



SAKURA MATSURI - JAPANESE STREET FESTIVAL

Saturday, April 15 and Sunday, April 16, 2023

- Supporters Program -

Japan-America Society of Washington DC's *Sakura Matsuri – Japanese Street Festival* is the largest festival exhibition of Japanese culture in the United States. The 2023 Sakura Matsuri includes our two-day festival, the April 15 Sakura Matsuri Chairman's Hospitality Reception, and the mid-winter Capitol Hill Reception sponsor recognition event.

Sakura Matsuri is a unique opportunity to expand brand recognition with a highly targeted Japan-loving audience. The Festival draws as many as 44,000 people over two days, most of whom are local to the National Capital Region, many of whom work in government and policy community. Virtually all attendees express an interest in Japan, Japanese brands and Japanese culture.

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 through our *Sakura Matsuri Supporters Program*, which offers JASWDC partners a means of providing critical resources to the program at once, while enjoying limited on-site and publicity benefits associated with the event.

We are encouraging organizations to consider joining the Sakura Matsuri Supporters Program.

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

Please contact Jessica Webster (jwebster@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, 2023

	SakuraMatsuri.org website (approx. 85K unique visitors)*	Sakura Matsuri Festival Guidebook App* (used by Festival attendees)	Festival Tickets w/Chairman's Hospitality Reception Invitations	Capitol Hill Reception Invitation (Winter 2023)
Sakura Supporter (\$5,000)	Logo listed as Sakura Supporter; Link to company website included	Logo listed as Sakura Supporter; Company info displayed	5	2
Sakura Supporter (\$3,500)	Logo listed as Sakura Supporter	Logo listed as Sakura Supporter	3	1
Sakura Supporter (\$1,500)	Name listed as Sakura Supporter	Name listed as Sakura Supporter	2	1
Local Blossom Supporter (small local businesses) (\$500)	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, 2023.

Please note applications can be accepted after February 21, 2023 but we cannot guarantee a listing in all publicity materials after this date.

*Logo and company information must be submitted by February 28, 2023.