



2020 KEIRO NO HI SPONSORSHIP OPPORTUNITIES

Keiro no Hi is “respected for the aged” day in Japanese culture. Keiro and JACCC are partnering to host the third annual festival, this year in a virtual format. This festival is designed to celebrate the lives of Our Community’s older adults. Hosted bento lunches and commemorative birthday gifts will be made available for older adults to pick up at designated community locations throughout Southern California. This livestreamed event is free to the public and includes interactive activities, performances, workshops, a virtual arts showcase, and more.

Date: Saturday, September 12, 2020

Livestream at keiro.org and jacc.org

Anticipated attendance: 1,000

PRESENTING SPONSOR - \$25,000

- Recognition as Presenting Sponsor in all printed and online materials, promotional materials, website, and newsletters
- Recognition on event signage
- Recognition in program booklet
- Company virtual banner display opportunity
- Opportunity for company representative to provide opening remarks
- Opportunity to distribute marketing materials in giveaway bag

LIVESTREAM SPONSOR - \$15,000

- Recognition as Stage Sponsor in all printed and online materials including post-event highlight video, promotional materials, website, and newsletters
- Recognition on event signage
- Recognition in program booklet
- Company virtual banner display opportunity
- Acknowledgement during opening remarks
- Opportunity to distribute marketing materials in giveaway bag

BENTO SPONSOR - \$10,000

- Recognition as Bento Sponsor in all printed and online materials including post-event highlight video, promotional materials, website, and newsletter
- Recognition on event signage
- Recognition in program booklet
- Recognition on complimentary bento lunch for older adults
- Opportunity to distribute marketing materials in giveaway bag

SPONSORSHIP OPPORTUNITIES cont'd

FINE ARTS SHOWCASE SPONSOR - \$5,000

- Recognition as Fine Arts Showcase Sponsor in all printed and online materials including post-event highlight video, promotional materials, website, and newsletter
- Recognition on event signage
- Recognition during Fine Arts Showcase
- Opportunity to distribute marketing materials in giveaway bag

OMEDETOU SPONSOR - \$5,000

- Recognition as *Omedetou* Sponsor in all printed and online materials including post-event highlight video, promotional materials, website, and newsletter
- Recognition on event signage
- Recognition on complimentary *Omedetou* gifts for older adults celebrating milestone birthdays
- Opportunity to distribute marketing materials in giveaway bag

KEIRO NO HI SPONSOR - \$1,000

- Recognition in all printed and online materials including post-event highlight video, promotional materials, website, and newsletter
- Recognition on event signage

Sponsorship opportunities are tax-deductible to the extent allowed by law. Federal Tax ID# 95-4022185.

For questions about sponsorship opportunities, contact:
Brandon Leong, Director of Development & Communications
213.873.5705 | bleong@keiro.org

KEIRO NO HI SPONSORSHIP FORM

Name _____

Company or Organization _____

Address _____ City _____ State _____ Zip _____

E-Mail _____ Phone _____

Website _____

List in publications as _____

OPPORTUNITIES

I/We would like to sponsor at the following:

- Presenting Sponsor \$25,000
 - Livestream Sponsor \$15,000
 - Bento Sponsor \$10,000
 - Fine Arts Showcase Sponsor \$5,000
 - Omedetou Sponsor \$5,000
 - Keiro no Hi Sponsor \$1,000
- Sponsorship \$ _____

I would like to make a donation of:

General donations will receive recognition at the event and in Keiro's Newsletter

- \$500 \$350 \$200 \$100 \$ _____
- Donation \$ _____

TOTAL \$ _____

Method of Payment

- Enclosed is my check payable to **Keiro**
- Visa Mastercard American Express Discover

Credit Card No. _____ CVV Code _____

Signature _____ Exp. Date _____

Please mail this completed form and payment to:

Keiro
420 E. Third Street, Suite 1000
Los Angeles, CA 90013

Keiro is a not-for-profit 501(c)(3) organization. TaxID#95-4022185.

Your donation may be tax deductible. Please check with your tax advisor.

For more sponsorship information, please contact Brandon Leong at bleong@keiro.org