as films from Israel, South Korea, Japan, Brazil, Norway, Denmark, and Germany. Through the universal language of cinema, Viet Film Fest celebrates our communities by bringing together a multiplicity of perspectives and voices.

VIET FILM FEST BRINGS:

The Best of Vietnamese Film: We collect and curate the most innovative and diverse lineup of Vietnamese films and filmmakers from all around the world.

Youth in Motion: We cultivate the next generation of storytellers through a free, youth filmmaking program and workshops. We also provide job and mentoring opportunities for artists.

Community Day: We provide access to quality films and programs through free community screenings for students and senior citizens.

Networking Opportunities: We organize Opening/Closing receptions, special guest speakers, panels, and tours to connect industry, artists, and the public.

MAKE ART. CREATE COMMUNITY.



THE VIETNAMESE AMERICAN IMPACT



- Orange County is home to approximately 200,000 Vietnamese Americans, the largest in the United States. They are the county's largest ethnic group and among the fastest growing population.
- Vietnamese Americans own approximately 15,000 businesses in Orange County. Asian American-owned businesses generate over \$20 billion in revenue annually.
- Over a dozen appointed or elected government officials in Orange County are Vietnamese American, providing a strong political base for the community.
- The buying power of Asian American consumers has grown the fastest compared to other ethnic groups, reaching \$986 billion in 2017 (Projected to be \$1.3 trillion by 2022).
- Asian Americans over-index by 23% for attending a movie at a theater in the last 30 days compared to Non-Hispanic Whites. They also over-index at higher rates for having seen movies in theater more often.

**Sources:

OCAPICA & AAAJ. (2014). "A Community of Contrasts: Asian Americans, Native Hawaiians, and Pacific Islanders in Orange County."

Nielsen. (2018). "Asian Americans: Digital Lives and Growing Influence."

VAALA'S REACH

- ▶▶ 2022
Facebook Page Reach - 30,668
Instagram Reach - 3,757
- ▶▶ 2021
Facebook Page Reach - 20,100
Instagram Reach - 6,466
Annual 2021 Website Reach - 51,000

Our Audience Demographics

● GENDER: Female 55% Male 45%

● Age:	Women	Men
18-24	8.1%	4.5%
25-34	27.9%	16.6%
35-44	15.8%	10.8%
45-54	4.7%	5.1%
55-64	1.7%	1.6%
65	1.9%	1.3%

VFF Reporting and Analytics Connect your brand or business to a young and engaged audience

- Virtual content (Particular media assets being streamed)
 - This means pre-roll, post-roll, q&as and any other pre-recorded trailer assets are also tracked
- Location: City, State, Zip Code. Can include device and browser they're using, if needed
- Real time progress of what's being watched
- What type of tickets and how many are being purchased: Single ticket buyers, passes, complimentary tickets, discounted tickets, etc
- Can create reports of attendees ranked by number of events attended (or cities that have watched the most movies)

ABOUT LITTLE SAIGON

Considered the capital of the Vietnamese in America, Little Saigon spans five cities (Westminster, Garden Grove, Santa Ana, Fountain Valley, and Huntington Beach) in Orange County and includes prime destinations for dining, shopping, entertainment and media networks. Little Saigon is where phở became a staple in American cuisine. Thousands of thriving Vietnamese-owned businesses and community organizations demonstrate the growth potential of the community.





Why Contribute?

Your contribution supports the following:

- Community Day - free screenings for high schoolers and seniors
- Paying for our virtual platforms to organize this event
- Paying for our talented and hardworking staff to organize the event
- Helping us host our volunteers to make their experiences memorable
- Connecting filmmakers through our networking event(s)
- Transaction fees, donation fees, and ticketing fees
- Movie hosting fees
- Production costs of intro/outro videos
- Supporting our marketing and fundraising
- Event kits for community partners and filmmakers
- Shipping costs
- Event planning costs



SPONSORS

PAST SPONSORS:

Wells Fargo
 Pechanga
 Macy's
 Edison International
 Union Bank
 All Children's Dental
 University of California, Irvine
 University of California, Los Angeles
 The Boiling Crab
 Saigon Dental
 DTN Tech Marketing Solutions
 Access Group Media
 TDL International Law Firm
 Quan Hy Restaurant
 Coco Paris Films
 Brodard Restaurant
 Phans 55
 Pholicious
 Studio One Film & Television Productions
 Tre Khoe Dep
 Vietnamese American Chamber of Commerce
 Lexor
 White Knight International, Inc.
 State Farm Insurance
 Elite 21st Century Insurance
 Nguyet Cam Music
 Lee's Sandwiches
 Southwest Airlines
 Nguyet Cam Music
 Ngoc Hue Restaurant
 John's Limousine Service
 New York Life
 T & L Printing
 The Image Center

MEDIA PARTNERS



























Nguoi Viet
 Viet Tide
 Vien Dong
 Viet Bao
 Saigon TV
 Little Saigon TV
 VNCR
 Viet Herald
 Thirteen minutes
 VHN Television
 One Vietnam Network
 Lang Van
 OC Register
 OC Weekly
 Me Viet Nam Radio
 Tre Magazine
 Dien Dan The Ky Website
 VietFace TV
 SBTN
 SET
 Hon Viet TV
 Pho Bolsa TV
 Of Other Things Magazine
 Enclave LA
 Racialicious
 Global Nation Inquirer
 8asians
 Angry Asian Man

COMMUNITY PARTNERS

Arts Orange County
 Bowers Museum
 California Young Women's Collaborative (CYWC)
 Center for Asian American Media (CAAM)
 Cambodia Town Film Festival
 Common Ground
 California State University, Fullerton
 El Centro Cultural de Mexico
 East West Coast Players Theater
 Hawaii International Film Festival (HIFF)
 Horizon Cross Cultural Center
 La Quinta High School
 Media Action Network for Asian Americans (MANAA)
 National Association of Asian American Professionals
 National Asian Pacific American Women's Forum-OC Chapter
 Oceanside Museum of Art
 Orange Coast College - CVSA
 Orange County Asian and Pacific Islander Community Alliance (OCAPICA)
 Orange County Labor Federation
 Pacific Arts Movement
 Project MotivATe
 Shakespeare of Orange County
 South Coast Repertory
 Social Assistance Program for Vietnam (SAP-VN)
 The Cambodian Family
 Tiyya Foundation
 UC Irvine
 UCLA
 Union of Vietnamese Student Associations (UVSA)
 Viet-C.A.R.E
 Vietnamese American Cancer Foundation (VACF)
 Vietnamese American Chamber of Commerce (VACOC)
 Viet Stories at UC Irvine
 Viet Rainbow of Orange County (VROC)
 Vietnamese Language and Culture (VNLC)
 Visual Communications
 Westminster High School



	The Star & Title Sponsor \$25,000	Director's Circle Sponsor \$15,000	Spotlight Sponsor \$10,000	Master Shot Sponsor \$5,000	Special Effect Sponsor \$2,500	Starstruck Sponsor \$1,000	Avid Sponsor \$500
BENEFITS							
Company name incorporated into official VFF title	<input checked="" type="radio"/>						
Speaking opportunity in front of Opening and/or Closing night audience	Opening & Closing						
Award presenter	Closing	Closing					
Click through ads in virtual cinema [Limited availability]	<input checked="" type="radio"/>	<input checked="" type="radio"/>					
Sponsor's Ad (1 min) for Opening or Closing Night	<input checked="" type="radio"/>	<input checked="" type="radio"/>					
Sponsor's Ad (30 sec) incorporated into one of the following programs: Launch Party, Film Panelist Discussions, or SocialMedia Reel Spot	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>				
Instagram Takeover	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>				
Your physical product samples or coupons in VIP gift bags	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>			
Sponsorship acknowledgement on radio/TV programs	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>		
One display ad on our virtual platform	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>		
Sponsor's name/logo available on main Viet Film Fest Website	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	
Exclusive email to email subscribers of digital promo codes from your business	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Name/logo on website and social media	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Logo featured in pre-roll credits for all screenings	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Logo featured in post-roll credits after Q&A for all screenings	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
TICKETS							
VIP All-Access Festival Pass	10	6	4	2	2	2	1
Opening Night after-party (pending COVID restrictions) tickets	10	8	6	4	2		
Networking Event (pending COVID restrictions) tickets	10	8	6	4	2	2	1
General tickets	50	25	20	15	10	4	2

IN KIND DONATIONS - Your special products will contribute to the following:	The Star & Title Sponsor \$25,000	Director's Circle Sponsor \$15,000	Spotlight Sponsor \$10,000	Master Shot Sponsor \$5,000	Special Effect Sponsor \$2,500	Starstruck Sponsor \$1,000	Avid Sponsor \$500
Special Guest Event Kits - Going to filmmakers, community partners, and other special guests of the industry (producers, actors, and more!). We generally have up to 150 special guests at each Viet Film Fest							
Volunteer Care Packages - We care about our volunteers and want to make their experience memorable! Help us give them a great care package. We generally have up to 150-200 volunteers at each Viet Film Fest							
● *Please note, In-Kind Donations must have a form filled out and donated value will be at retail value of product.							
BENEFITS							
Name/logo on website and social media							
Logo featured in pre-roll credits for all screenings							
Logo featured in post-roll credits after Q&A for all screenings							
One display ad on our virtual platform							
TICKETS:							
VIP All-Access Festival Pass	6	4	2	2	1		
Opening Night after-party (pending COVID restrictions) tickets	8	6	4	2	1	1	1
Networking Event (pending COVID restrictions) tickets	8	6	4	2	1	1	
General tickets	25	20	15	10	5	2	

A LA CARTE PRICING:

- Name/logo recognition on website: \$100
- Name and digital deal/coupon listed exclusively with other businesses through our email newsletter: \$100
- Spotlight interview featured and posted on VFF social media: \$250
- Name/logo incorporated into our QR codes: \$300
- Sponsor's Ad (up to 60 seconds) on Instagram reels: \$300
- Sponsor's Ad (up to 30 seconds) during virtual screening: \$500/one screening of choice
- Displaying booth (table 25.9L x 17.9W x 28H) during the festival (limited availability): \$500/day



MORE INFORMATION

ADVERTISING GUIDELINES SUBMIT BY 8/1/2023

- ▶▶ Logos: MUST BE IN PNG FORMAT
Name and website of sponsor must be provided
- ▶▶ Display Ads Recommended Size: 600px width (wide or square aspect ratio) in PNG or JPEG
- ▶▶ Sponsor Ad: 1920x1080, H.264 encoded at 10mbps, .mov or .mp4 format, 10 GB max file size, 24 fps
- ▶▶ FB/IG Takeover: Sponsor gets 1 full day to share FB/IG Stories. This must be scheduled with our team

Make checks payable to "VAALA" and mail to:
 Vietnamese American Arts & Letters Association (VAALA)
 PO BOX 20218, Fountain Valley, CA 92728

We also accept credit card payments through Stripe.

VAALA is a registered 501(C)3 nonprofit organization. All donations are tax-exempt and help us with our mission of connecting and enriching communities through Vietnamese arts and culture. Your contribution is tax-deductible within the limits of the federal law.
 Federal EIN# 33-0502399

CONTACT US

For other ideas or questions on in-kind donations, partnerships, and branding opportunities please contact Tran Lee, Associate Director at tranlee@vaala.org for more information.

EMAIL: VietFilmFest@vaala.org
 WEBSITE: www.VietFilmFest.com