

ASIFA *outh* FA

INTERNATIONAL ANIMATION SOCIETY

2022 SPONSORSHIP OPPORTUNITIES



Why sponsor us?

Accessibility. Eco-aware. Equity.

4 initiatives your funding helps us with

ASIFAC is one of the few festivals that pay filmmakers a screening fee.

We pay a modest screening fee of \$15 with a goal of fair creator compensation.

We run a hybrid festival to provide content online for accessibility.

We put extra effort to provide free access to our festival content both onsite and online.

We prioritize lowering our carbon footprint.

Making sure our printed signs are reusable for years to come, holding all our meetings digitally, etc.

We provide volunteer stipends & reimbursements.

As an all-volunteer organization running free and low-cost year-round events, we reimburse our volunteers for gas, parking, and meal stipends.

The Mission of ASIFA-South

A CONNECTED WORLD THROUGH ANIMATION

ASIFA-South is the Southeastern US Chapter of ASIFA International, the international animation network - headquartered in Atlanta, GA. The goal of ASIFA-South is to foster and unite the animation community locally and globally to promote artists and the art of animation. We aim to better the industry through communication and collaboration.

ARTIST VISIBILITY & GLOBAL COMMUNITY

We are focused primarily on being a driving force in developing a sustainable creative industry in the Southeastern United States.

INDUSTRY ADVOCACY

ASIFA-South partners with organizations locally and globally to advocate for sustainable practices as a representative of the animation industry.

CELEBRATING THE COMMUNITY VOICES

We focus on fostering a supportive, open-minded community based on inclusion where diverse voices are respected.

SUPPORT OF STEAM EDUCATION

We support the next generation of artists and interest in animation by promoting STEAM education with year-round free and low-cost workshops for schools, libraries, and more.

Theme for 2021

POWER TO THE CREATORS

GENERAL STATISTICS

The data for the total of each category is collected at year end of 2020.
*data collected for this category is from January 1, 2021 - October 24, 2021
**data collected for this category is from September 25, 2021 - October 24, 2021

ASIFAC 2020

Total Unique Customers	420
Asia	15 (3.57%)
Africa	2 (.48%)
Europe	23 (5.48%)
North America	369 (87.86%)
South America	7 (1.67%)

YEAR ROUND

Paid Unique Membership	139
Sponsors & Partners	8
Sketch Meet Attendees	47*
Online Figure Drawing Attendees	22

ONLINE ENGAGEMENT

Facebook Active Engagement	2.5 K+
Male.....	51%
Female.....	49%
Instagram Active Engagement	750+
Newsletter Reach	700+
Discord Active Members	300+
Website Unique Visits	217**



[Click Here to view ASIFA-South Guidestar information](#)

[Click Here to Learn More About ASIFAC 2022](#)

[Click Here to Learn More About Year Round Events](#)

[Click Here to download the ASIFAC 2020 Programming Guide](#)

PAST ASIFAC PANELISTS & JURIES



Henry Madden

*Dreamworks TV,
Supervising Producer*

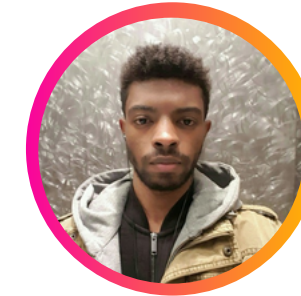
Where's Waldo?
Dora the Explorer



Sidney Clifton

*SVP of Animation & Mixed Media,
Jim Henson Company*

Senior consultant, Black
Women Animate



Akiel Guzman

*SVP of Animation & Mixed Media,
Jim Henson Company*

Senior consultant, Black
Women Animate



Carin Powell

*Co-founder,
Signing Animation*

Deaf/ hard of hearing non-profit
animation studio & advocacy



Ollie Green

*VP of Animated Productions,
Adult Swim*

Emmy award winning
producer



Genevieve LeDoux

*Principal Owner,
Silver Comet Productions*

Emmy award-winning
Producer, Tumble Leaf



Shuzo Shiota

*President,
Polygon Pictures*

Emmy award winning producer Lost
in Oz, Godzilla animated series



Barry Purves

*BAFTA & Oscar nominated
puppet animator*

Author, "Stop Motion: Passion,
Process and Performance"



Asante Bradford

*Sr. Industry Engagement Manager,
Georgia Department of Economic
Development*



Bobby Pontillas

*Overall Development,
Walt Disney Company*

Co-founder,
Rise Up Animation



Iveth Bueno

*Dreamworks TV,
Supervising Producer*

Where's Waldo?
Dora the Explorer



Lauren Brown

*Associate Art Director,
Zynga Inc.*

Former Lead Artist, EA
Emmy Award winning illustrator



[Click Here to Learn More About Year Round Events](#)

[Click Here to Learn More About ASIFAC 2022](#)

ASIFAC FESTIVAL

2 Blocks of Short Animation (50 films)
25 Panels+ Events (Workshop/ Mixer)
7 Juror (4 Awards)

FESTIVAL EVENTS

Portfolio Review
Trivia/ Community Interaction
Mixer Activities
Workshops

YEAR ROUND EVENTS

140 + Online Panels/ Workshops
Bimonthly Youtube Tutorial
25 + Partner Events

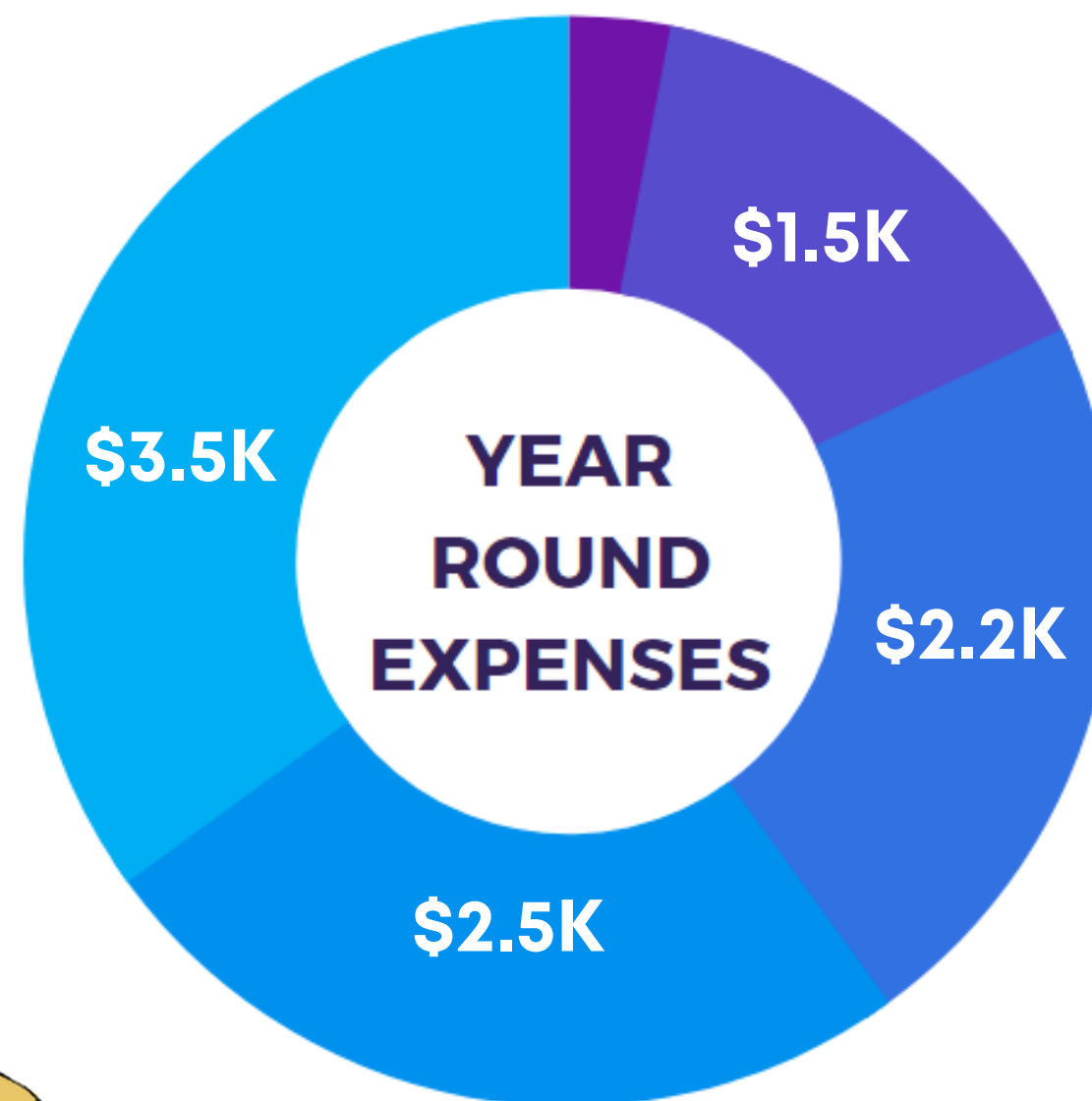
LONGTERM WISHLIST

Caption service/ translator
Professional services: accountant/lawyer
More year round event funding
Online optimization: website/ mobile

35% ASIFAC VIRTUAL FESTIVAL

Virtual Platform
Filmmaker
Screening Fee
Prize/ Award
Keynote Speaker

3% ASIFA INTL FEE



15% YEAR ROUND EVENTS

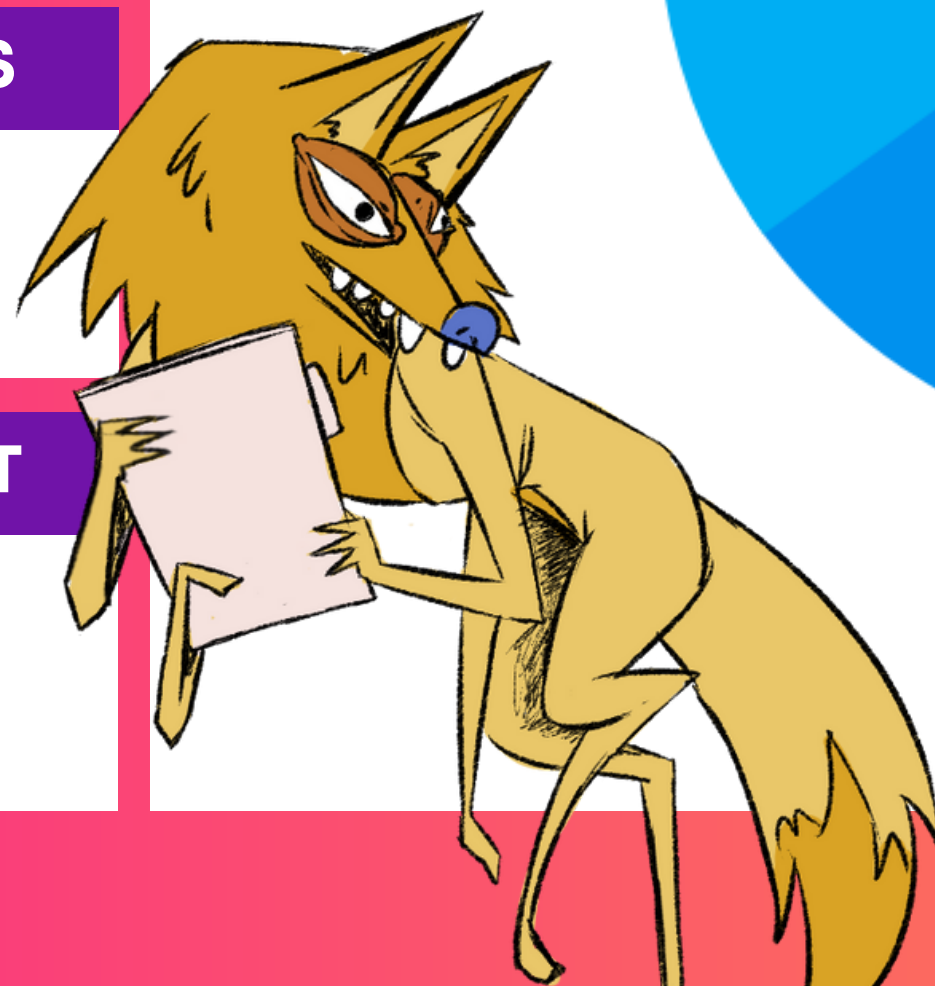
Incubator/ free workshops for Schools/ libraries/ Partner events

22% SOFTWARE/ EQUIPMENT

Virtual Platform/ Software
Projector/ Storage/ Operation supplies/

25% YEAR ROUND VOLUNTEER STIPEND

Volunteer Program: Meals / Gas
Reimbursement/ Event Craft Service



ASIFA OUTH FA SPONSORSHIP

The ASIFAC 2022 festival is going hybrid July 29-30. As a result, the All-Access Pass provides access to both the virtual and physical event spaces.

*The Sponsor Appreciation Happy Hour event is only available at the physical event location.

BRONZE



\$500

Marketing Package with Text Mention and Year-Round Social Media

Short Georgia Animation Industry Report

2 Annual Ultimate Memberships or **3** Standard Memberships

2 ASIFAC All-Access Passes

***2** Sponsor Appreciation Happy Hour Tickets with **1** Drink Ticket

SILVER



\$1000

Marketing Package with Small Logo & Link, Short Copy, & Year-Round Social Media

Full Georgia Animation Industry Report

4 Annual Ultimate Memberships or **5** Standard Memberships

4 ASIFAC All-Access Passes

8 Pieces of General Swag

***3** Sponsor Appreciation Happy Hour Tickets with **1** Drink Ticket

GOLD



\$1500

Marketing Package, Large Logo & Link, Short Copy, & Year-Round Social Media

Full Georgia Animation Industry Report

6 Annual Ultimate Memberships or **7** Standard Memberships

6 ASIFAC All-Access Passes

12 Pieces of General Swag

***4** Sponsor Appreciation Happy Hour Tickets with **2** Drink Tickets

1 Event Recognition

For sponsorship interest:
Jeffrey Yu | Business Director | 770.241.7464 | jeff@asifa-south.com

**Physical Event Availability May Vary Due to Pandemic*



ASIFA

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PARTNERSHIP & MORE

There are alternative ways for you to support our organizations through partnerships, and in-kind donations and event sponsorships.

In-Kind

Software
Hardware
Clothing/Apparel
Toys/Collectibles
Art Prints/Graphic Art
Work
Art Supplies
Donation to Partner Organizations
Social Media Marketing
and more

Education

Workshop
Incubator
Panels/Roundtables
Internship
Apprenticeship
Professional Mixers
Company/Organization Tours

Event

Fundraiser Set Up
***Venues**
Speakers and Panelists
Employee Volunteers



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5 PARTS BUSINESS BASICS PANEL SERIES FOR CREATIVES
 HIGHLAND BALLROOM MON 6:30-8:30 PM
 Pt. 1: Setting Up a Business Entity
 ONLINE TICKETS: 10\$ AT THE DOOR: 15\$
<http://bit.do/5bizbasics>

ENTERTAINMENT LAWYER **LEE MORIN**
20
 JUNE 2016

ASIFA CREATIVE INCUBATOR 2018
 SPONSORED BY SCHOOL OF HUMANS



A HUGE THANKS TO OUR SPONSORS

Your donations and support go towards helping us put on events and keeping them free/ low-cost for the community.

THANK YOU!

ASIFA-SOUTH is a 501 (c) (3) non-profit organization.
 Your contribution is tax-deductible.



SLOTHIQUE

