

1840 Sutter Street  
San Francisco, CA 94115  
415-771-9861  
[www.nihonmachistreetfair.org](http://www.nihonmachistreetfair.org)

Grace Horikiri  
Executive Director

Pat Fong  
Chief Finance Officer

Joey Convento

Reuben Houston

Nathan Lau

Tiffany Mikami

John Nagano

Wes Nihei

Marsha Nunotani

John Oshima

Ryan Quan

Cheri Quan

Erika Tamura

Eric Tanaka

Kiyomi Tanaka

Rich Tokeshi

Sandy Wong

Sharon Umene

Wayne Yoshida

April 19, 2010

Dear Friends,

The 37th Annual Nihonmachi Street Fair Sponsorship is a wonderful opportunity to show your support in this unique 2 day Fair, held here in San Francisco's Japantown, on Saturday and Sunday, August 14 and 15, 2010.

One of many outdoor events held in the City, the Nihonmachi Street Fair is one of the very few celebrations that focuses on nonprofit community organizations serving the Asian and Pacific American here in the Bay Area. It is a place where these organizations can do face to face outreach and generate much needed funding.

As a sponsor, your business will be able to reach the increasing Asian / Pacific market area and at the same time show your commitment to the future of our communities.

The Nihonmachi Street Fair receives a grant from the San Francisco Grants for the Arts program. However due to the City's deficit, our grant has been cut almost in half. Additional income is generated by ads placed in the commemorative booklet and fees for booth spaces.

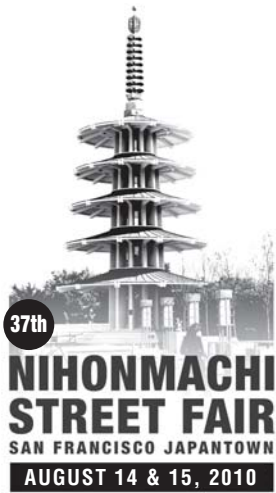
Your participation will enable us to cover operating and logistical costs that are critical to the production of this type of event. It will also ensure that the future of Nihonmachi Street Fair will not be a thing of the past but will remain an important celebration in our communities.

We ask that you take this time to look over the Nihonmachi Street Fair sponsorship opportunities. Please do not hesitate to contact us with any questions or suggestions which you may have.

On behalf of the 37th Annual Nihonmachi Street Fair Board of Directors and Committee, we thank you for your consideration and look forward to hearing from you soon.

Sincerely,

Grace Horikiri  
*President and Executive Director*  
[grace@nihonmachistreetfair.org](mailto:grace@nihonmachistreetfair.org)  
415.771.9861



1840 Sutter Street  
San Francisco, CA 94115  
415-771-9861  
[www.nihonmachistreetfair.org](http://www.nihonmachistreetfair.org)

Grace Horikiri  
Executive Director

Pat Fong  
Chief Finance Officer

Joey Convento

Reuben Houston

Nathan Lau

Tiffany Mikami

John Nagano

Wes Nihei

Marsha Nunotani

John Oshima

Ryan Quan

Cheri Quan

Erika Tamura

Eric Tanaka

Kiyomi Tanaka

Rich Tokeshi

Sandy Wong

Sharon Umene

Wayne Yoshida

## Sponsorship Benefits

### Broad Reach

The Nihonmachi Street Fair is a community event that spans the many diverse Asian communities in the San Francisco Bay Area. The inclusive nature of the event will ensure that your brand and message have an expanded reach into the Asian community and not limited to specific community as can be the case with a single-ethnicity event. Your potential reach through the Nihonmachi Street Fair marketing:

- Asian & Pacific Associations
- Asian & Pacific Print and Broadcast Media
- Asian & Pacific Business Owners (2,500 + owners)
- Asian & Pacific Student Organizations
- And more! With our multi-ethnic board and bilingual community leaders for each Asian & Pacific segment, you can be assured that you will have the greatest reach for your sponsorship dollars.

### High Visibility

Event marketing with the support from various area organizations. Integrated marketing communications plan that encompasses direct marketing, public / media relations, email marketing, promotions, and advertising.

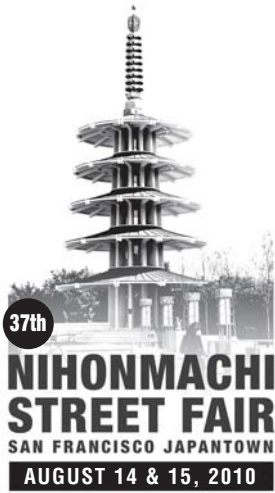
Highly targeted to the Asian, music, arts and culture and ethnic "foodie" markets.

With extensive pre-event marketing effort, your brand and message will enjoy the highest visibility before and after the event.

### Growth Opportunity

Grow with the annual Nihonmachi Street Fair and the markets it serves. By building your brand association with the Nihonmachi Street Fair year after year you will:

- Enhance your company's image among the Asian & Pacific community
- Secure and maintain business relationships with a community that has the strongest rate of business ownership in the United States
- Increase sales potential to one of the "highest-value" consumer markets
- Foster goodwill among the community which will translate into increased brand loyalty
- Become recognized as an active, highly visible part of the Asian & Pacific community



1840 Sutter Street  
San Francisco, CA 94115  
415-771-9861  
www.nihonmachistreetfair.org

Grace Horikiri  
Executive Director

Pat Fong  
Chief Finance Officer

Joey Convento

Reuben Houston

Nathan Lau

Tiffany Mikami

John Nagano

Wes Nihei

Marsha Nunotani

John Oshima

Ryan Quan

Cheri Quan

Erika Tamura

Eric Tanaka

Kiyomi Tanaka

Rich Tokeshi

Sandy Wong

Sharon Umene

Wayne Yoshida

## 2010 Sponsorship Levels

### Presenting Sponsor (\$25,000)

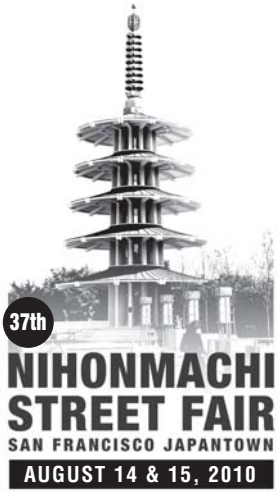
- Logo & Name featured as Presenting Sponsor of the NSF in all media and promotional items
- Special promotional banners displayed at all entrances into the NSF and on both stages of the Fair
- Complimentary full page color advertisement in program booklet
- Free 10x20 booth & space at the NSF key central location
- Designated as the Festival's ONLY Presenting Sponsor
- Incredible promotional access to Asian & Pacific American & San Francisco Bay Area community (35,000+ audience)
- Speaking opportunity at the Opening of the NSF.
- Complimentary full page color advertisement in program booklet
- Logo recognition year round in print and on website
- Logo placement in print advertising and marketing campaigns
- Logo placement and link to your website on the NSF website
- Name and link in all email campaigns

### Webster Street Entertainment Stage Sponsor (\$10,000)

- Logo & Name featured as the Webster Street Stage Entertainment Sponsor of the Festival in all media and promotional items
- Banner placement at Webster Street Stage
- Complimentary full page black & white advertisement in program booklet
- Free 10x10 booth & space at the NSF central location
- Incredible promotional access to Asian & Pacific American & San Francisco Bay Area community (35,000+ audience)
- Logo placement in print advertising and marketing campaigns
- Logo placement and link to your website on the NSF website
- Name and link in all email campaigns

### Peace Plaza Entertainment Stage Sponsor (\$10,000)

- Logo & Name featured as the Peace Plaza Entertainment Sponsor of the Festival in all media and promotional items
- Banner placement at sides of Peace Plaza stage
- Complimentary full page black & white advertisement in program booklet
- Free 10x10 booth & space at the NSF central location
- Incredible promotional access to Asian & Pacific American & San Francisco Bay Area community (35,000+ audience)
- Logo placement in print advertising and marketing campaigns
- Logo placement and link to your website on the NSF website
- Name and link in all email campaigns



1840 Sutter Street  
San Francisco, CA 94115  
415-771-9861  
www.nihonmachistreetfair.org

Grace Horikiri  
Executive Director

Pat Fong  
Chief Finance Officer

Joey Convento

Reuben Houston

Nathan Lau

Tiffany Mikami

John Nagano

Wes Nihei

Marsha Nunotani

John Oshima

Ryan Quan

Cheri Quan

Erika Tamura

Eric Tanaka

Kiyomi Tanaka

Rich Tokeshi

Sandy Wong

Sharon Umene

Wayne Yoshida

## 2010 Sponsorship Levels (continued)

### Children's World Sponsor (\$5,000)

- Logo & Name featured as the Children's World Sponsor of the NSF in all media & promotional items
- Banner placement at the entrance of Children's World
- Complimentary half page black/white advertisement in program booklet
- Free 10x10 booth at the NSF Information area
- Incredible promotional access to Asian & Pacific American & San Francisco Bay Area community (35,000+ audience)
- Logo placement and link to your website on the NSF website

### Business Sponsor (\$3,000)

- Name featured in program booklet and major advertisements
- 10 x 10 Booth space (location to be determined)
- Complimentary quarter page black/white advertisement in program booklet
- Special discounted rate for booth space
- Incredible promotional access to Asian & Pacific American & San Francisco Bay Area community (35,000+ audience)
- Logo placement and link to your website on the NSF website
- Name and link in all email campaigns

### Community Sponsor (\$1,000)

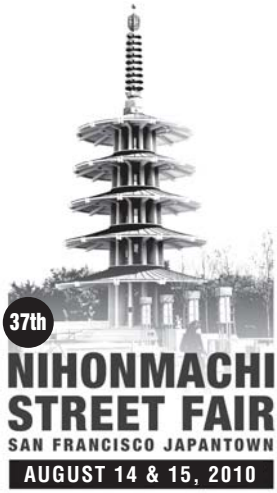
- Logo & name listed in program booklet
- Table at the NSF Non Profit Information Table area
- Logo placement and link to your website on the NSF website
- Incredible promotional access to Asian & Pacific American & San Francisco Bay Area community (35,000+ audience)

### Media Sponsorship

We will work with you to match your contributions to the levels above and develop a mutually beneficial package that will maximize both parties' exposure and coverage.

### In-Kind Sponsorship

We are open to working with different kinds of in-kind donation which may include products/service/venue/advertisement donations. Please contact us for further details.



1840 Sutter Street  
San Francisco, CA 94115  
415-771-9861  
[www.nihonmachistreetfair.org](http://www.nihonmachistreetfair.org)

Grace Horikiri  
Executive Director

Pat Fong  
Chief Finance Officer

Joey Convento

Reuben Houston

Nathan Lau

Tiffany Mikami

John Nagano

Wes Nihei

Marsha Nunotani

John Oshima

Ryan Quan

Cheri Quan

Erika Tamura

Eric Tanaka

Kiyomi Tanaka

Rich Tokeshi

Sandy Wong

Sharon Umene

Wayne Yoshida

## Sponsorship Commitment Form

Company/Individual Name \_\_\_\_\_

Industry \_\_\_\_\_

Level of Participation \_\_\_\_\_

Primary Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Company/Organization Website \_\_\_\_\_

Send this form indicating your choice of sponsorship level and your check made payable to:

Nihonmachi Street Fair, Inc.

Attn: Grace Horikiri

1840 Sutter Street

San Francisco, CA 94115

All contributions are tax deductible.

Please direct all questions to 415-771-9816 or email at [sponsorship@nihonmachistreetfair.org](mailto:sponsorship@nihonmachistreetfair.org)

Thank you for your support. We look forward to working with you!