



Imagination can often be a hidden power that could be the one thing we need to bring about our greatest successes. Through your imagination, you can see a future that does not exist.

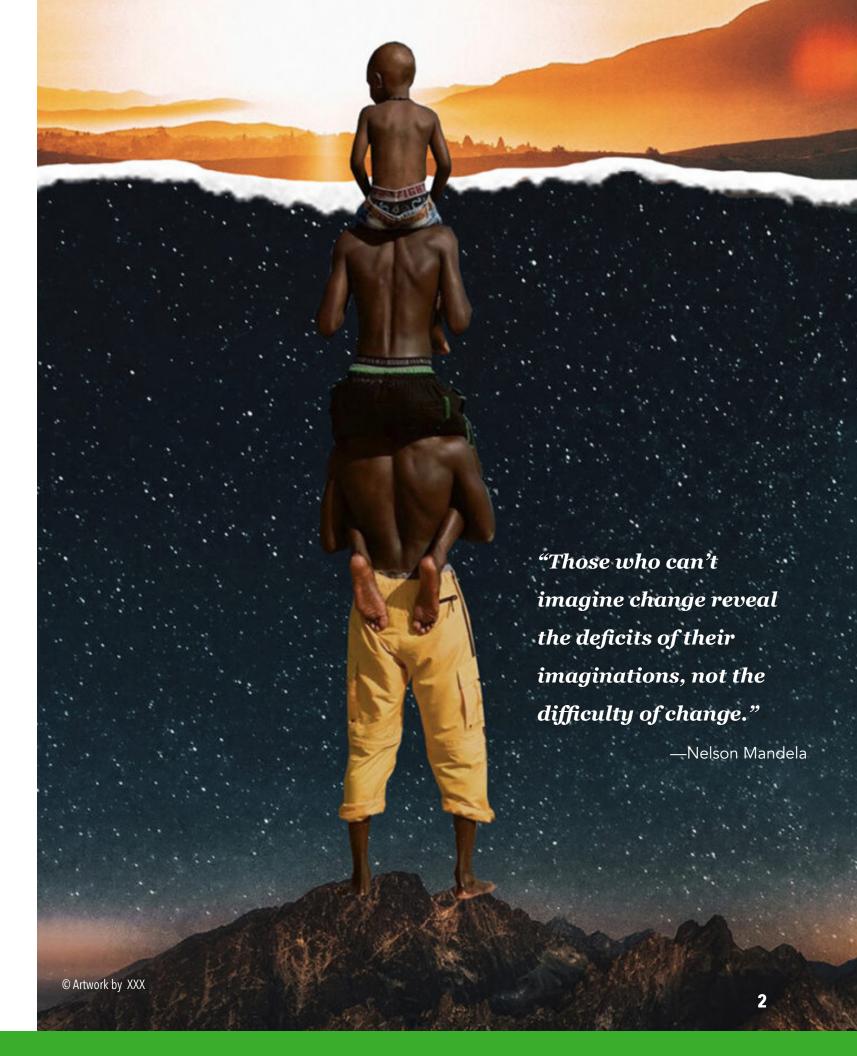
With that picture in mind, Ayuko Babu, Danny Glover, and Ja'Net Dubois envisioned a global celebration to honor the genesis of imagination — the Pan African story, then began to take steps toward making it a reality.

In 1992, The Pan African Film & Arts Festival was established to become the international beacon for the Diaspora arts community to showcase "Our Stories" and preserve the cinematic creativity of Pan African Culture.

Thirty-one years have passed since that soulful spark of invention. Today, the fire of ingenuity is rekindled to serve an emerging generation. Imagination sparks progress.

Reimagination thrusts progress forward.

2023 is PAFF **REIMAGINED**.



ABOUT PAFF

Established in 1992 by Hollywood veterans **Danny Glover** (*The Color Purple, Lethal Weapon*), the late **Ja'Net DuBois** (*Good Times*) and **Ayuko Babu** (Executive Director), the Pan African Film Festival (PAFF) is a 501(c)(3) non-profit organization that has remained dedicated to the promotion of Black stories and images through the exhibition of film, visual art and other creative expression.

Annually, PAFF continues to showcase over 170 new high-quality Black films from the U.S., Africa, the Caribbean, South America, Europe, the South Pacific, Canada and increasingly, Asia.

PAFF hosts some of the most vibrant red carpets filled with Hollywood A-listers and the who's who in the art world. It presents inspiring and informative panels and workshops — featuring top industry professionals — and showcases rare cinematic gems followed by filmmaker Q & As. PAFF is more than entertainment, it is an **Oscar-qualifying festival** for animated and live action short films.



75+
FINE ARTISTS
AND
CRAFTSPEOPLE



100,000+ ART SHOW ATTENDEES



35,000+ FILM ENTHUSIASTS



30+
PANELS AND OTHER
ACTIVITIES



170+ FILMS **40+** COUNTRIES **26+** LANGUAGES



5,000+ STUDENTS AND TEACHERS

MEDIA AND DEMOGRAPHIC REACH







When people talk about PAFF, they talk about our partners too! Aligning with PAFF generates social content and news media that helps boost both awareness and perception of your brand with a diverse, global audience hailing from the United States, Africa, the Caribbean, Europe, Canada, South America, the South Pacific Islands and, increasingly, Asia.

2022 PAFF FESTIVAL

n-Person Attendence	20K*
Online Portal Vistors	12K
Films Showcased	352
Artists & Artisans Vendors	100
Speaker Panels	20
Social Audience (Combined)	55K
Newsletter Subscribers	25K
Website Unique Users	112k

^{*}Pre-pandemic In-Person attendance average is 35K

REIMAGINED PROGRAMS & EVENTS

This year, we have **REIMAGINED** Pan African Film & Arts Festival as an experiential event focusing on **6-PILLARS** of Programming:

FILM • ART • CULTURE • EDUCATION • ENTERTAINMENT • TECHNOLOGY



PREMIERE FILMS



PAFF INSTITUTE PANEL DISCUSSIONS



ARTFEST



FILMMAKER'S Q&A



FILMMAKER'S AWARD SHOW



LOL COMEDY SHOW



SENIOR CONNECTIONS



STUDENTFEST



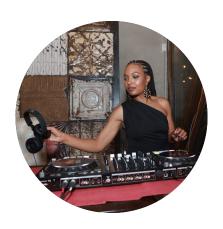
CHILDREN'S FESTIVAL



SPOKENWORD FEST



FASHION SHOW



FILMMAKER'S PARTY



RECAP PAFF 2022 - SCREENINGS

FEATURED SCREENINGS



PAFF30 featured some of the most anticipated films including, opening night debut of Remember Me: The Mahalia Jackson Story featuring Grammy Award Winning artist Ledisi, and the FX Networks presentation of "Snowfall" Season Finale.



PREMIERE FILMS

The Man who Fell to Earth (Sponsored by Showtime Networks), Cast and Crew Golden Anniversary Screening of South Central, ALLBLK World Premier of Á La Carte from Exec Producer Meagan Good, and the red carpet closing night premiere of TV One's film Stalker represents an abbreviated list of expertly curated films.









SHORTS AND DOCUMENTARIES









The City of Los Angeles and emBrace LA presents the John Singleton Short Film Competition Winners Screening, P&G's, "Widen the Screen," and a special screening of "Sneakerella - Lace up and Dreams" - featuring a panel discussion with Executive Producer John Salley, and PAFF's signature StudentFest.

RECAP PAFF 2022 - SPECIAL INITIATIVES



PAFF + IKEA PRESENTS "ALL ARTISTS HAVE A SEAT AT THE TABLE"

In celebration of 30 years of PAFF, five esteemed PAFF artists were invited to transform the unfinished IKEA wood furniture table and chair set into individual pieces of art inspired by the festival theme "PAFF 30, PAFF Roots." The works were displayed at four IKEA stores throughout Southern California and were viewable at the Baldwin Hills Crenshaw Plaza during the festival.

CONVERSATION WITH TABITHA BROWN

Actress, Author & Talk Show host leads a standing-room-only discussion of being your authentic self in the entertainment industry. Other panelists included actresses Salli Richardson-Whitfield, Aisha Hinds & Shelley Robertson.





30 YEARS OF PAFF RETROSPECTIVE

For Black History Month, Global Audiences could virtually enjoy a specially curated block of films from around the world showcasing the brilliance of Black cinema over the years and the visionaries that directed, produced, and starred in them, all from the comfort of their home.

STOCKER STREET CREATIVE "POP-UP" GALLERY

PAFF 30's Presenting Sponsor: Stocker Street Creative, a new entertainment studio & creative campus adjacent to PAFF's footprint, gave attendees a "first look" opportunity to view updated plans and participate in daily innovative industry panels.



RECAP PAFF 2022 - PARTNERS & SUPPORTERS





















































GOVERNMENT SPONSORS AND GRANT PROVIDERS

LA County Supervisor HOLLY J. MITCHELL

MARQUEECE HARRIS-DAWSON

LA Councilmember CURREN D. PRICE. JR.

HERB WESSON, JR.







WarnerMedia

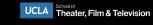
COMMUNITY SPONSORS













VENUE SPONSORS





MEDIA PARTNERS





















The Pan African Film & Arts Festival is supported in part by grants provided by:

The Academy of Motion Pictures Arts and Sciences • LA Arts COVID-19 Relief Fund with the California Community Foundation • LA County COVID-19 Arts Relief Fund administered by the LA County Department of Arts and Culture



SPONSORSHIP AND BRAND OFFERING

PRE-EVENT MARKETING	PLATINUM \$100K	GOLD \$75K	SILVER \$50K	BRONZE \$25K	PATRON \$10K
Logo and name recognition as a Platinum Sponsor in all printed materials: step & repeat, and venue pull up banners, printed posters and flyers, festival program guide	X				
Secondary designation as "Pan African Film Festival in association with (company name.) Logo and name recognition as a Gold Sponsor in all printed materials: printed posters and flyers, festival program guide, etc.		X			
Designation as "Silver Sponsor of the Pan African Film & Arts Festival." Logo and name recognition as a Silver Sponsor in all printed materials: printed posters and flyers, festival program guide, etc.			X		
Landing page Logo & Link (Top-Tier)	X				
Landing Page Logo & Link (Mid-Tier)		X	Х	Х	
Inclusion in sponsorship list on FB/IG/Twitter/Newsletter/Website	×	X	X	×	×
Inclusion in pre-festival advertising	radio, print, outdoor, web banner ad on PAFF.org	print, outdoor, web banner ad on PAFF.org	print, web banner ad on PAFF.org	logo on web banner ad on PAFF.org	logo on web banner ad on PAFF.org
Inclusion in pre-festival marketing	Press & PR, Newsletters, Postcards, Social	Press & PR, Newsletters, Postcards, Social	Press & PR, Newsletters, Postcards	Newsletters, Social Media	Newsletters, Social Media

ON-SITE FESTIVAL MARKETING	PLATINUM \$100K	GOLD \$75K	SILVER \$50K	BRONZE \$25K	PATRON \$10K
Opening night, Centerpice, Closing Night Movie Sponsor	X				
Filmmakers' Party Sponsor	Х	X			
Branded Panels Sposnor	X	X	X	X	
Panel Speaker Spot (Where Relevant)	Х				
A standalone slide w/ logo in pre-roll video that will play before every screening (in-person)	Х	Х	X	Х	Х
Logo on featured Step & Repeats	Х	Х	Х		
Landing page Logo & Link (Top-Tier)	Х				
Landing Page Logo & Link (Mid-Tier)		X	X	X	
Inclusion in sponsorship list on FB/IG/Twitter/Newsletter/Website	X	X	Х	Χ	Χ
Inclusion in pre-festival advertising	radio, print, outdoor, web banner ad on PAFF.org	print, outdoor, web banner ad on PAFF.org	print, web banner ad on PAFF.org	logo on web banner ad on PAFF.org	logo on web banner ad on PAFF.org
Inclusion in pre-festival marketing	Press & PR, Newsletters, Postcards, Social	Press & PR, Newsletters, Postcards, Social	Press & PR, Newsletters, Postcards	Newsletters, Social Media	Newsletters, Social Media
Advertising in festival souvenir book	Full page Cover Ad (Back)	Full page Cover Ad (Inside Front)	Full page Cover Ad (Inside Back)	1/2 page Ad (Inside Page)	1/2 page Ad (Inside Page)
Passes to Key Event Screenings (Opening/Centerpiece/Closing)	20	15	10	5	2

POST-LIVE FESTIVAL MARKETING (30-Dav	v Virtua	l Screeninc	1)
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Registration / landing page inclusion trailer before screenings	X	X	X		
Up to :30 sec spots before screenings	X	#TBD			
Word description in Virtual and Post-Event emails	X	X	X		
Social media promotion (Post-Event)	#TBD	#TBD			
Right to use event logo and to promote relationship as sponsor	Х	Х	Х	Х	X

COMMUNITY PARTNERSHIPS - \$2,500

Inclusion of Logos/names on sponsor page on festival website. Name and listing as Community Partner of designated screening.

Direct marketing of your business to PAFF festival passholders, if you have a discount or offer to share with them.

Option to sponsor a particular film, in which case we'll include an acknowledgement on the screening page.

Tickets (for premiere events - #TBD)

Sponsorship offerings can be customized. As a partner, we will work closely with you to create a package to fit your organization's unique business objectives and needs. Your association with the Film Festival will provide you access to our vast loyal audience and supporters from around the globe.

Partnership with the Festival allows you to:

- Build brand recognition and increase your profile with the Festival's audience.
- Give year-round benefits designed to keep you in front of your target market.
- Entertain your VIP clients, prospects and employees with exclusive events, access to talent, and reserved seating.
- Offer our audience unique activations and direct engagements with your services.
- Showcase your company's commitment to Diversity & Inclusion along Arts and Education.

Experience a new story of ReIMAGINATION



Schedule a call today to explore brand partnership possibilities!

PAN AFRICAN FILM FESTIVAL

www.paff.org • info@paff.org