

Saturday, September 8<sup>TH</sup>, 2018  
Downtown Lexington

2018

Japanese Festival  
Kentucky

Japan/America Society of Kentucky

2018 Japan  
festival

日本祭



**DOWNTOWN  
LEXINGTON**  
Courthouse Plaza  
Saturday, September 8th  
11:00 am - 6:00 pm



Japan/America Society of Kentucky  
ケンタッキー日米協会  
[www.jask.org](http://www.jask.org)

 **JASK**  
Japan/America Society of Kentucky  
ケンタッキー日米協会

# Kentucky Japan Festival

## OVERVIEW

**T**HE JAPAN FESTIVAL is Kentucky's largest Japanese Festival, with the goal of bringing traditional and modern Japanese culture to Kentucky, and furthering the Japan America Society of Kentucky's mission of being the bridge between Japan and Kentucky.

In its 10<sup>th</sup> year, the Japan Festival has grown from a fairly small endeavor to having over 10,000 attendees. This year's event will be located in downtown Lexington, at the Robert F Stephens Courthouse Plaza, spanning the entire day from 11:00 a.m. to 7:00 p.m.

Visitors to the event will be able to engage in Japanese traditional culture through trying on Japanese *Yukata* (traditional summer wear), Origami (paper folding), Shuji (calligraphy), as well as modern Japanese culture – including anime, Cosplay, and Japanese music. The festival will engage children and adults with our “Lecture Series” on Japanese culture, food, and language. After hearing all about Japan, festival goers can enjoy great Japanese food and drink and peruse the Japanese Marketplace, where they will find Japanese books, comics, arts, movies, and traditional wear to buy.

The main stage will include Martial Arts demonstrations, Traditional Music and Dance, and an Anime Cosplay contest. There will also be a national recognized Taiko (Japanese traditional drumming) group performing 3 times throughout the day. This group will also give mini-lessons to explain this world famous Japanese music.



The Japan Festival is an interactive event. Festival attendees will not only get to see and experience traditional and modern Japanese culture, but they will have the opportunity to engage with the artists, try on clothes, make crafts, and enjoy the festival activities first-hand. Through this festival, Japan comes to life right here in Kentucky.



# The Japan/America Society of Kentucky

## ABOUT

**T**HE JAPAN/AMERICA SOCIETY OF KENTUCKY, established over 30 years ago in 1987, has been dedicated to sustaining favorable business and community relations between Japan and Kentucky by promoting cooperation and mutual understanding.

Headquartered in Kentucky's Capitol, Frankfort, the Japan/America Society of Kentucky provides member events and services throughout the state.





# Kentucky Japan Festival

## PROMOTIONS & DEMOGRAPHICS



Promotion of the **Kentucky Japan Festival** includes a combination of television, radio, print and web promotion. Additional event promotional materials include pre & post media coverage.

As a Japan Festival Sponsor, allow your audience exposure to reach greater limits – near and abroad.



### NUMBERS OF PARTICIPANTS

10,000+	2017
10,000+	2016
4,500	2011
3,000	2010
2,500	2009

## PAST EVENT MATERIALS

↓ 2009 Poster



↑ Kentucky  
2010 Poster

↓ 2016 Poster



↑ 2017 Poster

# Japan Festival

## SPONSORSHIP OPPORTUNITIES

**O**RGANIZED by the Japan/America Society of Kentucky, the Kentucky Japan Festival is a multicultural celebration in the heart of downtown Lexington. Sponsorship features include event naming rights, promotional materials and media coverage opportunities.

We are pleased to offer your organization the following sponsorship levels:

TITLE SPONSORSHIP \$10,000

PRESENTING SPONSORSHIP \$5,000

ELITE SPONSORSHIP \$2,500

DIAMOND SPONSORSHIP \$1,000

GOLD SPONSORSHIP \$750

SILVER SPONSORSHIP \$500

Sponsorship comes with varying levels of flexibility. Sponsorship packages can be tailored and developed according to your objectives, budget, and specific requirements. Benefits for sponsorship are numerous. We also are pleased to offer (two) one of a kind sponsorship opportunity for this year's festival.

STAGE SPONSORSHIP \$5,000

BEER SPONSORSHIP \$2,500

# SPONSORSHIP OPPORTUNITIES SUMMARY

SPONSORSHIP LEVEL	Title	Presenting	Elite
Price	\$10,000	\$5,000	\$2,500
<b>PRIVILEGES</b>			
Festival title event naming rights	Exclusively		
Naming one activity site/area	Yes	Yes	Yes
Naming sponsorship category	Yes	x	Negotiable
Industry exclusive sponsorship	Yes	Negotiable	Negotiable
Additional recognition	Negotiable	Negotiable	Negotiable
<b>EVENT DAY EXPOSURE</b>			
Acknowledgement at the Opening Ceremony	Exclusive Acknowledgment	Yes	Yes
Representative will be invited to participate in stage activity	Yes	Yes	x
Corporate banners on site (Sponsor to provide banners)	2 Banners	2 Banners	1 Banner
Display booths on site	2 Booths	1 Booth	1 Booth
Promotional materials and corporate banners at booths (Sponsors to provide all materials & banners)	Yes	Yes	x
Stage backdrop during event	Logo	Logo	Logo
<b>EVENT PROMOTIONAL MATERIALS</b>			
Festival title name on promotional materials	Exclusively		
Posters (500)	Logo	Logo	Logo
Event Programs (10,000)	Logo	Logo	Logo
Website & link	Logo & Link	Logo & Link	Logo & Link
<b>MEDIA COVERAGE AND PUBLICITY</b>			
Festival advertisements on newspapers	Logo	Logo	Logo

SPONSORSHIP LEVEL	Diamond	Gold	Silver
Price	\$1,000	\$750	\$500
<b>PRIVILEGES</b>			
Festival title event naming rights			
Naming one activity site/area			
Naming sponsorship category			
Industry exclusive sponsorship			
Additional recognition	Negotiable	Negotiable	Negotiable
<b>EVENT DAY EXPOSURE</b>			
Acknowledgement at the Opening Ceremony	Yes	Yes	Yes
Representative will be invited to participate in stage activity	x		
Corporate banners on site (Sponsor to provide banners)	1 Banner	1 Banner	1 Banner
Display booths on site	1 Booth		
Promotional materials and corporate banners at booths (Sponsors to provide all materials & banners)	x	x	
Stage backdrop during event	Logo	Logo	Logo
<b>EVENT PROMOTIONAL MATERIALS</b>			
Festival title name on promotional materials			
Posters (500)	Logo	Logo	Logo
Event Programs (10,000)	Logo	Logo	
Website & link	Logo & Link	Logo	Logo
<b>MEDIA COVERAGE AND PUBLICITY</b>			
Festival advertisements on newspapers	Logo	Logo	

## Thanks & Contact

**T**HE JAPAN FESTIVAL is an annual event that brings together the state of Kentucky and focuses attention on one of the state's closest friendships. Song, dance, food, entertainment, shopping, multiculturalism, diversity, and cultural learning all come together for this year's exciting event.

The 10<sup>th</sup> annual Kentucky Japan Festival will become a moment for citizens to share and learn, while also acting as an economic engine for your organization to grow, network and prosper.

On behalf of the Kentucky Japan Festival, we would like to take the opportunity to thank you for your consideration and potential pledge as a Sponsor. Through a yearly increase in attendance, the festival has not only flourished, but has become a once a year memorable experience. The 2018 Japan Festival will undoubtedly surpass expectations and be the largest and most anticipated annual event yet.

### Contact and Inquiries:

## The Japan/America Society of Kentucky

David Carpenter, Executive Director

David@jask.org or programs@jask.org

502-209-9630

www.jask.org

Thank you and we look forward to seeing you at the festival!