



THE JAPAN-AMERICA SOCIETY  
OF WASHINGTON DC



SAKURA MATSURI  
JAPANESE STREET FESTIVAL

# **SAKURA MATSURI**

## **JAPANESE STREET FESTIVAL**

*Saturday, April 9 and Sunday, April 10, 2022*

### **- Supporters Program -**

Japan-America Society of Washington DC's *Sakura Matsuri – Japanese Street Festival* is the largest exhibition of Japanese culture in the United States. Southern Living Magazine calls the Sakura Matsuri “The must-see event of the National Cherry Blossom Festival”. The Sakura Matsuri includes the two-day festival, the April 9 Sakura Matsuri Chairman’s Hospitality VIP Reception, and the mid-winter *Sakura Matsuri: US-Japan Smart Infrastructure* sponsor recognition reception on Capitol Hill.

In 2022, the Festival will celebrate its 60<sup>th</sup> anniversary. To mark the occasion, and in recognition of the special importance of Japan to the District of Columbia and the United States, the City of Washington, D.C. has approved the Festival becoming a two-day event for the first time in its history.

Sakura Matsuri presents a unique opportunity to expand brand recognition with a highly targeted Japan-loving audience. The Festival draws as many as 40,000 people in just one day, most of whom are local to the National Capital Region, many of whom work in the government and policy community. Virtually all attendees express an interest in Japan, Japanese brands, and Japanese culture.

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JASWDC relies on support from our community—through a variety of different means—to be able to run these expensive and complex programs. We are pleased to once again invite support of the Festival through our *Sakura Matsuri Supporters Program*, which offers JASWDC partners a means of providing critical resources to the program, while enjoying limited on-site and publicity benefits associated with the event.

For supporters who wish to have a larger presence during the Festival, in some cases including in-person representation, JASWDC also offers a separate Sakura Matsuri Sponsorship Program which offers broader and more specialized on-site and virtual marketing benefits.

Please contact Ryan Shaffer ([rshaffer@jaswdc.org](mailto:rshaffer@jaswdc.org)) for more information about both the Sakura Matsuri Supporters Program and Sponsorship Program. .

JASWDC thanks you for your support!

**Sakura Matsuri Supporter Program Levels of Support, 2022**

	<b>SakuraMatsuri.org website (approx. 85K unique visitors)*</b>	<b>Sakura Matsuri Festival Guidebook App* (used by Festival attendees)</b>	<b>Festival Tickets w/Chairman's Hospitality Reception Invitations</b>	<b>Capitol Hill Reception Invitation (Winter 2022)</b>
<b>Sakura Supporter (\$5,000)</b>	Logo listed as Sakura Supporter; Link to company website included	Clickable/linked logo listed as Sakura Supporter	5	2
<b>Sakura Supporter (\$2,500)</b>	Logo listed as Sakura Supporter	Logo listed as Sakura Supporter	3	1
<b>Sakura Supporter (\$1,500)</b>	Name listed as Sakura Supporter	Name listed as Sakura Supporter	2	1
<b>Local Blossom Supporter (small local businesses) (\$500)</b>	Name listed as Sakura Supporter	Name listed as Sakura Supporter	2	

Please contact JASWDC, Ryan Shaffer (rshaffer@jaswdc.org) for any inquiries regarding the supporter program including payment information. Please notify JASWDC by February 21, 2022.

Please note applications can be accepted after February 21, 2022, but we cannot guarantee a listing in all publicity materials after this date.

\*Logo and company information must be submitted by February 28, 2022