2021 KEIRO NO HI
SPONSORSHIP OPPORTUNITIES

Keiro no Hi is “respected for the aged” day in Japanese culture. Keiro and Japanese American Cultural & Community Center will host the fourth 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 gift packages 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, entertainment, workshops, a virtual arts showcase, and more.

Date: Saturday, September 18, 2021
Livestream at keiro.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 Livestream 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

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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 - $2,500
- 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 banner

About Keiro
For 60 years, Keiro has focused on improving the quality of life for older adults and their caregivers in the Japanese American community of Los Angeles, Orange, and Ventura counties. Keiro provides a range of culturally-sensitive programs and resources, in both English and Japanese, to meet the evolving needs of our aging community. In everything we do, we advance our mission through a person-centered, innovative, and collaborative approach. For more information, please visit Keiro.org

For additional information, please contact:
Brandon Masashige Leong
Director of Development & Communications
Keiro
213.873.5705 | bleong@keiro.org

Sponsorship opportunities are tax-deductible to the extent allowed by law. Federal Tax ID# 95-4022185.
KEIRO NO HI SPONSORSHIP FORM

Name______________________________________________________________

Company or Organization______________________________________________

Address___________________________________________________________City________________________State_____Zip_______

Email_____________________________________________________________Phone______________________________

Website_________________________________________________________________________________________________________

List in publications as____________________________________________________________

OPPORTUNITIES

I/We would like to sponsor at the following:

☐ Presenting Sponsor $25,000
☐ Stage Sponsor $15,000
☐ Bento Sponsor $10,000
☐ Fine Arts Showcase Sponsor $5,000
☐ Omedetou Sponsor $2,500
☐ 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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