

“One of the 50
unmissable film festivals.”

–Variety Magazine

“A premiere showcase for
films of the Pacific Rim.”

–Roger Ebert

“One of the ten best film
festivals around the world.”

–Travel & Leisure Magazine

“Must attend.”

–Entertainment Weekly

“HIFF has become the
premier American showcase
for Asian Cinema.”

–Hollywood Reporter

30th Annual
HIFF HAWAII
INTERNATIONAL
FILM FESTIVAL

October 14-24, 2010

www.hiff.org

SPONSORSHIP PACKET



The Hawaii Theater, one of Hawaii's historic film venues.

OVERVIEW

Established in 1981, the Hawaii International Film Festival (HIFF) is a non-profit 501(c)3 organization dedicated to advancing the understanding and cultural exchange among the peoples of Asia, the Pacific, and North America through the medium of film. Last year's Festival drew in an audience of over 78,000 to 175 films from 35 countries.

including Mongolia, Korea, Sweden and the Marshall Islands!

Now in its 30th year, HIFF has earned the distinction of being the nation's primary source for the discovery and exhibition of Asian and Pacific feature films, documentaries, and videos. HIFF's stature enables it to successfully compete for the rights to screen dozens of premieres from around the world. HIFF is one of 20 film festivals accredited by the Hollywood Foreign Press Association, and the only film festival in the United States that has been granted the privilege of presenting the Award for Best Asian Film from NETPAC (Network for the Promotion of Asian Cinema). It is also the only American partner of the prestigious Shanghai International Film Festival (SIFF).

SPONSORSHIP

As a HIFF sponsor, you would have access to the Festival's growing and diverse audience, and you would align your organization with the largest and most celebrated film festival in Hawaii. A HIFF partnership will connect you to target audiences, providing powerful branding opportunities, demonstrating social responsibility, opening opportunities to entertain and attract clients, customers and employees, and much more. Partnerships can be tailored to develop a hand-in-hand relationship with the HIFF staff to suit your company's needs. HIFF, a uniquely popular arts-and-culture event, provides an opportune marketing venture for its sponsors through film screenings, special events, and various marketing tools.

HIFF is able to celebrate 30 years of success thanks to the support of our sponsors. This support makes it possible to carry out our mission to promote cultural understanding through the art of cinema. Funding goes toward such activities as securing films, curating programs, inviting filmmakers, conducting seminars, cultivating film audiences, providing film education, and staging world-class events. Our upcoming Film Festival on October 14-24, 2010 promises to extend the wonderful legacy of past years while broadening our reach to new audiences and ardent filmgoers.

Year of the Tiger!



"Whoa, this place is packed!"

REACH THE RIGHT AUDIENCE

LOCAL STORY. GLOBAL IMPACT.

Now in its 30th year, the Hawaii International Film Festival commands center stage in local mind share throughout the year, culminating in our autumn festival.

- An estimated 150 million media impressions internationally
- Nearly 14 million web site hits annually, with over 225,000 unique user sessions
- 661 international, national and local articles (print and web)
- Partnership with the Shanghai International Film Festival
- Accredited by the Hollywood Foreign Press Association (one of only 20 festivals)

Variety reviewed us!
See the piece at hiff.org/abouthiff

ARDENT, EDUCATED, AFFLUENT. Meet the new "INFLUENT".

An opportunity to connect with ardent, affluent filmgoers and the influencers who shape the Hawaii community.

- The average HIFF member will view seven films per festival
- Nearly 6 out of 10 have attended four or more prior festivals
- 88% of all filmgoers to the festival also visit the HIFF web site
- Over 90% have advanced study experience (college and beyond)
- 35% have attained master or doctoral degrees

We have over 1,500 HIFF Ohana members who get discounts, free tickets, event invitations and more!

HIFF member households are affluent and most are in prime earning potential age groups. This group of achievers exhibits essential demographic attributes.

- Nearly 1 in 3 member households have income in excess of \$100,000
- 17% have incomes in excess of \$150,000
- ★ More than 1/2 are engaged in sales/managerial and executive positions
- Over 60% are in or entering peak earning years (ages 25-54)

To reach "enthusiast" communities, there's no better group than HIFF members and attendees. Here are some salient facts about the behavior of these key community "influencers."

- 4 of 5 members will watch the same or more number of movies each year
- Nearly 2 out of 3 members will purchase tickets for friends
- Each will tell an average of 8 people about the festival
- Over 7 out of 10 members have resided in Hawaii for 20 years or more

We love HIFF!!



Cheese! Fans of Lee Byung-Hun, young and old, snap away

MARKETING OPPORTUNITIES

HIFF offers powerful marketing opportunities to best target your organization's specific sponsorship objectives.

Print: Program Guide, User Guide, Posters, Postcards, Flyers, Tickets, Ticket Envelopes, Print Ads, Outdoor Ads



Online: Website, E-News, Blog, Facebook, Twitter, MySpace, Vimeo, YouTube, Flickr

Check us out at [Twitter.com/hiff](https://twitter.com/hiff)

Onscreen: Ad Slide, Commercial, Trailer

Onsite: Banner Placement, Product Placement, Film Introductions

Special Events: Banner Placement, Product Placement

Admission: Film Ticket Vouchers, Sponsor Passes, Special Events Invitations, Private Screenings, VIP Reserved Seating, Group Ticket Rates

Special Marketing: Volunteer T-Shirts, Lanyards, Delegate Bags, Delegate Gifting, Awards

Media: Photo Backdrop, Photo Opportunities, Press Conferences, Press Releases, Press Kits

TV: Commercial, PSA, Trailer

See last year's trailer at hiff.org

MEDIA

Festival advertisements and PSAs (print, online, radio, TV), as well as press coverage totaled 150 million impressions last year. Some of the media included:

-Aintitcoolnews.com
-Angeleno Magazine
-Filmmaker Magazine
-Giant Robot
-Hawaii Public Radio
-Hollywood Reporter
-Hong Kong Standard
-Honolulu Advertiser

-Honolulu Magazine
-Honolulu Star-Bulletin
-Honolulu Weekly
-The Japan Times
-KDNN 98.5
-KGMB
-KHNL
-KHON

-KIKI 93.9
-KITV
-KSSK 92.3
-KUCD 101.9
-Modern Luxury Hawaii
-San Francisco Magazine
-Screen International
-Variety

BRANDING

Whether you are a new business entering the market, or an established organization looking to strengthen your brand value, HIFF can help. HIFF provides unique opportunities to brand, from title sponsorship to awards titles to specific film sections. HIFF also offers opportunities to brand your organization's name on a special event or special program during the Festival, as well as the popular HIFF Café and Lounge. Branding with HIFF helps you reinforce your brand value to our affluent and highly educated audience.



HIFF's exciting events and award presentations.

SPECIAL EVENTS

HIFF Special Events are a great way to entertain, all while supporting HIFF and being a part of the annual Film Festival festivities. These signature events are must-attends for HIFF members and Honolulu society.

- Opening Night Gala
- Governor's Reception at Washington Place
- Centerpiece Gala
- Awards Ceremony
- Meet The Filmmakers Reception
- Music Video Night
- Closing Night Gala

AWARDS

HIFF honors the artistry, effort and the sublime of film with awards of distinction. Narrative, documentary and shorts juried works are announced during the HIFF Awards Ceremony. As a HIFF sponsor of one of these awards, you are able to directly honor the creative talent of filmmakers with this long-lasting recognition.

- Halekulani Golden Orchid Award Feature
- Halekulani Golden Orchid Award Documentary
- Audience Choice Awards
- NETPAC Award
- Puma Emerging Filmmaker Award
- Vision In Film Award
- Mahalo Nui Loa Award
- Maverick Award
- Achievement In Acting
- Video On Demand Viewer's Choice Award
- Best Short Film

Wish you were here!



Doesn't get much better than this. Sunset on the Beach shows films...on the beach.

PROGRAMS

Films and programming are what HIFF is all about. Last year, HIFF screened over 175 films with 24 film sections, and presented 11 different public programs and seminars (free to the public). By sponsoring a film or film section or spotlight, your company is able to target a particular audience and have exclusive ownership of the film presentation(s) providing even more marketing opportunities. Sponsorship for public programs and seminars gives companies the opportunity to help HIFF build dynamic programs that provide education and outreach for our community.

Film Sections

HIFF gives you films that showcase the most innovative in local and international cinema. HIFF has long been regarded as the gateway for Asian film into the American market and the world's foremost festival dedicated to the theme of "East meets West." HIFF continues to push boundaries with film sections such as "Extreme Asia," "American Immigrant Filmmakers on Profile," and "Puma Emerging Filmmakers." It deepens the community interest with programs such as "Family Fest," "Green Screen," "Made In Hawaii," "Art + Design," and "Eat, Drink, Film."

Spotlights

HIFF Spotlights honor an individual or film industry organization that has made a significant impact on filmmaking and the filmmaking community.

Film Industry Seminars

Free seminars provide detailed discourse for the public and open up forum discussions on a variety of film related topics.

Free Screenings

HIFF provides annual free screenings for different members of the community. In the past HIFF has presented free films for families, military, various community groups, students, teachers, and even a free outdoor screening of short films in Chinatown. HIFF also partners with the City and County of Honolulu to present two special HIFF Sunset On The Beach screenings during the Film Festival that are free to the public.

Neighbor Islands

As the only statewide film festival in the country, HIFF takes pride in serving the people of Maui, Lanai, Molokai, Kauai, and East and West Hawaii. The Festival offers these communities screenings of diverse international releases as well as works by local filmmakers. Over the years, screenings on the neighbor islands have been accompanied by concerts, seminars, and receptions for filmmakers traveling with their films.



EDUCATION

Don't you wish your high school teacher looked like this? Jason Scott Lee talks to students about acting and film.

Unique opportunities at HIFF connect filmmakers and students through its Cultural and Visual Literacy program, Guest Filmmaker Program, Student Showcase, and SMART exchange between University of Hawaii's Academy of Creative Media and Shanghai University. Approximately 1,400 students participated in these programs last year. As a HIFF education sponsor, you can help introduce local students to the world of film and filmmaking.

- Cultural & Visual Literacy Program: HIFF offers schools free theater screenings of critically acclaimed films that are rarely accessible in Hawaii.

- ★ Guest Filmmaker Program: Students learn first-hand from filmmakers attending the Festival. The filmmakers visit classrooms, speak to students via multi-island video conferences, and host seminars exclusively for students. Some of these activities are videotaped for later broadcast by the Hawaii Department of Education.

- Student Showcase: HIFF selects the best videos produced by students in grades K-12 from Hawaii and throughout the world and presents them at a free theater screening.

Kids love films too!

- SMART Exchange: Since 2002, HIFF and its sister festival, the Shanghai International Film Festival (SIFF), have initiated and supported an exchange agreement between the University of Hawaii's Academy for Creative Media and the Shanghai University's School of Film & TV. Through this exciting partnership, Hawaii students travel to Shanghai to introduce their short films at SIFF, and Shanghai students travel to HIFF to introduce their short films. During their visits, the students also attend classes at their host university and work on joint productions with their host students.



HIFF celebrates LOST!

YEAR-ROUND EVENTS

HIFF is proud to present a year-round calendar of events. Sponsors can choose from one or more of these events to create a targeted and personalized sponsorship package.

- Oscar Night America Party – February/March
- Spring Showcase – April
- HIFF Traveling Film Festival – June/July
- Summer Series (Video On Demand) – August
- I Heart HIFF: Member Appreciation & Open House – August
- Hawaii International Film Festival – October

PARTNERSHIPS + BUSINESS DEVELOPMENT

With an established identity as a premiere film event in the Asia Pacific region, HIFF is able to bring various business development opportunities to its sponsors. Some of our partnerships include Shanghai International Film Festival (SIFF), Shanghai Media and Entertainment Group (SMEG), NETPAC, Academy for Creative Media at University of Hawaii Manoa (ACM), State of Hawaii Department of Education, Oceanic Time Warner Cable, and the Hawaii Film Office.

INTERNATIONAL OUTREACH

Each year, HIFF and its selected sponsors from Hawaii travel to Shanghai to attend the Shanghai International Film Festival (SIFF). As part of its sister relationship with the festival and the parent company Shanghai Media and Entertainment Group (SMEG), HIFF hosts its annual Aloha Night, which distinguishes itself as a “must-attend” event at the festival. The extraordinary opportunity is by invitation only and provides access to the key architects of the coming Chinese travel wave—high-ranking members of China’s travel industry, corporate titans and state officials.

HIFF OHANA and VOLUNTEERS



HIFF Ohana

For over three decades, HIFF has been supported by the devoted film fans that make up its Ohana. Characterized by their high level of education, community stature, and love for culture and arts, they help bring rich and diverse film offerings to Hawaii. Over 1,500 strong, the HIFF Ohana makes up the core members of our powerful audience.

*Ohana means "family"
C'mon, you saw Lilo and Stich.*



HIFF Volunteers

Every year over 250 volunteers help run the Film Festival. From guest services to ticketing and balloting, this diverse group of local residents (students to seniors) are HIFF's true heroes (and fans!), who commit themselves to the Film Festival and our arts community.

Hooray for volunteers!



*What the heck?
Our Maverick Award is an actual
Traditional Hawaiian weapon.*

NOTABLE PAST FILMS + ATTENDEES

A celluloid bridge across the pan-Pacific region, the Hawaii International Film Festival is an international film festival with its heart and soul in Asia and prides itself on its “East meets West” philosophy. Plus, with its base as one of the premier vacation spots in the world (with screenings on the beach!), discovering filmmakers and films is as easy as the aloha lifestyle.

★ Notable Past Films:

BABEL
THE BANQUET
BATTLE ROYALE
BEND IT LIKE BECKHAM
BROKEBACK MOUNTAIN
CROUCHING TIGER HIDDEN
DRAGON
DEPARTURES
THE DIVING BELL &
THE BUTTERFLY
EAT DRINK MAN WOMAN

THE GRUDGE
THE HOST
HULA GIRLS
THE IMAGINARIUM OF
DOCTOR PARNASSUS
IN THE MOOD FOR LOVE
THE KITE RUNNER
MOTHER
PRECIOUS: BASED ON
THE NOVEL “PUSH” BY
SAPPHIRE

THE SAVAGES
TWILIGHT SAMURAI
VOLVER
YELLOW EARTH

Past Attendees Include:

Joan Chen, Maggie Cheung, Nick Cheung, Toni Colette, Roger Ebert, Hou Hsiao-Hsien, Samuel L. Jackson, Niki Karimi, Q’orianka Kilcher, Daniel Dae Kim, Ang Lee, Lee Byung Hyun, Katsuhito Ishii, Jason Scott Lee, Lee Sun Ki, Justin Lin, Mary McDonnell, Jonathan Rhys Meyers, Michael Moore, Ha Jiwon, Alexander Payne, Kal Penn, Maggie Q, Donald Richie, Bryan Singer, Kevin Smith, Cary-Hiroyuki Tagawa, Quentin Tarantino, Ken Watanabe, David Wenham, Zhang Yimou

