



## 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](http://keiro.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 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](http://Keiro.org)*

For additional information, please contact:  
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Keiro  
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*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. 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](mailto:bleong@keiro.org)