



www.thirdi.org
South Asian Independent Film



FIRST SOUTH ASIAN & FILM FESTIVAL

nov 1 - castro theatre
nov 2 - roxie theatre
2003 • san francisco
www.thirdi.org

992 Valencia St, San Francisco, CA 94110. USA.

chicago • los angeles • new york • san francisco • washington dc



**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.

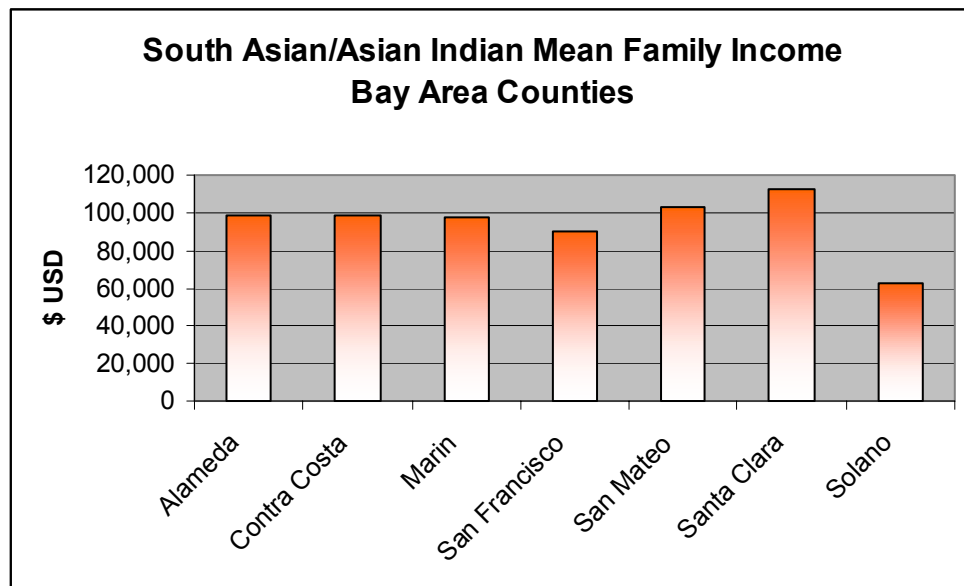
Why a South Asian Film Festival?

- 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.



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



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Landmarked in the 1970's

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 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