



Keiro no Hi

FESTIVAL

Sponsorship Packet 2025

Saturday, September 13, 2025

10:00 a.m. – 3:00 p.m.

Los Angeles Homba Hongwanji Buddhist Temple (Nishi)

815 E 1st St, Los Angeles, CA 90012

About the Keiro no Hi Festival

Keiro no Hi, or Respect for the Aged Day, is a cherished tradition in Japan honoring the wisdom, experiences, and lifelong contributions of older adults. Celebrated nationally since 1966, it is a time for families and communities to show gratitude and appreciation for their elders.

At Keiro, the 2025 Keiro no Hi Festival is more than a celebration—it's a meaningful opportunity to uplift and empower older adults to live with confidence, purpose, and joy. Our festival showcases the vibrancy of aging with live performances by older adults, cultural activities, food, local vendors, and more. Open to all ages, this year's festival is a time for older adults and their loved ones to come together, enjoy meaningful moments, and celebrate with the community.

Join us as we honor and celebrate the older adults who continue to lead, teach, and inspire us!

 [Click here to learn more about Keiro no Hi 2025 or visit keiro.org/knh!](https://keiro.org/knh/)

How Your Support Helps

Your sponsorship of the 2025 Keiro no Hi Festival goes far beyond a single day of celebration—it supports older adults in Our Community throughout the entire year.

By partnering with Keiro, you/your organization will help create joyful, culturally meaningful experiences while also powering year-round programs that promote healthy aging, caregiver support, and social connection across Los Angeles, Orange, and Ventura counties.

Your generosity will help sustain a wide range of vital services, including:

- Community events and conferences that support aging
- Educational classes and outreach programs
- Wellness workshops and caregiver support
- Mission-aligned partnerships aimed at expanding community impact
- Accessible tools and resources for aging and caregiving support

Together, we are cultivating a more compassionate, inclusive community—one where older adults are honored, supported, and empowered to age with dignity and joy.

What's in it for You?

Sponsoring the 2025 Keiro no Hi Festival is a powerful way to demonstrate your organization's commitment to honoring the lives and legacies of older adults in our community. With over 600 expected attendees, your sponsorship offers meaningful visibility before, during, and after the event—while directly supporting Keiro's efforts to uplift and connect with older adults and their families year-round.

Support Keiro in celebrating older adults across Los Angeles, Orange, and Ventura counties!



Sponsorship Opportunities & Benefits

Table of Benefits	Presenting \$25,000+ <i>Stage Sponsor</i>	Platinum \$15,000+ <i>Bento Sponsor</i>	Gold \$10,000+ <i>Vendor Fair Sponsor</i>	Silver \$7,500+ <i>Transportation Sponsor</i>	Bronze \$5,000+	Purple \$1,000+
Showcase Booth Opportunity*	Premium	Prime	Standard			
VIP Seating*	4 Guests	2 Guests	2 Guests			
VIP Parking*	2 Spots	1 Spot	1 Spot			
Free Admission & Bento Lunch*	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Advertisement in Event Program Booklet**	Full Page Color	Half Page Color	Quarter Page Color	Quarter Page Black & White	Business Card Black & White	
Printed acknowledgement in event program, signage, and tri-fold signs**	✓	✓	✓	✓	✓	✓
Acknowledgement on event webpage, emails, and social media posts**	✓	✓	✓	✓	✓	✓
VIP Check-in Experience	✓	✓	✓	✓	✓	✓

Additional Sponsorship Opportunities & Benefits Details

Presenting Sponsor Benefits

The 2025 Keiro no Hi Festival Presenting Sponsor tier comes with several unique, high visibility benefits. These benefits will be offered in addition to the Table of Benefits above (pg. 4), including:

- Sponsor branding integrated into the official event name:
(2025 Keiro no Hi Festival presented by [Sponsor Name/Logo])
- Ability to run an ad in one of our pre-event marketing emails
- Opportunity to address attendees during the program's opening remarks
- Presenting Sponsor signage posted throughout the festival
- Verbal acknowledgement during the program as Presenting Sponsor
- Sponsor branding integrated into outside stage name
- Opportunity to display fully branded Sponsor Banner(s) on both the indoor and outdoor event stages
 - Sponsor Branded Banner(s) must be provided to Keiro

Bento Sponsor (Platinum Tier)

This year's Platinum Sponsor tier comes with the opportunity to be acknowledged as the Bento Sponsor. In addition to the Table of Benefits above (pg. 4), this includes:

- Acknowledgement stickers on every bento
- Bento Sponsor signage at the bento pick-up location
- Verbal recognition during the festival's lunch announcement

Vendor Fair Sponsor (Gold Tier)

This year's Gold Sponsor tier comes with the opportunity to be acknowledged as the Vendor Fair Sponsor. In addition to the Table of Benefits above (pg. 4), this includes:

- Dedicated acknowledgement on signage throughout the Vendor Fair, a high traffic festival component surrounding the outdoor stage and seating area

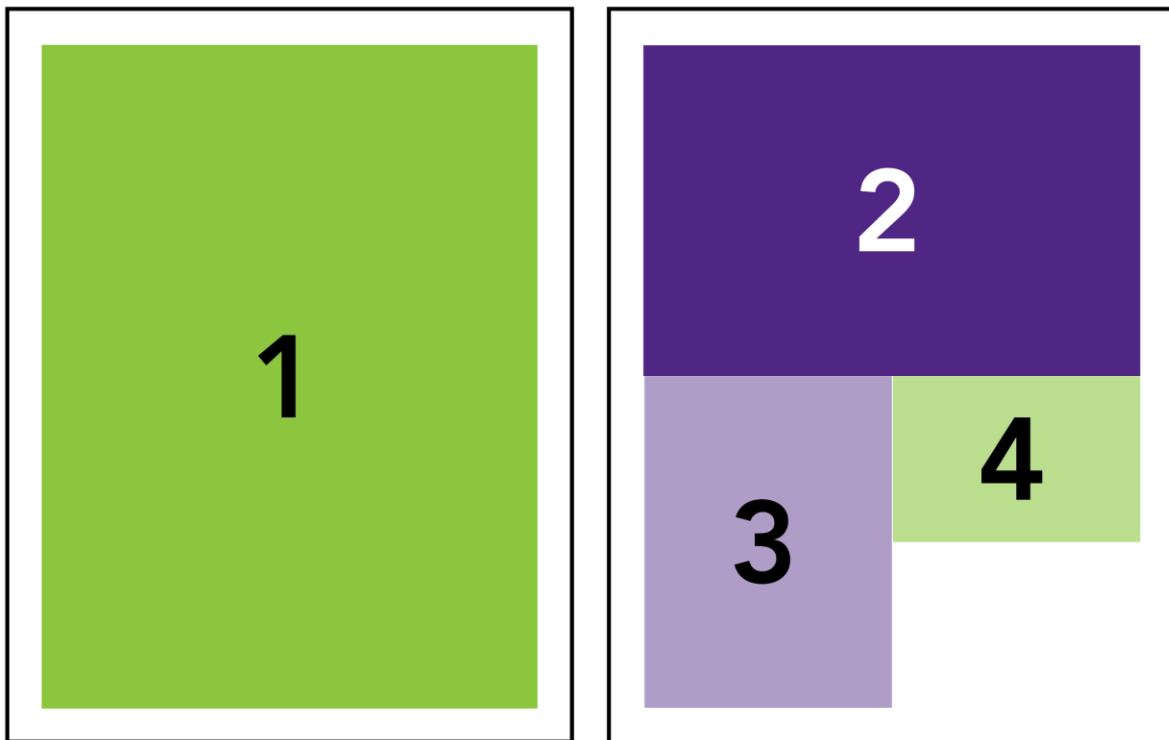
Transportation Sponsor (*Silver Tier*)

This year's Silver Sponsor tier comes with the opportunity to be acknowledged as the Transportation Sponsor. In addition to the Table of Benefits above (pg. 4), this includes:

- Dedicated acknowledgement signage at all bus pick-up and drop-off locations.

Advertisement Space Specs & Requirements

Advertisement asset(s) must be submitted by August 8, 2025 in order to be featured in program booklet.



1. Full Page – 7.5” W x 10” H
2. Half Page – 7.5” W x 5” H
3. Quarter Page – 3.75” W x 5” H
4. Business Card – 3.75” W x 2.5” H

File Requirements for Ad Assets:

File Formats: High-Resolution PDF or TIFF

Resolution: Images should have 300 DPI

Color Model: CMYK

Past Keiro no Hi Festival Testimonials

Naomi

Attendee, Sakura Gardens Ukulele Performer

“For today’s festival, I am overwhelmed by the wonderful participation from the workers and the performers, and just the general public coming to see us. That’s what makes the festival so great, we are getting together for something so wonderful like this... [Keiro has] to continue it for everybody else, for our younger ones too. This is the best way to show our culture... The event here has really inspired me to learn more about the Japanese culture, the music, the dancing, the arts. My purpose in life is to keep continuing to get involved, learning and studying the language, the dance, the music, etc.”

Annika

Nikkei Student Union Volunteer

“I really enjoyed today’s festival. It was really nice to see people of all generations and ages come together to really celebrate the older adults in our community... I’m currently a nursing student, so I’m exploring different specialties, including geriatric care. I really like to see the work that Keiro does, especially with its emphasis on quality of life because I think that’s really important. It has really helped to inspire how I can combine my interests in working in the Japanese American community and also my career path in something like supporting older adults in the community.”

Let’s Partner Together!

We invite you to join us in celebrating our older adults by supporting an event filled with joy, gratitude, and meaningful connection.

Please take a moment to review the sponsorship opportunities outlined in this packet, and if you're interested in joining as a sponsor, simply complete and submit the form on the next page. If you have any questions or would like to explore these options further, we'd be happy to connect — please don't hesitate to reach out!

Contact: Mike Tang, Director of Advancement

Email: mtang@keiro.org

Thank you for your partnership and for helping us honor Our Community’s older adults!

2025 Keiro no Hi Festival Sponsorship Form

This form, including general donations, must be submitted by **August 8, 2025**, in order for acknowledgement to be featured in printed materials. If mailing, please plan to send your completed form in advance, to help ensure it is received and processed on time. If you have any questions, please don't hesitate to reach out!

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 level:

- ☐ Presenting Sponsor \$25,000+
- ☐ Platinum Sponsor \$15,000+
- ☐ Gold Sponsor \$10,000+
- ☐ Silver Sponsor \$7,500+
- ☐ Bronze Sponsor \$5,000+
- ☐ Purple Sponsor \$1,000+

Sponsorship \$ _____

I would like to make a general donation of:

General donations will receive recognition at the event and in Keiro's printed publication.

☐ \$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.