3rd I San Francisco
First South Asian Film Festival
November 1 & 2, 2003
Sponsorship Opportunities

Who are we?

- A national, non-profit network dedicated to building an audience for South Asian independent cinema.
- Based out of San Francisco with chapters in New York, Washington DC, Los Angeles, Seattle, and Chicago.
- We are poised for national and international growth.
- Each chapter operates individually while sharing resources for monthly screenings, film festivals, and other film events.
- We represent filmmakers from India, Bangladesh, Sri Lanka, Pakistan, Nepal, Bhutan, The Maldives, Tibet, and the South Asian Diaspora.

Why a South Asian Film Festival?

- The successes of box-office hits such as *Bend it like Beckham* and *Monsoon Wedding* show that audiences are hungry for South Asian films.
- For the past 3 years 3rd I has been presenting a monthly showcase of new films from around the Diaspora.
- Each sold-out screening draws 150-1000 people.
The South Asian/Asian Indian Market

- South Asians are the US’s 3rd largest Asian group growing from 800K in 1990 to **1.7mm** in 2000.
- More than **58%** hold Bachelor or higher degrees, the highest percentage among all Asian-American ethnic groups.
- National mean family income of **$59,777**, the highest of any Asian group in America.
- Average per capita income is more than **25%** higher than the national average and second only to Japanese Americans among all ethnic groups.
- South Asians have ventured into almost every profession, with greater numbers as doctors, engineers, entrepreneurs and financial analysts.

![South Asian/Asian Indian Mean Family Income Bay Area Counties](image)

*Data: 2000 US Census*
Why Sponsor?

- 3/4 of the 3rd I audience is South Asian/Asian Indian
- A unique opportunity to spend your diversity marketing dollars
- Increase brand loyalty
- Generate awareness and high visibility (over 50,000 email addresses from distribution lists of 3rd I and its partners)
- Enhance or change company image
- Reach a targeted, young, professional consumer base
- National online exposure in key US cities with 3rd I chapters
- Stimulate sales and trial usage of products or services
- Entertain clients, prospects, and employees
- Demonstrate corporate responsibility
- Support the arts and the community on local and national levels
- Help elevate the profile of South Asian cinema
- Be affiliated with a highly-reputable, national non-profit organization

Previous Sponsors of Asian Film Festivals (SF and national):

- Citibank
- Nokia
- SONY
- Wells Fargo
- Landmark Theaters
- Kodak
- Skyy Vodka
- State Farm Insurance
- Time Warner Cable
- Prudential Financial
- Anheuser-Busch
- Pepsi Bottling
- American Airlines
- Nordstrom Department Stores
Quick Festival Facts

• **What?**
  San Francisco's 1st South Asian Film Festival
  8 film programs in 2 days
  Will be an annual event

• **When?**
  November 1 & 2, 2003

• **Where?**
  The Historic Castro Theatre, San Francisco
  www.thecastrotheatre.com
  Roxie Cinema, San Francisco
  http://www.roxie.com/

• **Who?**
  More than 4000 attendees, plus filmmakers, actors, and industry guests

• **More info?**
  Sponsorship@thirdi.org
  www.thirdi.org
Sponsorship Highlights

- **Premiere Sponsor $5000**
  Sponsor for All Programs.
  6 complimentary Festival Passes with one accompanying guest per pass (access to all programs)
  - Sponsor logo featured on 35mm slides at Castro Theater before all feature films
  - Marketing materials in the Castro and Roxie Theatres throughout Festival
  - Sponsor acknowledgment in all festival press releases and marketing outreach
  - Sponsor Logo prominently featured under PREMIERE SPONSOR in the festival catalog (circulation 5000)
  - Sponsor Logo w/link prominently featured on website homepage of festival and under PREMIERE SPONSOR on festival sponsor page
  - Invitation to private events.
  - Verbal acknowledgement at ALL screenings

- **Grand Sponsor $2500**
  Sponsor of Showcase Screening (highlight screening of the day)
  4 complimentary Festival Passes with one accompanying guest per pass (access to all programs)
  - Sponsor logo featured on 35mm slides at Castro Theater at Showcase Screening and another screening of choice at the Castro
  - Marketing materials at Showcase Screening
  - Sponsor Logo prominently featured under GRAND SPONSOR in the festival catalog (circulation 5000)
  - Sponsor Logo w/link prominently featured on website homepage of festival and under GRAND SPONSOR on festival sponsor page
- Sponsor acknowledgement on all festival press releases and marketing outreach
- Verbal acknowledgement at the screening

- **Major Sponsor $1000**
  Exclusive Sponsor of one film.
  3 complimentary Festival Passes with one accompanying guest per pass (access to all programs)

  - Sponsor logo featured on 35mm slides at Castro Theater at sponsored screening
  - Marketing materials at selected screening
  - Sponsor logo featured under MAJOR SPONSOR in the Festival Catalog (circulation 5000)
  - Sponsor logo w/link featured under MAJOR SPONSOR on the festival website sponsor page
  - Verbal acknowledgement at the screening

- **Friend Sponsor $750**
  Exclusive Sponsor of one film.
  2 complimentary Festival Passes with one accompanying guest per pass (access to all programs)

  - Sponsor logo featured on 35mm slides at Castro Theater at one selected screening
  - Written acknowledgement FRIEND in the festival catalog (circulation 5000)
  - Written acknowledgement FRIEND on the festival website sponsor page

We look forward to hearing from you.

Please contact sponsorship@thirdi.org