



## 2024 KEIRO NO HI FESTIVAL SPONSORSHIP OPPORTUNITIES

*Keiro no Hi* is “respected for the aged” day in Japanese culture. Keiro will host its seventh annual Keiro no Hi Festival, this year at the Japanese American National Museum. This festival is designed to celebrate the lives of Our Community’s older adults. Hosted bento lunches, gift bags, and live entertainment are just some of the festivities older adults can enjoy on this special day. This event is free to the public. Pre-registration is required.

**Event Date:** Saturday, September 21, 2024

**Anticipated Attendance:** 500+

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

*\*Sponsor or company logo must be submitted by Friday, August 9, 2024 to be featured in printed materials.*

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### PRESENTING SPONSOR - \$20,000

- Recognition in all printed and online materials, promotional materials, & website
- Recognition on event signage
- Recognition in program booklet
- Company banner display opportunity
- Opportunity for company representative to provide opening remarks
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 20 x 20 sponsor booth

### BENTO SPONSOR - \$15,000

- Recognition in all printed and online materials, promotional materials, & website
- Recognition on bento lunches (with company logo)
- Recognition in program booklet
- Acknowledgement during program
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

### TRANSPORTATION SPONSOR - \$10,000

- Recognition in all printed and online materials, promotional materials, & website
- Recognition on Transportation Signage
- Recognition in program booklet
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

### OMIYAGE SPONSOR - \$10,000

- Recognition in all printed and online materials, promotional materials, & website
- Recognition on the giveaway bag for attendees
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### ENTERTAINMENT SPONSOR - \$10,000

- Recognition in all printed and online materials, promotional materials, & website
- Acknowledgment during program
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

### PROGRAM BOOKLET SPONSOR - \$10,000

- Recognition in all printed and online materials, promotional materials, & website
- Recognition in program booklet
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

### RENTAL SPONSOR - \$5,000

- Recognition in all printed and online materials, promotional materials, & website
- Acknowledgment during program
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

### VENUE SPONSOR - \$5,000

- Recognition in all printed and online materials, promotional materials, & website
- Acknowledgment during program
- Opportunity to distribute marketing materials in giveaway bag
- Opportunity to have a 10 x 10 sponsor booth

### PREMIER SPONSOR - \$2,500

- Recognition in all printed and online materials, promotional materials, & website
- Acknowledgment during program
- Opportunity to distribute marketing materials in giveaway bag

### OMEDETOU SPONSOR - \$1,000

- Recognition in all printed and online materials, promotional materials, & website
- Acknowledgment during program

### VENDOR SPACE-\$250

- Have a 10x10 space at the festival

### IN-KIND SPONSOR - Must be Valued at \$1,000+

- Recognition in all online materials, promotional materials, & website
- Acknowledgment during program
- Opportunity to distribute marketing materials in giveaway bag



**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:

Kevin Onishi

Chief Operating Officer

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 \_\_\_\_\_

Recognize in program booklet and other materials as \_\_\_\_\_

### OPPORTUNITIES

I/We would like to sponsor at the following:

- Presenting Sponsor \$20,000
- Bento Sponsor \$15,000
- Transportation Sponsor \$10,000
- Omiyage Sponsor \$10,000
- Entertainment Sponsor \$10,000
- Program Booklet Sponsor \$10,000
- Rental Sponsor \$5,000
- Venue Sponsor \$5,000
- Premier Sponsor \$2,500
- Omedetou Sponsor \$1,000
- Vendor Space \$250
- In-Kind 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. \_\_\_\_\_ CVW 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 Kevin Onishi at [konishi@keiro.org](mailto:konishi@keiro.org)