



2023 KEIRO NO HI FESTIVAL SPONSORSHIP OPPORTUNITIES

Since 2018, Keiro has hosted its Keiro no Hi Festival in Little Tokyo, at various community centers, and virtually. We are excited to announce that our 6th Annual Keiro no Hi Festival will return to Little Tokyo to celebrate the accomplishments and the self-defined purpose of Our Community's older adults. From live entertainment featuring local older adult performers, Quality of Life classes, bento lunch, and access to JANMs curated exhibitions, attendees will have the chance to explore and reflect on their own self-defined purpose.

Date: Sunday, September 17, 2023

Anticipated attendance: 500+

Location: Japanese American National Museum, Little Tokyo, Los Angeles

*Sponsor, Company, or Organization logo must be submitted by August 4, 2023 to be featured in printed materials.

PRESENTING SPONSOR - \$25,000

- Recognition as Presenting Sponsor in all printed and online materials, promotional materials, & website
- 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

TRANSPORTATION SPONSOR - \$15,000

- Recognition as Transportation Sponsor in all printed and online materials, promotional materials, & website
- 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, promotional materials, & website
- 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

ENTERTAINMENT SPONSOR - \$5,000

- Recognition as Entertainment Sponsor in all printed and online materials, promotional materials, & website
- Recognition on event signage
- Recognition during entertainment performances
- Opportunity to distribute marketing materials in giveaway bag

OMIYAGE SPONSOR - \$2,500

- Recognition as *Omiyage* Sponsor in all printed and online, promotional materials, & website
- Recognition on event signage
- Opportunity to distribute marketing materials in giveaway bag

TOMODACHI SPONSOR - \$1,000

- Recognition as *Tomodachi* Sponsor in all printed and online materials, promotional materials, & website
- 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:

Michelle Hirano

Director of Development

Keiro

213.873.5705 | mhirano@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

Transportation Sponsor \$15,000

Bento Sponsor \$10,000

Entertainment Sponsor \$5,000

Omiyage Sponsor \$2,500

Tomodachi 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. _____ CW 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 Michelle Hirano at mhirano@keiro.org