

KAFFNY

SPONSORSHIP OPPORTUNITY

THE 4TH ANNUAL
KOREAN AMERICAN FILM FESTIVAL NEW YORK
02 - 27 - 2010



ABOUT KAFFNY

KAFFNY is the first film festival created in New York City dedicated to presenting the work of filmmakers and mediamakers of Korean descent. Founded in 2007, KAFFNY aims to build a unique platform to feature and support filmmakers of all backgrounds to bring forth new opportunities which promote the growth of a Korean American film-making community here and Korean filmmakers abroad. Our past programming has included films selected to the most elite international festivals, Student Academy Award winners, and box office successes. Since its inception, KAFFNY has continued to nurture new talent and broaden the scope of its programming to serve larger audiences.

Each year, the festival attracts a diverse audience of 500+ from industry executives to professionals in law, finance, arts, technology and marketing.



LETTER FROM THE DIRECTOR

Most people in the world see themselves in movies and TV. On a daily basis, their respective medias offer them a selection of complex characters that look like them, and with whom they can identify culturally and emotionally. This is normal for most people in the world and generally taken for granted.

Korean Americans are among the minorities of the world who have few opportunities in the media to see complex characters with whom they can both racially and culturally identify. American depictions of Korean Americans are rare and stereotypical. Korean characters may look like Korean Americans, but are culturally quite different. Without mainstream character reference points, Korean Americans' ability as individuals and a community to assess ourselves and make informed choices to improve our outlook and conditions is not fully realized. And at importune moments in the past, crime and violence have been directed at the Korean American community as people's ignorance grew into fear.

KAFFNY began in 2007 as the first grassroots film festival focused on Korean American filmmakers, themes and actors. KAFFNY is one proactive effort to give our community an opportunity to see ourselves reflected on the silver screen - to explore the range of perspectives we embody and appreciate where and how we align with others. We have a flexible approach in our programming, to reflect that Korean American interests often span beyond our own perspectives and to draw broader audiences. We believe the cumulative effect of such efforts will allow us to build a stronger, more diverse identity as individuals and as communities, and simultaneously give the rest of America an opportunity to gain insights from our thoughts and stories.

Thank you for being a part of KAFFNY 2010!

Dave Kim
Co-Founder and Director

FESTIVAL HISTORY

The main value of a festival is its program. Over the past three years we have improved the quality and breadth of our program with the goal of building a returning audience

KAFFNY 2007

The inaugural KAFFNY took place at Anthology Film Archives in the East Village and screened one shorts program by Korean American filmmakers from both the East and West Coasts.

KAFFNY 2008

The second annual KAFFNY took place at the Skirball Center at NYU and featured one shorts program and the East Coast premiere of the critically acclaimed feature film “Baby” by writer/director Juwan Chung, preceded by a 10-minute sneak preview screening of the “Planet B-Boy” by director Benson Lee which went on to receive numerous awards.

KAFFNY 2009

The third annual KAFFNY took place at TheTimesCenter in the recently-opened New York Times Building and screened two short programs. We incorporated a significant number of films by native Korean filmmakers at an enhanced venue. Thanks to a significant increase in recognition by important community sponsors, we now have working capital to raise the profile of the festival going into the coming year.



KAFFNY2010



KAFFNY 2010

KAFFNY 2010 will screen original feature films, short films, documentaries, and other works by artists from throughout the world. Due to the significant successes of each previous festival, KAFFNY seeks to expand into a two-day festival to include narrative and documentary feature films as well as presenting short films and animation. The program will be followed by a Q&A session and awards announcement.

KAFFNY 2010 will reach an audience of more than 1,000 during 2 days of programs. With growing media attention, including national and international coverage KAFFNY hopes to attract greater audiences who will follow the festival in New York City and throughout its possible Los Angeles and San Francisco tour.

EVENT INFO

Date: Saturday, February 27, 2010 – Sunday, February 28, 2010
Location: TheTimesCenter, 242 West 41st St., New York, NY 10018
Contact: sponsorship@kaffny.com

KAFFNY 2010 JURY PANEL

This year, KAFFNY will hold its first Narrative Shorts Competition. One short will be awarded the Jury Award of \$500 by a panel of esteemed industry insiders. The jury currently consists of award-winning filmmakers Benson Lee and Dai Sil Kim-Gibson and respected arts critic and curator Dong Sin Hahn.

BENSON LEE, FILMMAKER

Benson Lee is an award-winning Korean-American filmmaker whose work has been theatrically distributed worldwide and aired on HBO, Cinemax and the Sundance Channel. His popular documentary “Planet B-Boy” debuted at the Tribeca Film Festival in 2007 to strong reviews and was released in select theaters across the U.S. His first feature, “Miss Monday”, filmed in London and premiered in the feature competition at the Sundance Film Festival where it received the Special Jury Prize for Best Actor. Lee also co-produced the documentary “Black Picket Fence” which received the Jury Award at the Full Frame Film Festival and was released by Seventh Art Releasing.

DAI SIL KIM-GIBSON, FILMMAKER

An active voice in independent filmmaking, Kim-Gibson was born in Northern Korea and came to the United States in 1962. She was a senior program officer at the National Endowment for the Humanities and director of the media program of the New York State Council on the Arts. In 1988 she resigned from the New York State Council on the Arts and went on to produce and direct an array of award-winning films such as “Sa-I-Gu”, “A Forgotten People: The Sakhalin Koreans”, “Silence Broken: Korean Comfort Women”, “Wet Sand: Voices from LA” and “Olivia’s Story” (an official selection of the Toronto International Film Festival). Her most recent film, “Motherland” had a sold out premier at the 11th Pusan International Film Festival in October 2006.

DONG-SIN HAHN, ARTS CRITIC & CURATOR

Dong-Sin Hahn, an arts critic and curator, received a M.F.A. degree in Film Criticism from Columbia University. She has organized “Kim Ki-Duk,” “Shin Sang-Ok: Korean Filmmaker,” “Im Kwon-Taek: Master Korean Filmmaker “ and numerous film festivals since 1984. She is currently working on Korean women filmmakers with Laurence Kardish, Senior Curator, The Museum of Modern Art, New York. Dong-Sin Hahn is the founder of OPEN WORK, an arts organization whose mission is to promote Korean artists and their work to the US forum.

MEDIA COVERAGE

PREVIOUS COVERAGE

AAFilmlab
 Filmmaker
 hancinema.net
 Hyphen
 Korean Beacon
 Korea Times
 Ninging
 Theme

EXPECTED 2010 COVERAGE

Angry Asian Man
 Asian American Film
 Asian American Media
 Art on Air
 Evil Monito
 Examiner.com
 Filmmaker
 Flavorpill
 Hyphen
 Interview
 KoreAm
 London Korean Links
 Paper
 Theme
 Time Out New York
 Village Voice



SPONSOR LEVELS & BENEFITS

DIAMOND \$5,000

- Program: front and back page logo placement
- Video Trailer: priority logo placement
- First 2 Diamond Sponsors will have Jury or Audience Prize named after company.
- Opportunity to have representative present award at KAFFNY opening night.
- Email newsletter: logo placement for year-round distribution
- Website: priority logo placement on homepage; company description and website in Sponsors section
- Press Release: logo, company description and on website
- Poster: logo placement in lobby of venue and online version for distribution to online media
- Direct acknowledgement and thanks at start of each program
- 8 VIP guest tickets for KAFFNY

PLATINUM \$2,500

- Program: front page logo placement
- Video Trailer: logo placement
- Email newsletter: logo placement for year-round distribution
- Website: priority logo placement on homepage; company description and website in Sponsors section
- Press Release: logo, company description and website
- Poster: logo placement in lobby of venue and online version for distribution to online media
- Direct acknowledgement and thanks at start of each program
- 6 VIP tickets for KAFFNY

GOLD \$1,000

- Program: front page logo placement
- Website: logo placement on homepage; company description and website in Sponsors section
- Email newsletter: logo placement for festival issues
- Press Release: logo, company description and website
- Poster: logo placement in lobby of venue and online version for distribution to online media
- Direct acknowledgement and thanks at start of each program
- 4 VIP tickets for KAFFNY

SPONSOR LEVELS & BENEFITS

SILVER \$500

- Program: front page logo placement
- Website: logo placement on homepage; company description and website in Sponsors section
- Email newsletter: logo placement for festival issues
- Press Release: logo, company description and website
- 3 VIP tickets for KAFFNY

BRONZE \$250

- Acknowledgement in Program
- Website: logo placement
- 2 VIP tickets for KAFFNY

IN KIND

- Acknowledgement in Program
- Website: logo placement
- 2 VIP tickets for KAFFNY

IN KIND Sponsorship Opportunities include:

- » Audio/Visual support for event
- » Photography at event
- » Printing Companies
- » And more...

CONTACT

KAFFNY is a New York non-profit corporation. We are currently seeking fiscal sponsorship for Federal 501(c)(3) status.

Email:
sponsorship@kaffny.com