



# Keiro no Hi

## FESTIVAL

### 2026 Sponsorship Packet

Saturday, September 12, 2026  
Los Angeles Homba Hongwanji Buddhist Temple (Nishi)  
815 East First Street, Los Angeles, CA 90012

*Updated as of April 6, 2026*

**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 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.** This festival showcases the vibrancy of aging with live performances by older adults, cultural activities, food, local vendors, and more. The 2026 festival will once again be 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 check out video and photo highlights from the 2025 Keiro no Hi Festival!](#)

# Sponsorship Opportunities

Sponsorship acknowledgements will be listed alphabetically and by size of contribution.

	Presenting <i>Tier Filled!</i>	Gold \$10,000	Silver \$5,000	Purple \$2,000	Green \$1,000
Dedicated Sponsor Acknowledgement*	<i>Presenting Sponsor</i>	<i>Bento Sponsor</i>	<i>Transportation Sponsor</i>		
Opening Remarks***	✓				
Vendor Fair Booth**	✓	✓	✓		
Full List Sponsor Acknowledgements*	✓	✓	✓	✓	✓
Digital Acknowledgements (Website & Social Media)	✓	✓	✓	✓	✓
Complimentary Ad Space in Program Booklet*	Full Page	Half Page	Quarter Page	Quarter Page	Business Card
Complimentary Admission & Bento Lunch***	4 Tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets
VIP Parking***	2 Reserved Parking Spots	2 Reserved Parking Spots	1 Reserved Parking Spot	1 Reserved Parking Spot	1 Reserved Parking Spot

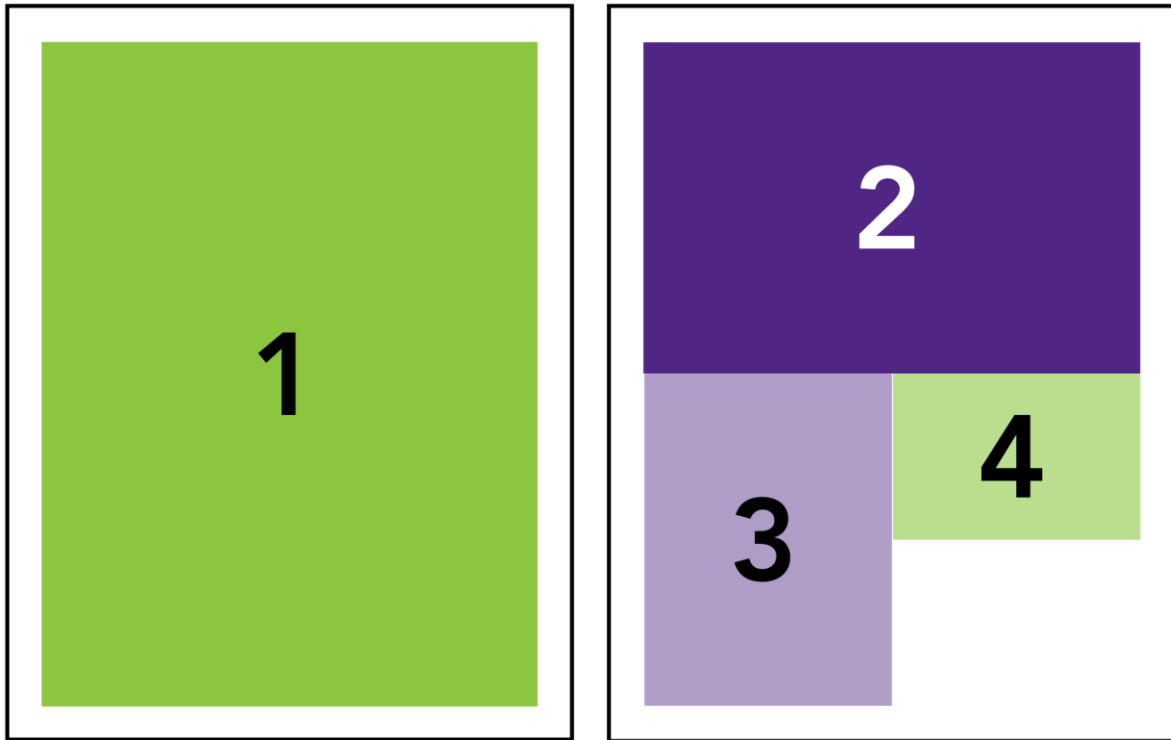
\* *Sponsor logo, program booklet advertisement, and written remarks (as applicable) must be submitted by July 31, 2026 in order to be featured in printed materials that will be posted and/or distributed at the event.*

\*\* *Reservations for vendor fair booth space (as applicable) must be submitted by July 3, 2026.*

\*\*\* *To ensure your complimentary admission and VIP reserved parking (as applicable), please notify Keiro by August 14, 2026 that you're planning to attend.*

# Advertisement & Logo Requirements

Logo and program booklet advertisement asset(s) **must be submitted by July 31, 2026** in order to be featured in printed materials that will be posted and/or distributed at the event.



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 Advertisement Spaces:

- File Formats: High-Resolution PDF or TIFF
- Resolution: Images should have 300 DPI
- Color Model: CMYK

## File Requirements for Logos:

- Two high resolution file formats with transparent backgrounds:
  - 1. Adobe Illustrator (AI) or EPS
  - 2. PNG
- If applicable:
  - Color variations (e.g. full color, white, black, etc.)
  - Size variations (e.g. Horizontal/landscape, vertical/stacked, etc.)

## Let's Partner Together!

By becoming a sponsor, you will align your brand or personal values with a mission that both recognizes and honors the wisdom, experiences, and lifelong contributions of our older adults.

**Sponsorship provides direct visibility to a loyal and growing audience**, as well as the opportunity to play a meaningful role in uplifting and celebrating the older adults who continue to lead, teach, and inspire us.

With these sponsorship options, you will be recognized before, during, and after the event — all while cultivating a more compassionate, inclusive community, one where older adults are honored, supported, and empowered to age with dignity.

### **Ready to make an impact?**

Join us in celebrating our older adults by supporting an event filled with joy, gratitude, and meaningful connection!

Once your sponsorship commitment is received, we will send a confirmation of the benefits and request your company/business logo. Please explore the options outlined in this packet, and feel free to reach out with any questions or to discuss the next steps!

Mike Tang, Director of Development

**Email:** [mtang@keiro.org](mailto:mtang@keiro.org)

**Phone:** 213.873.5712

**Thank you for your partnership — and for helping us to honor and celebrate the older adults in Our Community!**

# 2026 Keiro no Hi Festival Sponsorship Form

This form, including general donations, **must be submitted by July 31, 2026** 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:**

- Gold Sponsor \$10,000+
- Silver Sponsor \$5,000+
- Purple Sponsor \$2,000+
- Green 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.