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PAN AFRICAN
FILM + ARTS FESTIVAL

FEB 6 - 19, 2024

| CINEMARK THEATRES/BALDWIN HILLS CRENSHAW |

"YOU CAN'T CROSS THE SEA MERELY BY
STANDING AND STARING AT THE WATER."

—AFRICAN PROVERB

The 2024 Pan African Film & Arts Festival (PAFF) will be a celebration of African culture and creativity, and it reminds us that we cannot achieve our goals simply by standing still and waiting for success to come to us.

Through the excitement surrounding the films and art showcased at this year's 31st annual festival, we saw the power of passion and dedication in creating positive change. We were inspired by the stories told by filmmakers, actors, and artists who have overcome obstacles and persevered in pursuit of their dreams.

PAFF reminds us that we all have the potential to make a difference, but it is up to us to take the first step and start moving forward. Whether we are pursuing a career or working to make a positive impact in our communities, we must be willing to take action and navigate the challenges that come our way.

So for 2024, our goal is to inspire all that attend PAFF with our featured proverb, *"You can't cross the sea merely by standing and staring at the water."* We invite you to join us and take action and make the most of your potential to achieve your dreams and create positive change in the world.





THE INSPIRATION FOR PAFF



PAN AFRICAN
FILM + ARTS FESTIVAL

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 200 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.

100,000+
ART SHOW
ATTENDEES

100+
FINE ARTISTS
AND CRAFTS PEOPLE

35,000+
FILM
ENTHUSIASTS

30+
LIVE PANELS AND
OTHER ACTIVITIES

5,000+
STUDENTS
AND TEACHERS

200+ FILMS
40+ COUNTRIES
26+ LANGUAGES

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.

2023 STATISTICS

- 35K** In-Person Attendance
- 12K** Online Portal Visitors
- 200+** Films Showcased
- 75+** Artists & Artisans Vendors
- 30** Speaker Panels
- 55K** Social Audience (Combined)
- 64K** Newsletter Subscribers
- 112K** Website Unique Users

2023 AUDIENCE DEMOGRAPHICS

- 56%** Women
- 44%** Men
- 75%** African American/Descent
- 10%** European
- 7%** Hispanic
- 5%** Middle Eastern
- 3%** Asian/Pacific Islander
- \$150K** Median Household Income
- 55%** Media Age 25 - 44
- Total online + Print Audience **504,993,304**
- Total National TV Audience **516,148**
- Total Social Followers **77,847**

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INSPIRED PROGRAMS AND EVENTS



This year, we are **INSPIRED** to present Pan African Film & Arts Festival as an experiential event focusing on our 6 Pillars of Programming:

FILM



PREMIERE FILMS

ART



PAFF INSTITUTE
PANEL DISCUSSIONS

CULTURE



ARTFEST

EDUCATION



FILMMAKER'S Q&A

ENTERTAINMENT



FILMMAKER'S
AWARD SHOW

TECHNOLOGY



LOL COMEDY SHOW



SENIOR CONNECTIONS



STUDENTFEST



CHILDREN'S FESTIVAL



SPOKENWORD FEST



FASHION SHOW



FILMMAKER'S PARTY



RECAP PAFF 2023 SCREENINGS



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OPENING NIGHT CHEVALIER: THE UNTOLD TRUE STORY

Directed by Stephen Williams

Inspired by the incredible true story of composer Joseph Bologne, Chevalier de Saint-Georges. The son of an enslaved African woman and a French plantation owner, Bologne rises to improbable heights in French society as a celebrated violinist-composer and fencer, complete with an ill-fated love affair and a falling out with Marie Antoinette and her court.

Cast: Kelvin Harrison Jr., Lucy Boynton, Samara Weaving, Minnie Driver



CENTERPIECE STRANGE LOVE

Directed by Carl Anthony Payne II

Married couple Deshawn and Megan are living in a crappy apartment. Between the holes in the walls, door off its hinges, and obnoxiously loud neighbors, Megan is at her breaking point. Desperate to repair his relationship, they buy their supposed dream home which turns out is a dilapidated nightmare, and the house is clearly haunted! Unable to resolve their issues the two split. Left alone in the house, Deshawn soon meets and falls for Candice, a sexy and irresistible ghost.

Cast: Kountry Wayne, Carl Payne, Michael Anthony, Marquita Goings, Rolanda Rochelle



SPOTLIGHT A NASHVILLE LEGACY

Directed by Roger Bobb

Naima has recently moved to Nashville, where she is getting her doctorate while interning as a curator at a Nashville museum. The tales her late grandmother shared about the old days in Music City during the 1950s provided a fascination that led music enthusiast Naima back to her grandmother's old haunts. Naima meets Damian, bonding over their love for music and their desire to leave their respective marks on the world.

Cast: Andrea Lewis, Pooch Hall, Stan Shaw, Kevin Wayne, Roz Ryan, Ruben Studdard



CLOSING NIGHT TO LIVE & DIE AND LIVE

Directed by Qasim Basir

Muhammad, a strong, handsome Hollywood film director, makes his way through the alluring landscapes of a rebuilt Detroit and the glistening legacy of his newly deceased stepfather Khalid, a beloved and highly regarded building contractor. Muhammad has returned for the funeral, but his own battle with addiction, which he hides from the world, drives him to immediately fade away into the sultry, latenight, drug-saturated after-hours of Detroit and an equally intoxicating romantic relationship.

Cast: Amin Joseph, Skye P. Marshall, Omari Hardwick, Cory Hardrict, Maryam Basir, Dana Gourrier, Roger Guenveur Smith, Jeryl Prescott, Travina Springer



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LEADING LADIES CRUSHING IT

A clips & conversation panel with Black leading ladies in Hollywood discussing the challenges, triumphs, and responsibilities of being a Black woman on television and why their representation matters.

Moderator:

Sheryl Underwood (*The Talk*)

Panelists: Sonequa Martin-Green (*Star Trek: Discovery*); Tichina Arnold (*The Neighborhood*); Paula Newsome (*CSI: Las Vegas*); Meta Golding (*Rabbit Hole*); Shinelle Azoroh (*Swagger*)



STOCKER STREET CREATIVE

Stocker Street Creative Gallery and Salons presented a series of panels from financial and creative ventures, technology, navigating Hollywood, filmmaking to the "Love of Leimert."

Stocker Street Creative is a studio and community campus featuring sound stages for film and television production, creative industry office space, retail and community green spaces. Our goal is to build a community focused creative campus which drives sustainable economic development through business incubation, studio production, employment and non-profit programs that will embrace the local community's desire to support projects that serve the economically diverse and primarily African American surrounding population.

FX'S SNOWFALL LEGACY PANEL

Highlighting the concept of Legacy, what it means and how we honor the legacies of the greats who have contributed so much to their generations, the panel discussed the importance of the legacy of John Singleton - one of the greatest storytellers of all time, and how FX's *Snowfall* honored his vision. Panelists reflected on his memory and shared stories about the man they knew closely as a Trailblazer, Artist, Mentor & Friend. His legacy lives on, through his powerful and real stories that shared the beauty and hardships of the Black experience in America.

Panelists: Gail Bean, Actress, (*FX's Snowfall*); Sherri Sneed, Producer of PAFF's *John Singleton Short Film Screenplay Competition*; Jasmyne Cannick, Journalist; **Moderated by** Michael Mugisha, CNBC Producer & Presenter.



MAIN MEN MAKING MOVES

Discussions with Black leading men in Hollywood about challenges, triumphs and responsibilities of being the Number One Top Billed Talent on the Call Sheet.

Panelists: Pooch Hall (*Ray Donovan / Showtime*); Walter Fauntleroy (*The Oval / Bounce TV*); Tosin Morohunfola (*Run The World / STARZ*); Mike Merrill (*BMF / STARZ*)



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ARTFEST

An eclectic mix of original art to suit a range of personal tastes. The exhibition and sale includes Paintings, Sculpture, Ceramics, Fashion, Jewelry, Home Décor and African Artifacts.

*Allohn Agbenya -
ARTFest Director/Curator*



ALL ARTISTS HAVE A SEAT AT THE TABLE

Presented by: IKEA

Pan African Film + Arts Festival (PAFF) invited seven world-renowned Black artists to individually "REIMAGINE" a raw wooden IKEA dining set and transform it into individual custom artworks. This reveal and panel discussion was the first time that the general public saw the complete collection and featured all of the artists, Andrew Alcantar, IKEA's Communication & Interior Design Manager, and our moderator having a passionate conversation of Art and Livable furniture.



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MEET TABITHA BROWN

Actress, NY Times Best Seller, Social Media Influencer, and host of Youtube Originals "Tab Time," Tabitha Brown joined the kids at the Children's Fest for an up close and personal Meet & Greet for autographs and picture opportunities.



PAFF SPOKENWORD in

Collaboration with Diverse Verses LA
The 2023 PAFF SpokenWord Fest returned with phenomenal poetry! In addition to poets who auditioned and earned their spot to perform on the big stage, we are also honored poets Matthew Cuban Hernandez and Alysha Wise-Hernandez for their many contributions to the poetry community.

This year's featured poets were: Yawo Watts, Janet C. Mitchell, Yazmine Monet Watkins. Special guest poets were: AK Toney, Artus Mansoir, Aiyana Sha'niel, Carlton The Messenger!

Hosted by Paul Mabon and Renee 'Kooki' Chatman
Co-Hosted by Quan The Poet, and Philosophy
Music by Dj S.O.U.L.-O

WORD ONNA STREET

Live + Afterparty

Live Podcast Hosted By: Noah Abbott (Actor, Entrepreneur), Cedric Joe (Actor); Daijah Peters (Actor). Special Guests: Elijah Cooper (That Girl Lay Lay, Dad Stop Embarrassing Me, Chicago PD); Papa Jay (Singer/Actor); Kheris Rogers (Social Media Influencer, Author, actress); Brandon Severs (Disney XD's-Walk The Prank, Diary of a Future President); Daniele Denise Lawson (Actress); Ramon Reed (Actor)

MEET & GREET KOUNTRY WAYNE

Comedian, social media influencer and former rapper Kountry Wayne had a meet and greet with Teens and Young Adults.



BLACK HOLLYWOOD:

Reimagining Iconic Movie Moments by Carell Augustus

Malik Books and PAFF join forces to present an evening of Black History. Black-owned, independent book store brings the love of reading to PAFF with Celebrity Panel Discussion and Book Signing featuring celebrity photographer Carell Augustus, author of "Black Hollywood: Reimagining Iconic Movie Moments"



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A SPECIAL THANK YOU TO
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PLATINUM SPONSORS

STOCKER STRIET CREATIVE | FX | BALDWIN HILLS CRENSHAW

SILVER SPONSORS

GILEAD | CALIFORNIA LA | BAJI | MANSA

BRONZE SPONSORS

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GOVERNMENT SPONSORS AND GRANT PROVIDERS

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KAREN BASS

LA County Supervisor HOLLY J. MITCHELL | LA Councilmember Heather Hutt | LA Councilmember Curren D. Price, Jr. | LA Councilmember Marquee Harris-Dawson

COMMUNITY SPONSORS

SONY PICTURES | BLITTE | L.A. ARTS RECOVERY FUND | LACMA | BAI | MERVYN DYMALLY

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FOR ANGELES LAKERS Youth Foundation | WRD | IKEA | taskrabbit | VENUE SPONSOR CINEMARK

MEDIA PARTNERS

EBONY | FUSICOLOGY | SENTINEL | WAVE NEWSPAPERS | OurWeekly | Immigrant | 102.3FM KJLH | KPFK 90.7FM | KBLA 3.500 AM | GIC | LAFOCUS

SPONSORSHIP AND BRAND OFFERING



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PRESENTING SPONSOR (\$250,000)

- Top billing as Presenting Sponsor on all festival marketing materials and festival merchandise (i.e. souvenir books, t-shirts, and official festival bag.)
- Exclusive naming of screening auditorium.
- Up to :60 trailers before all in-person films.
- Up to :60 trailers before all virtual films.
- Presenting sponsor name/logo placement on festival website and social media platforms.
- Presenting sponsor of festival Opening Night Gala, Centerpiece Film, and Closing Night Film.
- Opportunity for key executive to speak at Opening Night Film.
- Access to festival VIP Lounge.
- Full-page color cover ad in the festival souvenir book.
- Presented by and logo placement on all festival signage, including step & repeat, banners and venue signage.
- Verbal recognition at festival events and in all pre-show announcements.
- Social media mentions and custom content creation.
- Email marketing including presented by and logo on all email distribution.
- Sponsored message in PAFF newsletter.
- Sponsorship recognition in press releases.
- VIP access to all festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.



SPONSORSHIP AND BRAND OFFERING



PLATINUM SPONSOR (\$150,000)

- Prominent logo placement on festival marketing materials.
- Up to :30 trailers before all (non-sponsored) films.
- Up to :30 trailers before all virtual films.
- Sponsor name/logo placement on festival website and social media platforms.
- VIP access to all festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color cover ad in the festival souvenir book.
- Prominent logo placement on all festival signage, including step & repeat, banners and venue signage.
- Verbal recognition at festival events.
- Sponsored message in PAFF newsletter.
- Logo placement on all email marketing.
- Social media mentions and custom content creation.
- Sponsorship recognition in press releases.

DIAMOND SPONSOR (\$100,000)

- Prominent logo placement on festival marketing materials.
- Up to :30 trailers before selected films (#TBD).
- Up to :30 trailers before selected virtual films (#TBD).
- Sponsor name/logo placement on festival website and social media platforms.
- VIP access to all festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color ad in the festival souvenir book.
- Prominent logo placement on selected festival signage, including step & repeat.
- Verbal recognition at festival events.
- Sponsored message in PAFF newsletter.
- Logo placement on selected email marketing.
- Social media mentions and custom content creation.
- Sponsorship recognition in press releases.

SPONSORSHIP AND BRAND OFFERING



GOLD SPONSOR (\$75,000)

- Logo placement on selected festival marketing materials.
- Up to :30 trailers before selected films (#TBD).
- Sponsor name/logo placement on festival website and social media platforms.
- VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color ad in the festival souvenir book.
- Logo placement on selected festival signage, including standard step & repeat.
- Verbal recognition at selected festival events.
- Logo placement on selected email marketing.
- Social media mentions and custom content creation.

SILVER SPONSOR (\$50,000)

- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on selected festival signage, including standard step & repeat.
- Logo placement on selected email marketing.
- Social media mentions and custom content creation.

BRONZE SPONSOR (\$25,000)

- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on selected festival signage, including standard step & repeat.
- Logo placement on selected email marketing.
- Social media mentions and custom content creation.

ADD ONS:

- Exclusive naming of screening auditorium.
- Full-page color ad in the festival souvenir book.
- Up to :60 trailers before selected in-person films.
- Up to :60 trailers before selected virtual films.
- Exclusive sponsor of official festival bag.
- Sponsored message in PAFF newsletter.
- Sponsoring specific film.
- Sponsoring specific panel.
- Sponsoring specific reception or brunch.

SPECIAL EVENT SPONSORSHIPS



OPENING NIGHT GALA (750 guests)

- A media event, hosted at the Directors Guild of America (DGA) Theatre on Sunset Boulevard, includes a Film Premiere, Red Carpet, post screening Gala with entertainment, hosted bar, buffet and lots of celebrity photo opportunities.
- Sponsored venue branding throughout the evening's festivities includes high visibility banners, step & repeat and signage, acknowledgment and presentation during the formal opening welcome, opportunity to address the audience, company branded gift bag distribution, product display, sampling and giveaways.
- Up to :30 trailer before film screening.
- Acknowledgment on PAFF website, social media, e-marketing and printed material associated with Opening Night Gala.
- Hosting sponsor receives ten (10) VIP Opening Night tickets for guests with reserved seating, four (4) all festival passes and a full page color advertisement in the PAFF souvenir book.

Sponsor Value: \$100,000

CENTERPIECE: Screening & After-Party Presenter

- A mid-festival red carpet special screening attended by celebrities and film enthusiasts, showcasing a special film featuring appearances by cast and filmmaker.

- Screening afterparty with red carpet, entertainment, hosted bar and buffet and lots of celebrity photo opportunities.
- Sponsored venue branding throughout the evening's festivities includes high visibility banners, step & repeat and signage, acknowledgment and presentation during the formal Opening welcome, opportunity to address the audience, company branded gift bag distribution, product display, sampling and giveaways.
- A full-page b&w advertisement in the PAFF souvenir book.
- Up to :30 trailer before film screening.
- Acknowledgment on PAFF website, social media, e-marketing and printed material associated with Centerpiece Screening.

Sponsor Value: \$40,000

ADD ONS:

- Exclusive naming of screening auditorium.
- Full-page color ad in the festival souvenir book.
- Up to :60 trailers before selected in-person films.
- Up to :60 trailers before selected virtual films.
- Exclusive sponsor of official festival bag.
- Sponsored message in PAFF newsletter.
- Sponsoring specific film.
- Sponsoring specific panel.
- Sponsoring specific reception or brunch.



SPECIAL EVENT SPONSORSHIPS



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celebration

CLOSING NIGHT: Screening & After-Party Presenter

- A Closing Night red carpet special screening attended by celebrities and film enthusiasts, showcasing a special film featuring appearances by cast and filmmaker.
- Screening afterparty with red carpet, entertainment, hosted bar and buffet and lots of celebrity photo opportunities.
- Sponsored venue branding throughout the evening's festivities includes high visibility banners, step & repeat and signage, acknowledgment and presentation during the formal Opening welcome, opportunity to address the audience, company branded gift bag distribution, product display, sampling and giveaways.
- A full-page color advertisement in the PAFF souvenir book.
- Up to :30 trailer before film screening.
- Acknowledgment on PAFF website, social media, e-marketing and printed material associated with Closing Night Screening.
- Hosting sponsor receives ten (10) VIP Closing Night tickets for guests with reserved seating, four (4) Sponsor passes.

Sponsor Value: \$50,000

PAFF TRIBUTE AWARDS: (October/November)

Star-studded award show with superior media coverage in which film and community leaders receive PAFF Honor Awards.

- Branding/promotional opportunities include presenting partner's branded gift bag distribution to Awardees; partner logo on stage backdrop, tickets and invitations, acknowledgment from stage with opportunity to address audience and make Award presentation to honorees.
- Host sponsor will also receive Presenter Benefits Package*, full page color advertising in the program book, plus twenty (20) tickets to PAFF Tribute Awards with reserved seating for guests, two (2) VIP PAFF 2024 Opening Night tickets, two (2) Sponsor passes and a full-page color advertisement in the PAFF souvenir book.
- Branding at Pre/Post reception with red carpet, entertainment, hosted bar and buffet and lots of celebrity photo opportunities.

Location: TBD

Partner Packages Value: \$75,000

We are happy to discuss any customized benefits that align with your company's values and objectives. Your support will help us bring diverse voices and stories to the forefront of the film industry, promote cultural exchange and understanding, and inspire future generations of filmmakers.



PAFF INSTITUTE - \$50,000

As one of the many exciting programs of PAFF, the PAFF Institute serves as a platform to amplify the voices of industry powerhouses, community influencers, sports figures, cultural icons, thought leaders, and disruptors who seek to educate, inspire and empower those who desire personal and professional elevation. The PAFF Institute makes necessary conversations happen... and when these conversations happen, you definitely want to be in the room!

- Prominent logo placement on festival marketing materials.
- Brand acknowledgment on festival trailer.
- Sponsor name/logo placement on festival website and social media platforms.
- Four (4) Sponsor passes with access to Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color ad in the festival souvenir book.
- Prominent logo placement on selected festival signage, including step & repeat.
- Prominent placement of sponsor banners throughout panel room.
- Verbal recognition at PAFF Institute events.
- Sponsored message in PAFF newsletter.
- Logo placement on selected email marketing.
- Social media mentions and custom content creation.
- Trailer before all panels.
- Reserved sponsor section during each panel.

STUDENTFEST - \$25,000

For over two decades, the PAFF StudentFest has provided a free showcase of films specially programmed for young people. Each year over 3,000 students and their teachers from the Los Angeles Unified School District and other surrounding school districts and cities attend this free program showcasing films dealing with issues important to youth, such as Coming of Age, Teen Pregnancy, HIV/AIDS, LGBTQ+, Women's Empowerment, Cultural and Racial Respect, Self Esteem / Mental Health, and Gang and Drug Prevention. Before and after the screenings, speakers working in areas related to the subject matter of the films conduct positive and interactive discussions with the students.

- Logo placement on selected festival marketing materials.
- Brand acknowledgment on festival trailer.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on selected festival signage, including standard step & repeat.
- Logo placement on selected email marketing.
- Social media mentions and custom content creation.

PROGRAM SPONSORSHIPS



CHILDREN'S FESTIVAL - \$15,000

Each year, the PAFF CHILDREN'S FESTIVAL proves to be great fun for the entire family! Over 500 children, ages 4-12, and their parents enjoy FREE film screenings, storytelling, and interactive activities, all reflecting and rooted in the beauty and artistry of the culture of Africa and its diaspora. Visit the PAFF Box Office at the Cinemark Baldwin Hills & XD for day-of in-person tickets.

- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on selected festival signage, including standard step & repeat.
- Logo placement on selected email marketing.

SENIOR CONNECTIONS - \$25,000 (\$5,000 per day*)

PAFF's Senior Connections is the most happening experience of the entire Pan African Film & Arts Festival! Packed with active seniors (ages 62+), this program offers FREE afternoon screenings of select Festival films, and a chance to socialize, meet other seniors and get valuable information on programs and opportunities that make the golden years even more awesome!

- Logo placement on selected festival marketing materials.*
- Sponsor name/logo placement on festival website and social media platforms.*
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Table in Theater lobby on Senior Connection day of choice.*
- Address audience in theater before screening.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book
- Logo placement on selected festival signage, including standard step & repeat.
- Logo placement on selected email marketing.*
- Logo on theater marquee during Senior Connections.*



PROGRAM SPONSORSHIPS



ARTFEST - \$100K (*Price subject to customization)

The PAFF ArtFEST features over 100 established and emerging fine artists and unique craftspeople from all over the world. With an artistic aesthetic that is rooted in Africa and its Diaspora, featured artists present their creative works using oil on canvas, watercolor and pastels, acrylic paper, glass, ceramics, metal, cloth, plastic, wax, wire, leather, and stone. In addition to fine art and one-of-a-kind crafts, the ArtFEST also features the best in designer and traditional fashions, jewelry, home decor, fashion accessories and so much more! Representing the perfect mix of both art and culture, the PAFF ArtFEST brings out over 100K+ visitors from all over Los Angeles, across the country, and around the world. It is an experience in and of itself that guarantees something for every taste and every budget. The PAFF ArtFEST is sponsored in part by grants from the Los Angeles County Arts Commission and the Los Angeles Department of Cultural Affairs.

- Designated as Presenting Sponsor on Art Festival marketing materials and merchandise (i.e. souvenir books, t-shirts, and art festival bag.)
- Designated as Presenting Sponsor on the Art Festival trailer before all in-person films.
- Designated as Presenting Sponsor on the Art Festival website page and social media platforms.
- Opportunity for key executive to speak at Art Festival Opening Reception.
- Access to festival VIP Lounge.

- Full-page color cover ad in the festival souvenir book.
- Designated as Presenting Sponsor on the Art Festival step & repeat, banners and venue signage.
- Verbal recognition at festival events and in all pre-show announcements.
- Social media mentions and custom content creation.
- Email marketing including presented by and logo on selected email distribution.
- Sponsored message in PAFF newsletter.
- Sponsorship recognition in press releases.
- VIP access to all festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.

ARTFEST OPENING RECEPTION - \$25,000

- Designated sponsor of the ArtFest Opening Reception.
- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on ArtFest step & repeat.
- Logo placement on selected email marketing.
- Reserve seating for 8-10 sponsor guests.
- Introduction and opportunity for designated representative to speak.

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WEARABLE ART FASHION SHOW - \$10,000

- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on selected fashion show signage.
- Logo placement on selected email marketing.
- Introduction and opportunity for designated representative to speak before the Fashion Show.

PAFF LOL - \$25,000

- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color ad in the festival souvenir book.
- Logo placement on PAFF LOL step & repeat.
- Logo placement on selected email marketing.
- Reserve seating for 10 guests.
- Marketing table for promotional material.



PROGRAM SPONSORSHIPS



SPOKENWORD FEST - \$30,000

Hosted by Paul Mabon

In Collaboration with Diverse Verses LA.

Each year, PAFF presents a Spokenword Fest presenting America's hottest wordsmiths in one of the cities most popular poetry slams and showcases. Audience ranges from ages 18 - 45 with 300+ attendees from all over the world.

- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color ad in the festival souvenir book.
- Logo placement on Spokenword step & repeat.
- Logo placement on selected email marketing.
- Reserve seating for 10 guests.
- Marketing table for promotional material or gift bags for attendees.

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FILMMAKERS PARTY - \$50,000

- Designated presenting sponsor of Filmmakers Party.
- Customized logo on Filmmakers invitation.
- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Full-page color ad in the festival souvenir book.
- Logo placement on Filmmakers Party step & repeat.
- Logo placement on selected email marketing.
- Reserve table(s) for 10 sponsor guests.
- Advertisement spot on Filmmakers looped sizzle reel.



PROGRAM SPONSORSHIPS



inspire
winners

AWARDS BRUNCH - \$25,000

Come mingle with filmmakers, festival insiders, and fellow lovers of movies over mimosas and great food at the PAFF Awards Brunch, a sit-down affair that will include the announcement of this year's award winners.

- Designated presenting sponsor of Awards Brunch.
- Logo placement on selected festival marketing materials.
- Sponsor name/logo placement on festival website and social media platforms.
- Two (2) VIP access to festival events, including Opening Night, Centerpiece and Closing Night ceremonies, screenings, and receptions.
- Access to festival VIP Lounge.
- Half-page color ad in the festival souvenir book.
- Logo placement on Festival step & repeat.
- Logo placement on selected email marketing.
- Reserve table for 8-10 sponsor guests.





FEB 6 -19, 2024

| CINEMARK THEATRES/BALDWIN HILLS CRENSHAW |

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Get inspired to schedule a call today to explore brand partnership possibilities!

www.paff.org | sponsorship@paff.org