

## 2024 NATIONAL JAPAN BOWL

# SPONSORSHIP GUIDE



# 32nd National Japan Bowl

The National Japan Bowl is America's premier high school-level Japanese Language competition

Each spring the Japan-America Society of Washington DC brings together 200 of the country's top high school-level Japanese language students for two days of competition, cultural events, and networking.

The National Japan Bowl serves as a critical piece of the infrastructure that fosters the next generation of US-Japan experts. It simultaneously brings a layer of prestige and excitement to American high school Japanese programs, helping educators defend their programs against ever-present budget pressures and funding cuts.

**Nearly 70,000 high schoolers across the United States study Japanese as their foreign language. The Japan Bowl exists to recognize and encourage these students.**





# JAPAN BOWL IS...

## CHALLENGING

The National Japan Bowl is a high-intensity competition that tests the students' knowledge of Japanese language, and of the culture, history, and social context that brings the language to life. The 31st National Japan Bowl will be held at the University of Maryland, on April 13-14, 2023.

The National Japan Bowl's top winners travel to Japan for a week of cultural experiences with host families and Japanese students, and an audience with dignitaries including Her Imperial Highness Princess Takamado, the Japan Bowl's honorary patron. JASWDC has supported the creation of seventeen regional Japan Bowl competitions across America and around the world, giving the program a global impact and visibility.

## GLOBAL

# For the students, Japan Bowl is enjoyable ...and challenging.

The 2021 survey of National Japan Bowl students indicated that 98% of students intend to continue studying Japanese in college, and nearly 90% want to study abroad in Japan for a semester, year, or all four years. Many cite their participation in the National Japan Bowl as inspiration for them to continue pursuing the language.

JASWDC's goal is to strengthen students' interest in Japan and encourage them to continue their study of Japanese. We also hope to foster a cohort of young people who will take a long-term interest in the improvement of US-Japan relations across a variety of fields - from engineering and computer science, to education and political science.



Participating in Japan Bowl motivated me to move beyond just studying a language in the classroom, allowing me to gain cultural awareness and a new understanding of the world. Japan Bowl fostered my passion for Japanese language and culture, encouraging me to continue studying Japanese, and plan to study abroad. Now, as an East Asian Studies major, I strive to use the cultural knowledge that Japan Bowl has given me in the future to promote awareness of Japanese culture and strengthen the US relationship with Japan.

**Brandon Jagdhar, Townsend Harris High School (New York)**



Rather than just a competition, the Japan Bowl is more of an experience where the friendships and memories we make along the way, the knowledge and understanding we accumulate, and the practical skills we learn are just as fulfilling as fighting for the top. I owe a lot to Japan Bowl, for the study skills and teamwork it instilled in me, for the great bonds I established both at school and during my time in Japan, and for pushing me to focus my current studies and future around Japanese culture — I hope that one day I too will be able to give all the knowledge and lessons I have gained back to the community.

**Margaux Gackiere, Cupertino High School (California)**



Participating in Japan Bowl was a great experience! It motivated me to learn more about the history and culture of Japan, and it gave me the opportunity to see many amazing things. Because of Japan Bowl I was able to attend the cherry blossom festival in Washington D.C. The performances I saw there by the Taiko groups and the shamisen player Keisho Ono are memories that are special to me. I also had the chance to travel to Japan! I will not forget the people I met on my trip, especially my host family. I went to areas of Japan that most tourists don't get to see, and I found rural Japan extremely beautiful. I am so glad that I got to be a part of Japan Bowl!

**Nephi Suyama, American Fork High School (Utah)**



# **SPONSORING THE 2024 NATIONAL JAPAN BOWL**

**JASWDC welcomes both financial and in-kind support for the National Japan Bowl.**

National Japan Bowl enjoys widespread national visibility with a highly targeted Japan-friendly audience. In the first year of live streaming the competition's final rounds, the National Japan Bowl reached over 3.8K live viewers in the United States, Japan, and elsewhere in the world. National Japan Bowl benefits from additional media exposure through JASWDC (over 15,000 followers across our platforms) and partner organization marketing efforts. The program offers national and global sponsor visibility through JASWDC's distribution of the Japan Bowl Study guide, which forms the basis for intellectual content of Japan Bowls in the US and across the world.

**Japan Bowl enjoys media attention, as well as praise from the governments and political leaders of both Japan and the United States.**





# Sponsorship Opportunities

Highlights of the visibility, networking, and engagement benefits offered to National Japan Bowl sponsors include:

## Web & Social Media Exposure

- Company name and logo listed on the Japan Bowl and Sakura Matsuri websites and sponsor pages
- Japan Bowl related social media mentions

## On-site Visibility

- Naming rights for the Championship Round and special student achievement awards
- Company representative as Championship round special judge
- Recognition of company name and logo during the opening and closing ceremonies
- Advertisement during Championship Round live stream
- Logo, link, & NJB sponsorship level on the Japan Bowl website
- Opportunity to provide promotional table/items during participant registration session
- Physical booth/promotional items at venue

## Global Visibility

- Championship Round broadcast naming rights
- Eligible for a student visit to company site during the Tokyo Champions Trip
- Company logo printed on the official Japan Bowl t-shirt
- Presented as Champions Trip sponsor
- Logo placement on the official Japan Bowl t-shirt

**For a complete list of corporate sponsorship benefits, please see the sponsorship level & benefits chart on page 7.**



# JAPAN BOWL

## Sponsorship Levels & Benefits Chart

		Host \$50,000+	Presenting \$25,000+	Platinum \$15,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$3,500+	Community \$1,500+
Naming Rights	Closing Ceremony naming rights	✓						
	Naming rights for special achievement awards			✓				
Opening/Closing Ceremonies	Company rep as Championship Round special judge	✓	✓					
	Company named during President's remarks	✓	✓	✓	✓	✓		
	Name/logo displayed in ceremony on-screen slide shows	Company logo	Company logo	Company logo	Company logo	Company logo	Company name	
	Advertisement between Championship Rounds	✓						
	Verbal mention between Championship Rounds	✓	✓					
	Sponsorship of audience quizzes between championship rounds				✓			
Venue Advertising	Logo and sponsorship level on sponsor banners	Prominent Placement	Prominent Placement	Prominent Placement	Prominent Placement	Prominent Placement	Placement	
	Naming rights for networking events and receptions		✓	✓				
	Booth & promotional items at Opportunities in Japan Fair	✓	✓	✓	✓	✓	✓	✓
	Presentation workshop during competition	✓	✓	✓	✓	✓	Universities Only	
National Japan Bowl Website & Program	Company logo & link on Japan Bowl website	Homepage & Sponsor Page	Homepage & Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page		
	Company name on Japan Bowl website						Sponsor Page	Sponsor Page
Social Media (Feb-April)	Japan Bowl-related social media mentions	3	2	1	1			
Sakura Matsuri Program & Website (85,000+ unique viewers)	Company listed in Sakura Matsuri sponsorship materials	Company logo and link	Company logo and link	Company logo and link	Company logo and link	Company logo and link	Company name	
Study Guide	Name/logo displayed in 2025 study guide used by National, Regional, & Global Japan Bowls	Company logo	Company logo	Company logo	Company logo	Company logo	Company name	
Japan Champions Trip	Logo placement on official Japan Bowl t-shirt	Prominent Placement	Prominent Placement	Placement	Placement			
	Rep invited to accompany group at Tokyo VIP meetings	✓						
	Student visit to company site in Japan (pending permission)	✓						
JASWDC Corporate Membership	One year of JASWDC Corporate membership	Yokozuna level	Ozeki level	Sekiwake level (Universities only)	Sekiwake level (Universities only)	Sekiwake level (Universities only)		

# J★PAN BOWL

*The Japan Bowl is a registered trademark of the Japan-America Society of Washington DC.*

For questions and inquiries regarding sponsorship of  
the National Japan Bowl, please contact Japan Bowl  
Director Elece Smith at [esmith@jaswdc.org](mailto:esmith@jaswdc.org).

For more information about the Japan Bowl,  
please visit [www.japanbowl.org](http://www.japanbowl.org)



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