



2010 Cherry Blossom Festival Southern California Sponsorships

The 2010 Cherry Blossom Festival Southern CA and the Cherry Blossom committee and production team are pleased to announce its sponsorship program. While specific sponsorship levels and their associated benefits have been identified, custom opportunities are available. If there is a specific marketing goal which will benefit your company in conjunction with this festival, we are interested in discussing your individual needs and developing an opportunity for participation. The Festival committee strives to meet the needs of its sponsors and attendees, and to look for new ways to improve the Festival. As a corporate sponsor, your participation will enhance this event and your support is greatly appreciated! This event is produced by a Volunteer Team and entirely underwritten by private donations and sponsors. For sponsorship information, please contact Wendy Anderson at 626-683-8243 or wowproductions2@earthlink.net.

TITLE SPONSOR PACKAGE IS AVAILABLE FOR THE 2010 FESTIVAL!

Platinum Sponsor - \$30,000 (includes unique brand stand booth)

- Special Banners created by the Festival will be displayed at the 2010 Cherry Blossom Festival in strategic areas and inclusion on the main stage banner prominently featuring the logo of the Platinum Sponsor. The Main Stage features elements of the Cherry Blossom Festival which have the largest fan base. The main stage will be utilized for top performances including dance, performance and taiko as well as our Senator Daniel Inouye Leadership Awards, Teachers Making A Difference Award and the George Kiriyama Educational Excellence Award as well as the ever popular Kimono Fashion Show. Sunday we will be bringing back the popular “Best in Show – Most Photogenic Dog Contest”. Platinum Sponsor will have stage presence during the Award Ceremonies or other stage participation or presence. Participate in the Opening Ceremonies which is traditionally opened by the Consul General of Japan. Participate in the VIP Reception Program held a week prior to the Festival.
- Unique brand stand booth at the entrance to the Festival.
- Sponsor participation in media promotions. The event has been featured in numerous publications including Pasadena Star News the Rafu Shimpo, largest national Japanese newspaper; Los Angeles Times; Downtown News, LA Parent Magazine, The Epoch Times, Auto Club Westways, Family Circle Magazine as well as a variety of other local newspapers in cities Los Angeles, San Gabriel, Orange County, Sierra Madre, and ethnic papers, etc.. We were also promoted on radio stations The Kost and The Wave/KEARTH. Sponsors will be promoted especially top sponsors as ability with media allows.
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Platinum Sponsor will receive 20 tickets to this event.
- The corporate logo will be included in prominent positioning on all printed materials, including the on-site event program.
- Distribute marketing or promotional materials at the VIP Reception.
- A minimum of 6 additional banners (provided by sponsor) will be strategically placed for maximum visibility throughout the festival area.
- Direct website link and online marketing opportunities,
- Public recognition throughout the day at the Festival.
- Full page black/white prominent ad in the Program Handout

Gold Sponsor - \$20,000

- Strategically placed banners throughout the festival with company identified as Gold Sponsor.

- Special Banners created by the Festival will be displayed at the 2010 Cherry Blossom Festival in strategic areas and inclusion on the main stage banner prominently featuring the logo of the Platinum Sponsor. The Main Stage features elements of the Cherry Blossom Festival which have the largest fan base. The main stage will be utilized for top performances including dance, performance and taiko as well as our Senator Daniel Inouye Leadership Awards, Teachers Making A Difference Award and the George Kiriya Educational Excellence Award as well as the ever popular Kimono Fashion Show. Sunday we will be bringing back the popular “Best in Show – Most Photogenic Dog Contest”.. Platinum Sponsor will have stage presence during the Award Ceremonies or other stage participation or presence. Participate in the Opening Ceremonies which is traditionally opened by the Consul General of Japan. Participate in the VIP Reception Program which will be held on Tuesday, March 30th.
- Sponsor participation in media promotions. The event has been featured in numerous publications including Pasadena Star News the Rafu Shimpo, largest national Japanese newspaper; Los Angeles Times; Downtown News, LA Parent Magazine, The Epoch Times, Auto Club Westways, Family Circle Magazine as well as a variety of other local newspapers in cities Los Angeles, San Gabriel, Orange County, Sierra Madre, and ethnic papers, etc.. We were also promoted on radio stations The Kost and The Wave/KEARTH. Sponsors will be promoted especially top sponsors as ability with media allows.
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Gold Sponsor will receive 12 tickets to this prestigious event.
- The corporate logo will be included in prominent positioning on all printed materials, including the on-site event program.
- Distribute marketing or promotional materials at the VIP Reception..
- Opportunity for main stage participation.
- A minimum of 4 additional banners (provided by sponsor) will be strategically placed for maximum visibility throughout the festival area.
- Direct website link and online marketing opportunities,
- Public recognition throughout the day at the Festival.
- Full page black/white ad in the Program Handout

Silver Sponsor - \$10,000

- Strategically placed banners throughout the festival with company identified as Silver Sponsor.
- Special Banners created by the Festival will be displayed at the 2010 Cherry Blossom Festival in strategic areas and inclusion on the main stage banner prominently featuring the logo of the Silver Sponsor. The Main Stage features elements of the Cherry Blossom Festival which have the largest fan base. The main stage will be utilized for top performances including dance, performance and taiko as well as our Senator Daniel Inouye Leadership Awards, Teachers Making A Difference Award and the George Kiriya Educational Excellence Award as well as the ever popular Kimono Fashion Show. Sunday we will be bringing back the popular “Best in Show – Most Photogenic Dog Contest”.. Platinum Sponsor will have stage presence during the Award Ceremonies or other stage participation or presence. Participate in the Opening Ceremonies which is traditionally opened by the Consul General of Japan. Participate in the VIP Reception Program which will be held a week prior to the Festival.
- Sponsor participation in media promotions. The event has been featured in numerous publications including Pasadena Star News the Rafu Shimpo, largest national Japanese newspaper; Los Angeles Times; Downtown News, LA Parent Magazine, The Epoch Times, Auto Club Westways, Family Circle Magazine as well as a variety of other local newspapers in cities Los Angeles, San Gabriel, Orange County, Sierra Madre, and ethnic papers, etc.. We were also promoted on radio stations The Kost and The Wave/KEARTH. Sponsors will be promoted especially top sponsors as ability with media allows.
- A VIP reception will be held on Tuesday, March 30th. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Silver Sponsor will receive 10 tickets to this prestigious event.
- The corporate logo will be included in prominent positioning on all printed materials, including the on-site event program.

- Opportunities to drive retail traffic, if desired will have a booth in a prominent position.
- Distribute marketing or promotional materials in VIP reception goody bags.
- Opportunity for main stage signage.
- A minimum of 4 additional banners (provided by sponsor) will be strategically placed for maximum visibility throughout the festival area.
- Direct website link and online marketing opportunities,
- Public recognition throughout the day at the Festival.
- Half page black/white ad in the Program Handout

Hawaiian Village Sponsor - \$5,000

- The Hawaiian Village will feature numerous Hawaiian crafters, Polynesian dancers, lei making demonstrations, and Hawaiian cuisine. This is quickly becoming one of the most popular areas of the festival and it is a natural gathering point by festival attendees
- On-site booth space, with prominent positioning in the Hawaiian Village
- Sponsor may place banner(s) in the Hawaiian Village or on the Hawaiian Stage
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Cherry Blossom Hawaiian Village sponsor will receive 6 tickets to this prestigious event
- Category exclusivity, specific to your company's business
- A minimum of 2 additional banners (provided by sponsor) will be strategically placed for maximum visibility throughout the festival area.
- Onstage acknowledgement and participation on the Hawaiian Stage
- Distribute marketing or promotional materials in VIP reception goody bags.
- Public announcements throughout the day at the festival on Hawaiian Stage
- Direct website link and online marketing opportunities
- Logo on event program

Health Expo - \$5,000 or for Top Billing - \$10,000 for the Health Expo Area (\$10,000 sponsor see above for benefits)

- The Health Expo area provides lifestyle, healthy living, and up-to-date information on various resources in greater Los Angeles area. Your banner will be placed in a prominent position at the event.
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Health Expo sponsor will receive 6 tickets to this prestigious event.
- A minimum of 2 additional banners (provided by sponsor) will be strategically placed for maximum visibility throughout the festival area.
- Distribute marketing or promotional materials in VIP reception goody bags.
- On-site booth space, with prominent positioning in the Health Expo area.
- Public announcements throughout the day at the festival.
- Direct website link and online marketing opportunities.
- Logo on event program.

Cultural Pavilion - \$5,000

- The Cultural Pavilion will host a variety of exhibits of the Japanese culture and the Japanese American history in the United States as well as history about the Internment experience through, photos, paintings. We provide the space and set up free of charge for the displays and exhibits.
- On-site booth space, with prominent positioning near the Cultural Pavilion.
- Sponsor banner(s) placed near or around the outside of the Cultural Pavilion.
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians
- The Cultural Pavilion sponsor will receive 6 tickets to this prestigious event
- A minimum of 1 additional banners (provided by sponsor) will be strategically placed for maximum visibility throughout the festival area.
- Public announcements throughout the day at the festival.
- Direct website link and online marketing opportunities.

- Distribute marketing or promotional materials in VIP reception goody bags
- Logo on event program

VIP Reception Sponsor - \$3,500

- The VIP reception is a unique opportunity to host one of the most prestigious elements of the Cherry Blossom Festival. Past locations for the VIP reception have included the Japanese American National Museum, Pacific Asia Museum, the Wrigley Mansion, Flutter's, City of Los Angeles Bradley Towers and Japon Bistro.
- A banner will be placed featuring your corporate logo at the registration table as an official welcome and introduction to the VIP reception. The VIP reception sponsor will have an area inside the reception, in prominent positioning, for a booth or table to feature your company's products and/or services.
- A VIP reception is held a week prior to the Festival. The VIP Reception Sponsor will receive 12 tickets to this event such that your key customers and clients will know how dedicated your company is to this event.
- Category exclusivity, specific to your company's business, at the VIP reception.
- Distribute marketing or promotional materials in VIP reception goody bags.
- On-site booth space, with prominent positioning at the Festival.
- Public announcements throughout the day at the Festival.
- Direct website link and online marketing opportunities.
- Logo on event program.

Martial Arts Sponsor – Silver Swords Tooth Arena - \$3,500

- The martial arts area continues to grow as more and more attendees and local martial arts performers attend and showcase their arts at the Cherry Blossom Festival.
- Sponsor can place banner(s) in a prominent position at the event or around the martial arts arena.
- 10x10 on-site booth space at the festival within Martial Arts stage with canopy, table & chairs or we will provide the space for you to set up your own booth and promotional canopy.
- Logo on event program,
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Martial Arts sponsor will receive 6 tickets to this prestigious event,
- Distribute marketing or promotional materials at the VIP Reception
- Public announcements throughout the day at the festival at Martial Arts Stage
- Opportunity to introduce performances
- Direct website link and online marketing opportunities.

Volunteer Sponsor – \$3,500

- Sponsor various needs for Volunteers to include meals, tee-shirts, gift bags, special volunteer drawings, snacks and drinks.
- A banner will be placed featuring your corporate logo at Volunteer Booth and at the festival.
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians The Volunteer Sponsor will receive 6 tickets to this event such that your key customers and clients will know how dedicated your company is to this event.
- Distribute marketing or promotional materials at the VIP Reception.
- On-site booth space, with prominent positioning at the Festival.
- Logo on event program
- Public announcements throughout the day at the festival.
- Direct website link and online marketing opportunities.

Event Program - \$3,500

- Event Program handout is created for attendees and includes all the information about the Festival. Front cover includes the logos of all the Sponsors

- A VIP reception is held one week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. Event Program Sponsor will receive 6 tickets to this prestigious event.
- Prominent full page black/white ad in the Program Handout
- Direct website link and online marketing opportunities
- Distribute marketing or promotional materials at the VIP Reception.

Kids Craft Area - \$1,800

- Cherry Blossom Festival sets up an area for kids providing them the opportunity to create a variety of free crafts.
- Organization can place its banner around the area which is a 30'x 40' area with a canopy. This area is a big favorite of attendees of the festival.
- 10x10 on-site booth space in the Kids Craft area with canopy, table & chairs for promotional opportunities for the organization.
- Logo on event program,
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Kids Craft Area sponsor will receive 4 tickets to this prestigious event,
- Direct website link and online marketing opportunities

Corporate Associate Sponsor – starting at \$1,800

- This sponsorship is for those corporations who would like to participate as a supporter of the festival in a more limited capacity,
- 10x10 on-site booth space at the festival with canopy, table & chairs or we will provide the space for you to set up your own booth and promotional canopy.
- Logo on event program,
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. Corporate Associate Sponsor will receive 4 tickets to this prestigious event,
- Direct website link and online marketing opportunities.

Children's Cultural Storytelling Area – \$1,500

- The children's reading area will feature cultural story telling and reading to the younger audience at the Cherry Blossom Festival. To introduce children to the cultural diversity through story telling, Japanese folk tales will be read periodically throughout the two day event. This is going to be a very fun and lively area of the festival.
- On-site booth space, with prominent positioning near the Children's Storytelling area,
- Your banner will be placed near the Children's Storytelling Area.
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. The Children's Reading Area sponsor will receive 4 tickets to this prestigious event,
- Logo on event program.
- Direct website link and online marketing opportunities.

Cherry Blossom "Teachers Making a Difference" & "George Kiriya Educational Excellence" Awards - \$1,500

- Sponsor can place banner(s) at the event.
- Logo on event program,
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. Will receive 2 tickets to this prestigious event,
- Public announcements on the stage during the ceremony and promoted prior to ceremony.
- On stage during the Awards Ceremony
- Direct website link and online marketing opportunities.

Cherry Blossom Senator Daniel Inouye Leadership & Community Treasure Awards - \$1,200

- Sponsor can place banner(s) at the event.
- Logo on event program,
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. Will receive 2 tickets to this prestigious event,
- Public announcements on day of event and during the ceremony.
- On stage during the Awards Ceremony
- Direct website link and online marketing opportunities.

Kimono Fashion Show - \$1,200

- Sponsor can place their banner(s) at the event and signage during the Kimono Fashion Show on Saturday, April 10, 2010 on the mainstage.
- Logo on event program
- A VIP reception is held a week prior to the Festival. The VIP reception is an excellent networking opportunity as all sponsors are in attendance as well as local celebrities and politicians. Will receive 2 tickets to this prestigious event,
- Public announcements on Sunday prior and during the Fashion Show.
- On stage participation during the Fashion Show
- Direct website link and online marketing opportunities.

TITLE SPONSOR AND ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE INCLUDING

- Title Sponsor, Public Relations, Postage; Printing; Flyers & Poster Printing; Supplies, etc.

MEDIA SPONSORS - CONTACT Wendy Anderson

COMMUNITY DONOR:

If you are not able to participate as a full sponsor but wish to support this Festival as a donor, we appreciate your support for any type of donation you may wish to make and will be listed as a DONOR in the program handout and website.

******* We are open to negotiate the various sponsorships and sponsor perks depending on needs and requests of potential sponsors. Also if full sponsorships are not obtained for certain areas, we are open to sponsors for specifics under certain area.***

Cherry Blossom Festival Southern California 2010

SPONSORSHIP

I/We would like to participate in the Cherry Blossom Festival Southern CA 20 as a sponsor..

Festival Dates: Saturday 4/10/10 and Sunday 4/11/10

The 2010 Cherry Blossom Festival Southern California will be held outdoors on the streets of the Little Tokyo district of downtown Los Angeles.

Date: _____

Name (print): _____

Company: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: () _____ Fax: () _____ Cell () _____

Email address: _____

Website: _____

SPONSORSHIP LEVEL: _____

For more information contact: Wendy Anderson at 626-683-8243 or wowproductions2@earthlink.net

COMMUNITY DONOR: _____

If you are not able to participate as a full sponsor but wish to support this Festival as a donor, we appreciate your support for any type of donation you may wish to make and will be listed as a DONOR in the program handout and website.

Mail form and check to: Pasadena Arts Council/Cherry Blossom Festival Southern CA, 686 S. Arroyo Parkway, #221, Pasadena, CA 91105 Attn: Wendy Anderson Ph: 626-683-8243 Fax: 626-405-8809
E-mail: wowproductions2@earthlink.net www.cherryblossomfestivalsocal.org

We also have ability to accept Credit Cards – we accept Visa, Mastercard, American Express or Discover. We can email or fax this form to you. Or go to www.pasadenaartscouncil.org. Click on Programs & Services. Scroll down to EMERGE Fiscal Sponsor Program and utilize PayPal.

Please find enclosed \$ _____

Cherry Blossom Festival Southern CA is under a fiscal sponsor program under the Pasadena Arts Council. Tax ID#95-2540759