

Saturday, September 9TH, 2017
Downtown Lexington

2017

Japan Summer Festival



Contact and Inquiries:

David Carpenter, Executive Director

david@jask.org

Maddie Higdon, Project Manager

programs@jask.org

502-209-9630

www.jask.org

Kentucky Japan Summer Festival

OVERVIEW

THE JAPAN SUMMER 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 it's 9th year, the Japan Summer 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 Summer 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

THE 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 Summer Festival

PROMOTIONS & DEMOGRAPHICS



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

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



NUMBERS OF PARTICIPANTS

10,000+	2016
9,500+	2015
4,500	2011
3,000	2010
2,500	2009

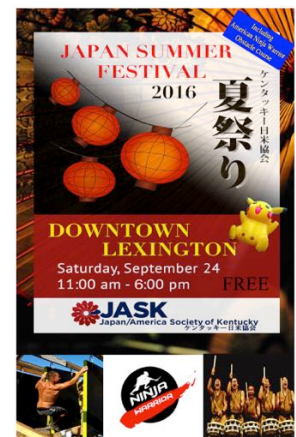
PAST EVENT MATERIALS

↓ 2009 Poster



↑ 2010 Poster

↓ 2012 Poster



↑ 2016 Poster

Japan Summer Festival

SPONSORSHIP OPPORTUNITIES

ORGANIZED by the Japan/America Society of Kentucky, the Kentucky Japan Summer Festival is a multicultural summer 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 \$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

	Title Sponsorship \$10,000	Presenting Sponsorship \$5,000	Elite Sponsorship \$2,500
PRIVILEGES			
Festival Title event naming rights	Exclusively		
Naming one activity site/area	✓	Exclusively	Negotiable
Naming sponsorship category	✓	✓	Negotiable
Industry exclusive sponsorship	✓	✓	Negotiable
Additional recognition	✓	Negotiable	Negotiable
EVENT DAY EXPOSURE			
Acknowledgement at the Opening Ceremony	Exclusive Acknowledgement	✓	
Representative will be invited to participate in stage activity	✓	✓	✓
Corporate banners on site (Sponsor to provide banners)	2 Banners	1 Banner	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)	✓	✓	✓
Stage backdrop during event	Logo	Logo	Logo
EVENT PROMOTIONAL MATERIALS			
Festival Title name on promotional materials	Exclusively		
Posters	Logo	Logo	Logo
Event programs	Logo	Logo	Logo
Website & link	Logo & Link	Logo & Link	Logo & Link
MEDIA COVERAGE AND PUBLICITY			
Festival advertisements on newspapers	Logo	Logo	Logo
Representatives will be invited to all press conferences	✓	✓	✓
Corporate acknowledgement in all press conferences and press releases	✓	✓	✓

	Diamond Sponsorship \$1,000	Gold Sponsorship \$500
PRIVILEGES		
Festival Title event naming rights		
Naming one activity site/area		
Naming sponsorship category		
Industry exclusive sponsorship		
Additional recognition		

EVENT DAY EXPOSURE

Acknowledgement at the Opening Ceremony		
Representative will be invited to participate in stage activity	✓	
Corporate banners on site (Sponsor to provide banners)	1 Banner	
Display booths on site	1 Booth	1 Booth
Promotional materials and corporate banners at booths (Sponsors to provide all materials & banners)	✓	✓
Stage backdrop during event	Logo	Logo

EVENT PROMOTIONAL MATERIALS

Festival Title name on promotional materials		
Posters (500)	Logo	Logo
Event programs (10,000)	Logo	Logo
Website & link	Logo & Link	Logo

MEDIA COVERAGE AND PUBLICITY

Festival advertisements on newspapers	Logo	
Representatives will be invited to all press conferences	✓	✓
Corporate acknowledgement in all press conferences and press releases	✓	✓

Thanks & Contact

THE JAPAN SUMMER 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 9th annual Kentucky Japan Summer 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 Summer 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 2017 Japan Summer 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

Maddie Higdon, Project Manager

programs@jask.org

502-209-9630

www.jask.org

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