

PACIFIC ISLAND
FILM FESTIVAL
NEW YORK CITY

2026 PITCH DECK

501(c)3 Non-Profit | 99-1022858

PACIFIC ISLAND FILM FESTIVAL

The Pacific Island Film Festival (PIFF) of New York City is an annual festival dedicated to telling a richer, more comprehensive story of the Pacific Islands. PIFF endeavors to be a platform for indigenous Pacific Island voices to be heard and recognized—celebrating, showcasing and cultivating the stories, art, talent and cultural resources of the Pacific Islands with the broader New York community.

THE PACIFIC ISLAND FILM FESTIVAL



COMMUNITY

Part of the fabric of NYC

Through our partnerships with the **Smithsonian's Museum of the American Indian**, **Brooklyn Museum**, and **The Metropolitan Museum of Art**, PIFF is proud to provide select programming to the public, free of charge.

FILMS

From Across the Pacific Islands

We highlight the talent and careers of filmmakers from across the Pacific Islands, with films that span nonfiction and fictional storytelling.

INSIGHTS

Discussion with International Cultural Arts Network

PIFF is proud to partner with **The International Cultural Arts Network** to present in-depth discussions with Pacific Island luminaries in the film industry.

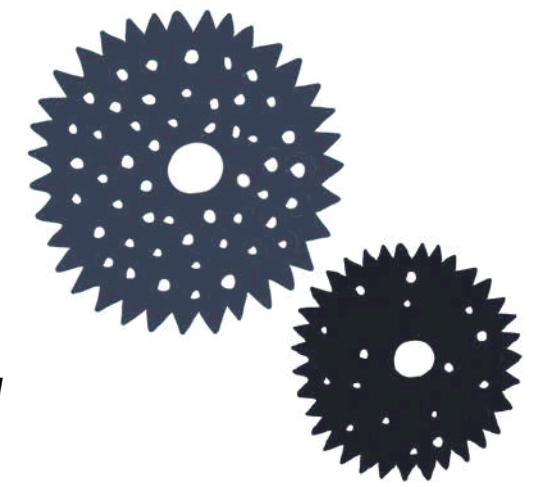
CELEBRATE

Closing Gala and Evening Events

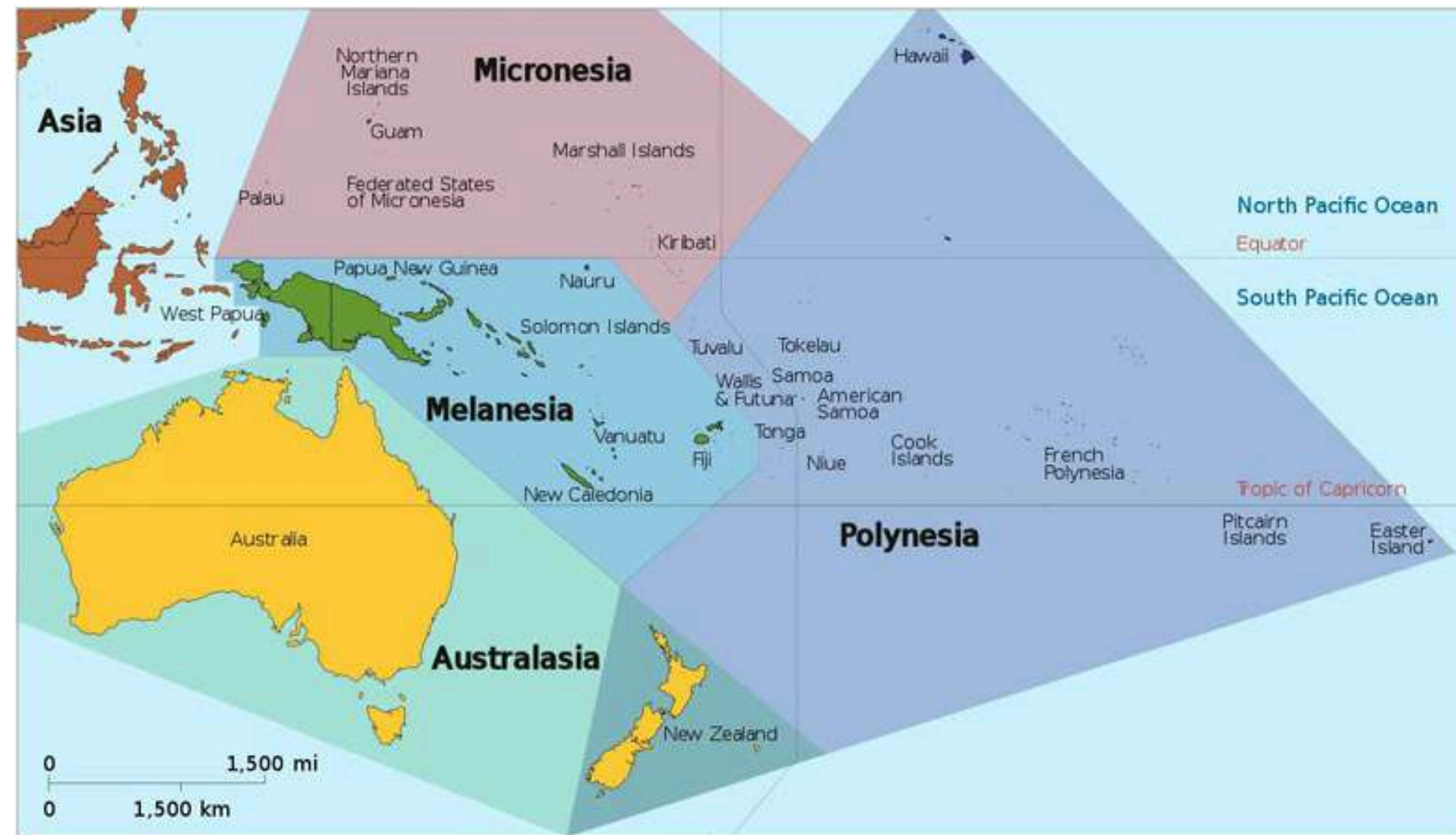
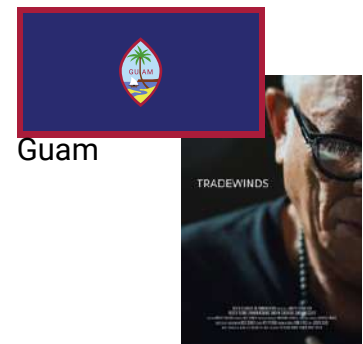
PIFF is a place where the NYC and Pacific Island communities can gather to celebrate storytelling and togetherness.



BRINGING THE PACIFIC ISLANDS TO NYC



In 2025, PIFF has developed partnerships with several Permanent Missions and Embassies including those from Samoa, Tonga, Fiji and Vanuatu.



2025 IN REVIEW

This year was a landmark one for the Pacific Island Film Festival (PIFF), as we expanded our presence and deepened our partnerships across New York City and beyond.

Summer Residency at Governors Island

May - October 2025

In partnership with Dancers Unlimited, PIFF curated a series of dynamic fine art exhibits and film screenings.



Queens Botanical Gardens

April 2025

Taking part in the largest climate-related community art exhibit in NYC, PIFF was proud to screen Hawai'i's *Keeper of the Bay*.



The Metropolitan Museum of Art Re-opening of Michael C. Rockefeller Wing

May 31, 2025



In conjunction with The Met's education department, PIFF screened *Kapaemahu*, *The Queen's Flowers* and *Ngau Kahua*.

Hawai'i News Now

December 2025



A one-hour special on K5 offered an exclusive behind-the-scenes look at PIFF's mission and activities.

PIFF 1 Hour Special



Our Grande Finale, *PIFF's 1-Hour Special* let's our Hawai'i viewers have an inside look at PIFF!



A celebration of our 3rd season and giving a day by day insight to through the eyes of our volunteers, speakers, sponsors and attendees. See how PIFF is creating a platform for Pacific Island Excellence and exemplifying the creative genius of the film and TV industries.



OHIA MORRISON

PIFF Co-Founder and director extraordinaire leads a team of over 30 in an all year effort to bring PIFF to the Hawaiian Islands.

Oceania Rising



Oceania Rising, produced by Ohio Lehua, is a five-part series of 30-minute episodes featuring PIFF-showcased films from our current and past festivals.



Ahead of its third season, PIFF was honored to partner with Hawai'i News Now to present this television showcase of short films to TV audiences across the Pacific.



LEION VON OSDAL

Each episode features a curated selection of films, each presented in full, followed by an intimate interview with the filmmakers, who share how they brought their Oceanic stories to life through island resources and deep community roots.

This series is especially intended to inspire Native and local filmmakers and artists, who might otherwise feel they need to leave the islands to succeed.

A 2024 graduate of New York University (NYU Tisch), Leion Von Osdal is a Native Hawaiian-Japanese filmmaker, producer, and recording artist based in NYC.

2025 IN REVIEW

Were we there too....

Maoriland

2025

PIFF was in attendance to continue to celebrate & promote indigenous film at the world's largest indigenous film festival, meeting other PI filmmakers & encouraging them to submit their films



Asian American International Film Festival

Presented Closing Night *Molokai'i Bound*

Graced with the honor of presenting "Moloka'i Bound" as the closing film of the 48th Annual AAIFF, "The First Home of Asian American Cinema"



imagineNative

Presented *We Were Dangerous*



PIFF Co-presented "We Were Dangerous" at the 25th imagineNATIVE Film + Media Arts Festival in Toronto, which one Dramatic Feature Award.

Philadelphia Asian American Film Festival

Presented film block *Across Oceans, Within Us*



PIFF supported the Philly Asian American Film Foundation in curating the "Across Oceans, Within Us" Pasifika Block.

2025 PACIFIC ISLAND FILM FESTIVAL OF NYC

This year was a landmark one for the Pacific Island Film Festival (PIFF), as we expanded our presence and deepened our partnerships across New York City and beyond.

Opening Ceremony Presented by the Permanent Mission of Australia to the United Nations

September 18, 2025 at the Judith O. Rubin Theater at Playwrights Horizon

This special event spotlighted National Geographic Society's Pristine Seas - a global initiative dedicated to exploring the ocean's wildest places and works with partners to inspire the creation of marine reserves. Filmmaker Sam DeLeon and Policy Advisors Vui Gemma Nelson, and Kevin Chand. Led by Hope King Founder of Macro Talk, the discussion spoke about what today's ocean conservation efforts are in the Pacific Island and how we can make an impact today.



Dinner and a Movie featuring *We Were Dangerous*

September 19, 2025 at Noretuh



One of NYC's 84, Michelin Bib Gourmand restaurants noretuh featured a night of 'ono grinds and delicious wines to prep the night for the brilliant Piki Film, *We Were Dangerous*. Which has since earned a 97% rating on Rotten Tomatoes, and a streaming home on Fandango!

Smithsonian's National Museum of the American Indian

September 20, 2025

Taking part in the largest climate-related community art exhibit in NYC, PIFF was proud to screen Hawai'i's *Keeper of the Bay*.



Village East by Angelika

September 20, 2025



Featuring over 25 films from the Pacific Islands, screening 11 award winning films and first looks at some of the brightest and rising stars in film today.



Closing Gala - Chief of War

September 21, 2025 - Ascent Lounge

Featuring an exclusive sit down and talk story with the people who made AppleTV's *Chief of War* come alive. Thomas Pa'a Sibbet, Angela Leprete, and Branden Finn discussed the making of CoW and what it is to depict these historical characters for the first time. We ended the evening with Kanaka "Oiwī musician, Keilana's smooth R&B tunes whisked us into the night.



23

Visiting Artists Representing Samoa, Aotearoa, Hawai'i, Fiji, Palau, Guam, Tokelau, and Tonga.

78%

RETURN RATE

In-Person Attendees
606 Attendees

+\$70,000

Local Economy Support

"Being able to look around the room and see new and old friends meeting and collaborating, is what it's all about – families connecting for the first time in generations and providing new experiences, new stories, new voices and a new generation of Pacific Island excellence".

- Stacey Onipa'a Li Quan Nichole Young
Founder and Executive Director

FESTIVAL DAYS

PRESENTING SPONSOR

FEATURED CONTENT

Opening Ceremony
Sept. 18, 2025
Playwrights Horizons

Permanent Mission of Australia to the United Nations

Pacific Island Leadership and Excellence in Ocean Sustainability

Featured Films:
National Geographic: *Pristine Seas* – Palau, Marshall Islands, et al.
Oceanbone – Worldwide

Dinner and a Movie
Sept. 19, 2025
noreetuh

The Asian American Foundation

Featured Film:
We Were Dangerous – Aotearoa

Smithsonian's NMAI Community Screening and Talk
Sept. 20, 2025

Smithsonian National Museum of the American Indian (NMAI)

Indigenous Filmmaking Futures

Featured Film:
The Mountain – Aotearoa

Main Theater Screening
Sept. 20, 2025
Village East By Angelika

Coalition for Asian American Children + Families

Over 20 films from 12 Pacific Island nations
5 Q&As with filmmakers from 8 nations

Closing Awards Gala and ICAN Talk
Sept. 21, 2025
Ascent Lounge

ICAN and Loulu Hawai'i

Featured Content:
Chief of War – Hawai'i

BY THE NUMBERS...



583

Total Submissions

28

Films Screened



"PIFF is a beautiful event bringing together so many people of the same heart and aloha."

Ka'eo Luke
Filmmaker - *Kainga Tupu and The Rain*



ATTENDANCE PAID ATTENDANCE: 432 (+115%)
COMMUNITY/FREE EVENTS: 123
COMP/VOLUNTEERS: 51
TOTAL: 606



TICKET SALES \$5,787.35 (- \$2,023)
14 Packages (-7)
197 Tickets Sold (+38)



**NEWSLETTER
LAUNCH!**

56.3%

Average Open Rate

1,373

Email Subscribers*

8.8%

Average CTR

UPCOMING EVENTS
FROM PIFF NYC

FILM SCREENING
QUEENS BOTANICAL GARDEN,
FLUSHING, NY
SATURDAY, APRIL 26, 2025

Celebrate Earth Month with us as we team up with PBS Hawai'i to present *Keeper of the Bay* at the Queens Botanical Gardens Climate Arts Festival. This family-friendly event brings everyone together with hands-on demonstrations, performances, and guided tours.

Keeper of the Bay is a documentary about marine conservation through the eyes of a native Hawaiian woman as she struggles to continue a family baykeeping legacy. Screenings are at noon and 3 p.m. in the Visitors and Administration Building.

FAMILY FRIENDLY ACTIVITIES + SHORT FILM SCREENINGS
THE METROPOLITAN MUSEUM OF ART,
NEW YORK, NY

THE MET

SOCIAL MEDIA CONTENT PERFORMANCE REPORT

Total Impressions

398,095



Total Engagements

7,292

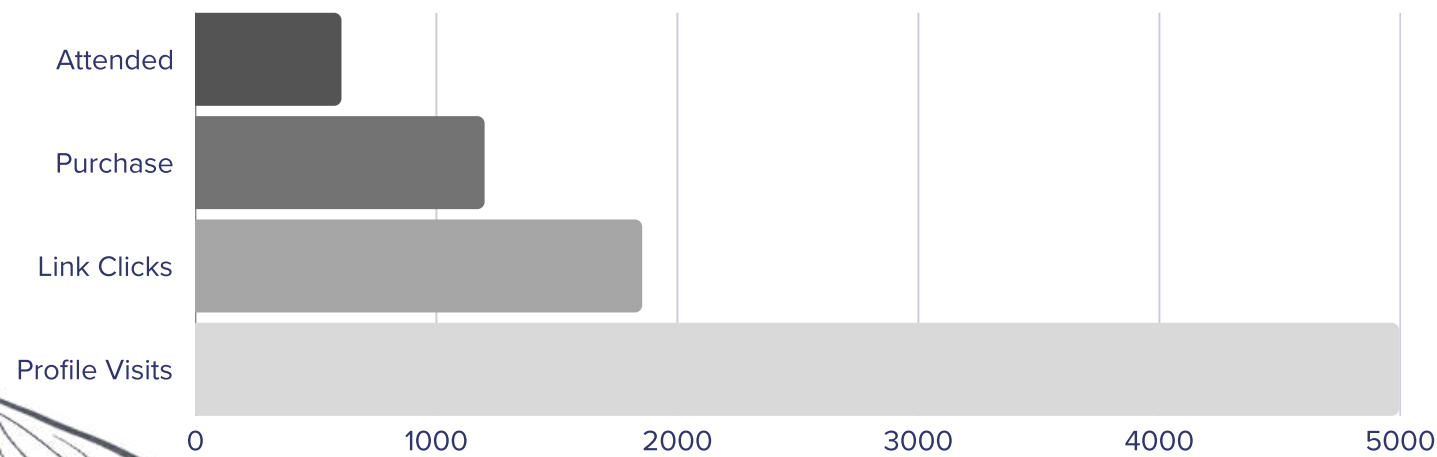


Total New Followers

691

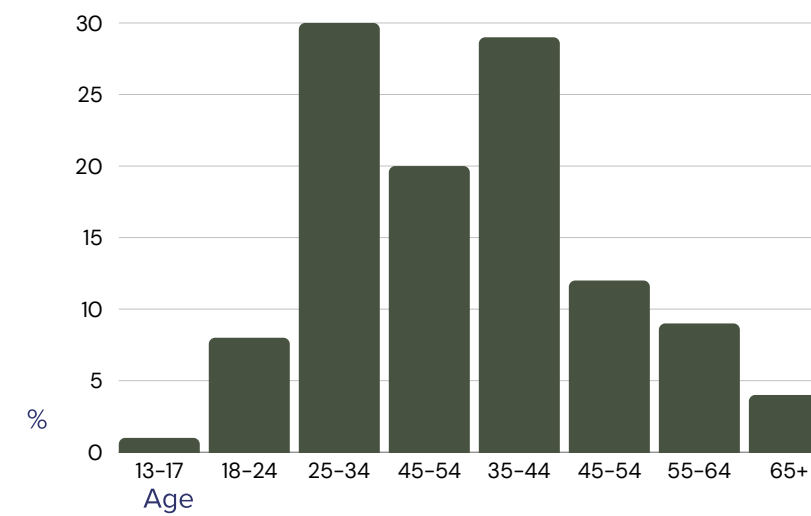


Engagement

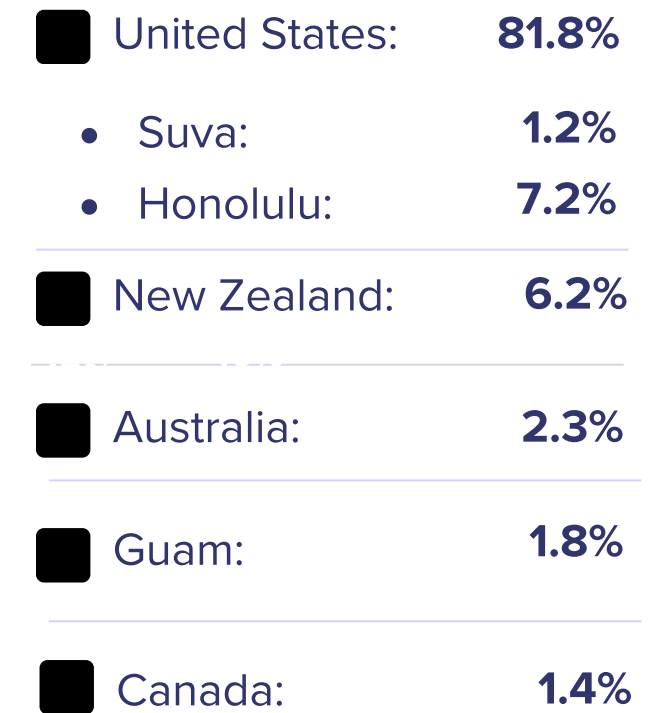


Audience Demographics

Age



Geographic



Audience Gender Insight



38.9%
Male



61.1%
Female



GENERATIONAL IMPACT

At the heart of PIFF's programming is a belief in the power of intergenerational connection.

Our events bring together children, youth, working artists, and elders in spaces where cultural knowledge is shared and celebrated.

A young student may hear their language on screen for the first time; an elder may reconnect with traditional songs and stories; a filmmaker may mentor emerging artists in the diaspora. This exchange strengthens community bonds and inspires the next generation of cultural leaders.





“My inspiration comes from getting to dig in and learn about where my roots come from. It's really about the ancestral journey to those lands.”

– Ka'eo Luke

Director, The Rain and Kāinga Tupu



“One of the things that we are trying to advocate for in an international space is that ancient knowledge and indigenous knowledge is actually the future.”

– Gemma Nelson

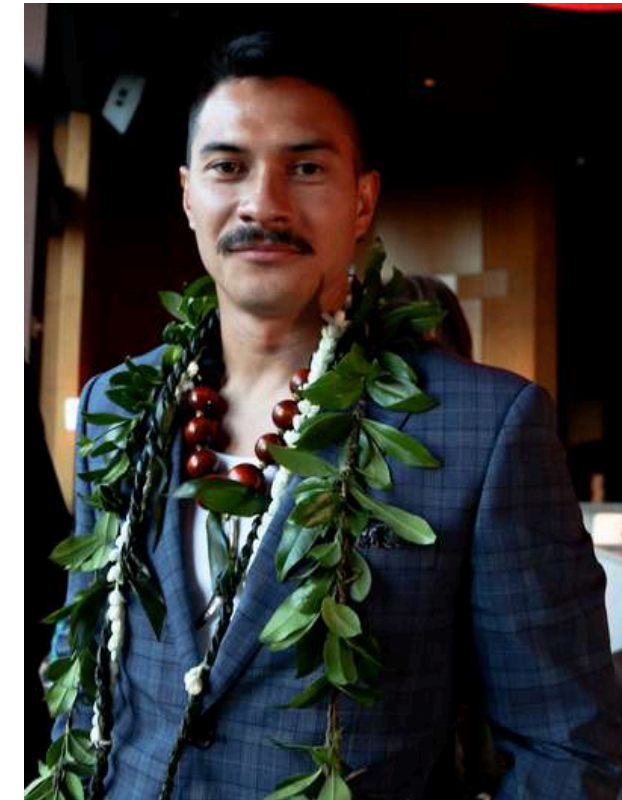
Ocean Adviser to the Alliance of Small Island States



“When my mom and I were doing one of the opening shots for Kai Hali'a, I felt like I saw generations of people standing in front of her.”

– Brigitte Leilani Axelrode

Director, Memory as Missionary Position (PIFF 2025); Dancer, Kai Hali'a (PIFF 2024)



“For Chief of War to finally give Hawaiian history, Hawaiian culture, and 'Ōlelo Hawai'i its deserved time in the spotlight in film and TV, it means everything not just to me, but I believe to the people of Hawai'i, too.”

– Brandon Finn

Actor, Chief of War



“When we talk about intergenerational passing down and uplifting, that is such a powerful thing for someone to gift: opportunity.”

- Ku'u lei Kaili

Producer, Grace



“Thirty years ago, this was not something that these people talked about. These people were persecuted. How can we understand and appreciate the history and make sure that we don't ever go back?”

– Lissette Marie Flannery

Director, Māhū

2026



2026 PACIFIC ISLAND FILM FESTIVAL



Opening Night

Thursday, September 17, 2026

A night of celebration: we open PIFF with an evening centered around a special feature, followed by a talk back and Q&A with the filmmakers.

Dinner and a Movie

Friday, September 18, 2026

After the success of last year's premiere, Dinner and a Movie is back. Enjoy a delicious evening at the modern Hawaiian restaurant noreetuh, followed by Best Narrative Feature at the 2025 ImagineNATIVE festival, *We Were Dangerous* playing at the Village East Angelika.

TIMELINE



National Museum of the American Indian

Saturday, September 19

PIFF continues its slate of community programming through our partnership with the National Museum of American Indian.



Smithsonian

Village East by Angelika

Saturday, September 19

PIFF provides a day packed with the best of Pacific Island Films, at this storied Manhattan venue.



Awards Ceremony Gala

Sunday, September 20

We conclude the festival with a celebration of Pacific Island film, featuring an awards ceremony. Highlighted by a talk with creators, producers, and actors of the AppleTV hit, *Chief of War*. Followed by a performance by Kanaka 'Oiwi, Keilana!



SPONSORSHIP OPPORTUNITIES

CELEBRATE WITH US

In addition to the in-person festival audience of New Yorkers and Pacific Islanders, PIFF caters to a worldwide community of cinephiles.

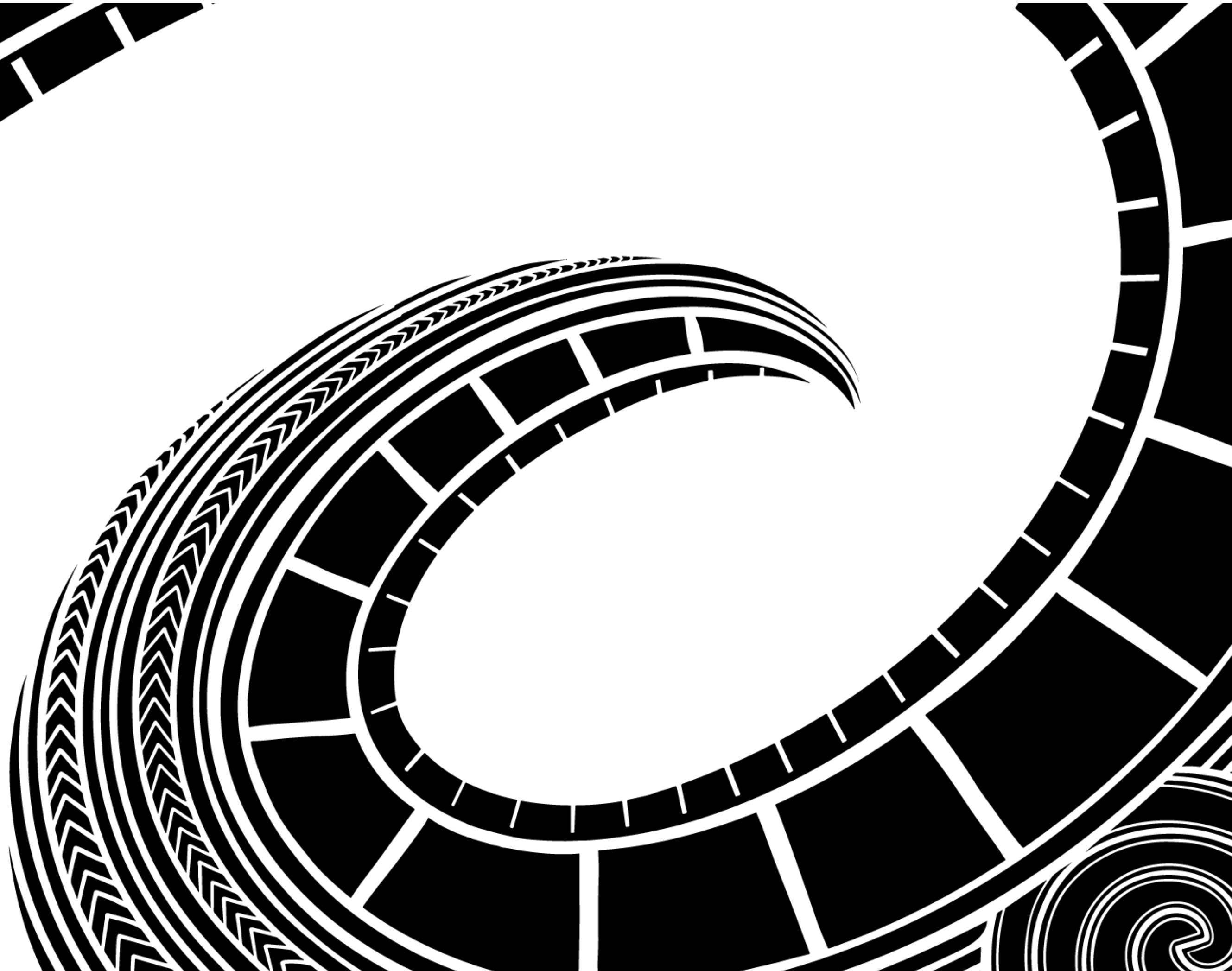




THANK YOU!!

AND SEE YOU IN SEPTEMBER 17-20, 2026

APPENDIX



PATRON CIRCLE

\$50,000

As PIFF expands, we would like to share the experience with one unique sponsor that exemplifies our mission to preserve and promote Pacific Island Art and Entertainment. As our very-first patron level sponsor you will receive:

- Title Sponsorship for the 2026 Pacific Island Film Festival
- Pre-roll :15 ad rolls ahead of all of our activations for the film festival and all ancillary events, including our relationship with AMC Networks.

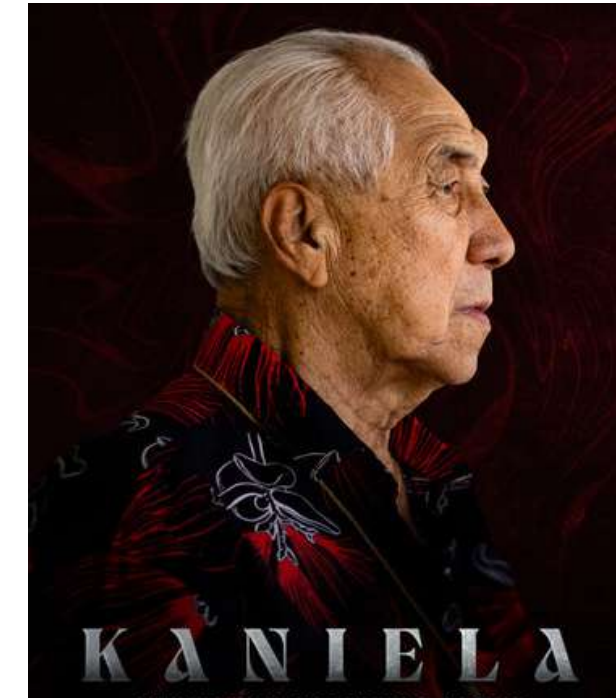


TITLE SPONSOR

\$15,000

Title sponsorship is a singular opportunity and offers an elite level of association with festival-wide exposure and title recognition. These benefits include:

- Everything included in Festival Sponsorship, plus:
- Logo Placement and Title Sponsorship Recognition on all festival marketing materials
- Full Brand take-over of one of the following venues:
 - Dinner and a Movie
 - Films Playing at Village East by Angelika
 - Closing Awards Ceremony



You'll also enjoy:

- 10 Tickets to all events
- 10 Swag Bags

FESTIVAL SPONSOR

\$10,000

A Festival Sponsorship offers preferred status and second-tier recognition with festival-wide exposure. Your company is awarded major visibility, exclusive benefits and VIP access throughout the Festival. These benefits include:

- Everything included in Studio Sponsorship, plus:
- Logo Placement and Festival Sponsorship Recognition on festival marketing materials
- One film or film block with sponsor recognition



You'll also enjoy:

- 8 Tickets to all events
- 8 Swag Bags

STUDIO SPONSORSHIP

\$5,000

Studio Sponsorship offers major benefits and third-tier recognition in all Festival programming, website and social media, plus enhanced benefits and access to the Festival. These benefits include:

- Logo Placement and Studio Sponsorship Recognition on festival marketing materials
- Sponsoring or presenting one filmmaker Q&A



You'll also enjoy:

- 5 Tickets to all events
- 5 Swag Bags



AWARD SPONSOR

\$1,500

Awards Sponsorship offers the opportunity to present an award with sponsor recognition and exposure to the overall festival. Your benefits will include:

- Online and In-person Editor Recognition

You'll also enjoy:

- 2 Tickets to all events
- 2 Swag Bags



LEA TUPU'ANGA
DIRECTED BY VEA MAFILE'O

PIFF NYC
piffnyc.org

A young speech therapist disconnected from her Tongan heritage lies about her Tongan language skills to get a job. Out of her depth, she must find a way to communicate or risk her patient's life.

Directors Statement: My father is Tongan and my mother is Palangi (New Zealand European). As a hafi kasi, what interests me most about this story is it presents prejudice from a unique viewpoint – highlighting the cultural judgement that hafi kasi face from full-blooded Pacific Islanders and the negative attitudes towards an identity that teeters on the edges of two cultures.

This external judgement around cultural identity is an issue that has presented itself in my life in different ways. As hafi kasi women, myself and writer Luciane Buchanan have drawn heavily on our own lived experience in relation to how the character "Katherine" is perceived and insecurities surrounding her identity.

Best Short is sponsored by Film Fiji, the film commission of the Republic of Fiji, tasked with managing the government's film and television incentives. The commission provides location services, administers the rebate process, grants film permits and facilitates necessary approvals from authorities such as the tax department, immigration and other government departments.



PIFF NYC 2024
AWARD SPONSOR

INDIVIDUAL CONTRIBUTIONS

DONATE TO PIFF ANY AMOUNT IS APPRECIATED

As a 501(c)3 we are happy to accept your donation to PIFF. Your donations will go towards continuing to platform Pacific Island creatives for the Film Festival, and beyond in our ancillary events.



IN-KIND DONATIONS REACH OUR AUDIENCE

PIFF is proud to also promote AANHPI companies via our swag bag!

Give our attendees, sponsors and supporters a taste, a preview, a discount to your company's product!

VIP bags: 75
General Swag: 200

PROGRAM AD \$250

Ad placement in festival program



A STAY WITH NEW YORK SOUL

Inspired by New York soul and the Hell's Kitchen neighborhood we call home, CIVILIAN brings the energy of the city indoors. Artists and audiences converge in spaces that have been dreamed up by architect David Rockwell—each room, restaurant, and outdoor hangout curated to reflect the spirit of the city we love. Designed for you and directed by you, this is a place to customize your own stay, rub shoulders with the city's creative class, and unwind in style.

CIVILIAN HOTEL
305 WEST 48TH STREET
NEW YORK, NY 10036

646-692-8012
HELLO@CIVILIANHOTEL.COM

 @civilianhotel
<https://www.civilianhotel.com/>

OTHER SPONSORSHIP OPPORTUNITIES

ANCILLARY EVENT + \$2,500



All year long PIFF produces events to extend the reach of our films to some of the most iconic venues and events in NYC. In 2026 our ancillary events will be held at:

- Brooklyn Museum
- The Metropolitan Museum
- Highline
- Queens Botanical Gardens



AMC NETWORK AND THE FUTURE OF FILM \$1,000 - \$2,500

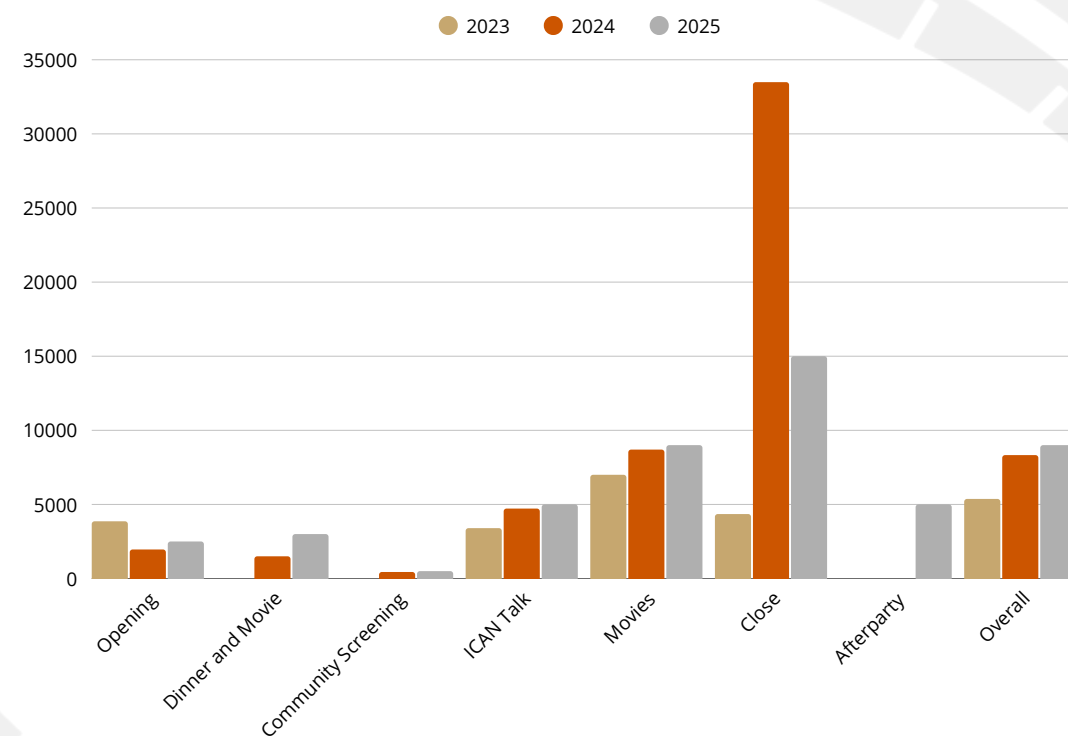


This year, we were inducted into AMC Network's "Future of Film" program, highlighting independent shorts throughout 2026.

During the month of May 2026, PIFF will have its own channel on AMC+ showcasing short films curated from past year's programming. Your support will facilitate Marketing and Promotion of the Channel to ensure that all of our PI community is aware and has access to view!

BUDGET - FILM FESTIVAL

- **2025: \$110,000**
 - Venue Rental: \$40,000
 - Entertainment: \$12,000
 - Admin and Insurance: \$9,700
 - Marketing and Advertising: \$8,123
 - Merchandise: \$5,000
 - Catering and Dining: \$25,000
 - Rental Equipment: \$10,000



2025 SPONSORS

