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 jaccc.org

**Anticipated attendance:** 1,000

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**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 newsletter
- 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

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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. Tax ID# 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

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