



さくら祭り

SAKURA MATSURI
JAPANESE STREET FESTIVAL



Sakura Matsuri 2021 Year in Bloom

-Supporters Program-

Japan-America Society of Washington DC's Sakura Matsuri - Japanese Street Festival is the largest single-day celebration of Japanese Culture in the United States. Sakura Matsuri is also the largest event and grand finale of Washington, D.C.'s world famous National Cherry Blossom Festival.

Every spring, JASWDC holds the *Sakura Matsuri – Japanese Street Festival*, bringing over 30,000 people to Pennsylvania Ave, at the foot of the National Capitol building, for a celebration of Japanese culture. The Sakura Matsuri Japanese Street Festival is an important part of the fabric of U.S.-Japan people-to-people relations, and it serves as an important symbol of Japan's importance in the United States.

Due to the global pandemic, JASWDC has delayed the 60th anniversary of the Sakura Matsuri until April 9th, 2022. However, in its place JASWDC will extend Sakura Matsuri-themed programs throughout the year. The Sakura Matsuri 2021 - Year in Bloom will offer pandemic-friendly opportunities for Sakura Matsuri attendees, exhibitors, sponsors, and volunteers to safely celebrate Japanese culture and get excited for the in-person return of the Sakura Matsuri 60th Anniversary in 2022.

The Sakura Matsuri 2021 - Year in Bloom will include:

April 3rd Kickoff: Sakura Matsuri Virtual Community Gathering

JASWDC will convene a three-hour Sakura Matsuri Virtual Community Gathering, inviting special performances and exhibits to the Hopin Stage, and assembling a live virtual exposition of the Festival's vendors and exhibitors. The event is free for both exhibitors and participants.

Sakura Matsuri - Beyond Tokyo Virtual Programming Series

The Sakura Matsuri - Beyond Tokyo Virtual Programming Series will explore Japan's rich regional diversity through JASWDC's cooking classes, language and culture programming, sake tastings, and seminars. Between March and December of 2021, JASWDC will present five clusters of programs that highlight the cuisine, language, history, politics, and art of the prefectures and regions that will exhibit at the 2022 Festival.

Sakura-Samurai Drive-in Movie Series at the Arboretum

On four nights spread through the Summer/Autumn 2021, JASWDC will present a Japanese samurai drive-in movie experience at the National Arboretum, pairing samurai movies with Japanese cuisine from local vendors. The events serve our community's appetite not only for the cuisine, but also for a pandemic-friendly opportunity to get outside of the house and engage in an activity that beautifully blends classic Japanese culture (samurai and cuisine) with classic American culture (the drive-in movie experience).

Sakura Matsuri 2021 - Year in Bloom Sponsorship Opportunities

○ **Sakura Supporter - \$2,500**

General Sponsorship for the Sakura Matsuri 2021 -Year in Bloom

- Name and clickable logo included in sponsor section of Sakura Matsuri Virtual Community Gathering (Saturday, April 3rd) through December 31, 2021**
- Name and clickable logo in *Sakura Supporter Section* of sakuramatsuri.org sponsorship web-page (85,000 unique visitors)** through December 31, 2021
- Name listed or mentioned during all Sakura Matsuri Year-Round Festival in 2021 programs

○ **Program-Specific Sponsor- \$2,500**

*Event sponsorship of:
Virtual Community Gathering
One Beyond Tokyo Regional Cluster
Two Sakura Samurai films*

- Name and clickable logo included in sponsor section of Sakura Matsuri Virtual Community Gathering (Saturday, April 3rd)**
- Name and clickable logo in *Event Sponsor Section* of sakuramatsuri.org sponsorship page (85,000 unique visitors)**
- Name and logo prominently listed as event sponsor on any marketing materials for your selected event and verbally recognized during event.
- Exhibition rights at event (applies to Virtual Community Gathering and Sakura Samurai Series)

○ **Marquis Sponsorship - \$5,000**

All of the listed Sakura Supporter and Program-Specific Sponsor benefits, plus:

- Clickable logo on homepage of sakuramatsuri.org
- Name and logo listed in Sakura Matsuri community e-mails (20,000 person Sakura Matsuri mailing list)

For additional information and custom sponsorship opportunities, please contact Yuko Smith at yukos@jaswdc.org.



Company Name: _____

Contact Name: _____

Telephone: _____ **E-mail:** _____

Please find enclosed a check for \$_____ (Make checks payable to JASWDC)

Please send our company an invoice for \$_____

Please call us for credit card payment of \$_____

Please provide our company with a W-9 form

Please notify JASWDC by Friday, March 26, 2021 of your support.

**Japan-America Society of Washington DC
ATTN: Program Supporter
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Washington, D.C. 20036
(202) 833-2210
E-mail address: info@jaswdc.org**

****Logo must be submitted by Wednesday, March 31, 2021**