



Aloha!

Maui's highly sought signature event is back - the **Maui Matsuri**, the biggest Japanese festival, celebrates its 21st year of continued education, culture and tradition that has brought our community together.

The purpose of this letter is to seek sponsorship support and provide your company an opportunity to be a part of it.

2023-2024 Officers:

Kit Furukawa
President

Chris Sugidono
Vice President

Deron Furukawa
Secretary, Immediate
Past President

Stacey Nikaido
Treasurer

Directors:

Troy Hashimoto
Tiffany Iida
Brian Nagami
Elisa Suetake
Jennifer Sumida
Satoko Takahashi

Maui Matsuri Co-Chairs:

Kay Fukumoto
Jennifer Sumida
Brian Nagami

EIN: 99-0313105

P.O. Box 5090
Kahului, HI 96733
jcsmbawaii@gmail.com
www.jcsmaui.org

Maui Matsuri will be held on the following dates:

- **May 20 - Children's Festival at Queen Ka'ahumanu Center 10 am- 1 pm.** Multicultural entertainment by children and internationally inspired craft activities.
- **May 27 - Festival Day at UH Maui College from 3 to 9 p.m.** Food booths and trucks, children's craft activities, craft booths, entertainment, contests, and a community bon dance.

Why become a sponsor?

- **Outreach.** Maui Matsuri events attract a crowd of 6,000 or more - both residents and visitors of all ages, largely by families with children. You may also get more exposure by making special arrangements with the organizers on various components of the festival.
- **Drive sales.** Partner food and craft vendors can make up to 2000 percent in revenue from an affordable booth fee. Spots are limited!
- **Promotion.** Optimal recognition for your company logo throughout Maui County and beyond. The Festival will be promoted on social media, radio and posters.
 - Radio circuit with Pacific Media Group (65K+ estimated reach)
 - Newspaper ads: Placement with The Maui News, Maui Family Magazine, Maui Time and more (combined 50K+ reach)
 - Online: Website recognition for the full year for mauimatsuri.com and jcsmaui.org, social media and online advertising (combined 100K impressions).
 - Print materials: Event and highway banners and signage, poster promotions (600), event program handouts and passport program.
- **Social responsibility + tax deductions.** While Maui Matsuri is 21 years old, its 501(c)(3) nonprofit is the Japanese Cultural Society of Maui, which was established 54 years ago. The festival committee is a group of an all-volunteer team dedicated to perpetuating Japanese culture for future generations. As a potential sponsor, we invite you to join us in this opportunity to preserve our Maui traditions.

With your company's support, we are confident in delivering another top-notch event to look forward to. For any questions, please feel free to contact me at jcsmhawaii@gmail.com or at (808) 291-9407.

Sincerely,

KIT Z. FURUKAWA, President
Japanese Cultural Society of Maui

Maui Matsuri 2023 Co-Chairs:

Kay Fukumoto
Jennifer Sumida
Brian Nagami

SPONSORSHIP PACKAGES

Ways to support

Presenting Sponsor \$7,000

(Maui Matsuri presented by Your Company)

- Top billing in all publicity opportunities in press releases, newspaper advertising, printed program booklet, radio, all print ads, online and live recognition. Includes the most prominent display of your logo for all marketing materials, including highway and event banners.
- Company logo displayed on the main stage at the May 27th event.
- 10x10 ft. exhibitor booth space during Festival Day (Optional)
- Company logo on the website.
- Opportunity to speak for up to 3-minutes on the Main Stage at the Children's Festival OR during the Festival at the college.
- Full color 5.5”w x 8.5”h ad in digital and printed program booklet
- Annual membership for 10 to the Japanese Cultural Society of Maui

Platinum Sponsor: \$3,000

- Company recognition in newspaper advertising, printed program booklet, and online advertising under this sponsorship category.
- Company logo displayed on the main stage at the May 27th event.
- Option to attach company name to the festival banner at one of the following:
 - Children's Festival at the May 20th festival
 - Kodomo Corner (Kid's Zone) - Large tent featuring children's activities and crafts at the May 27th festival
 - Entertainment Stage - Six hours of entertainment on the Main Stage at the May 27th festival
 - Other options may be available
- Company logo on the website.
- Full color 5.5”w x 8.5”h ad in digital and printed program booklet
- Annual membership for 10 to the Japanese Cultural Society of Maui



Gold Sponsor: \$1,000 (Event Promoter)

- Full color 5.5”w x 4.25”h inch ad in digital and printed program booklet
- Option to attach company name to the festival banner at one of the following:
 - Natto Eating Contest sponsor - contest on main stage
 - Bon Dance sponsor - held in front of the main stage
 - Volunteer Hospitality - sponsor of the snacks and beverages for event volunteers.
- Company listing in newspaper advertising and printed program booklet and online advertising under this sponsorship category.
- Annual membership for 8 to the Japanese Cultural Society of Maui

Bronze Sponsor: \$500

- Full color 5.5”w x 4.25”h ad in digital and printed program booklet
- Company listing in newspaper advertising and printed program booklet and online advertising under this sponsorship category.
- Annual membership for 5 to the Japanese Cultural Society of Maui

Friends of Maui Matsuri: \$200 (Donation)

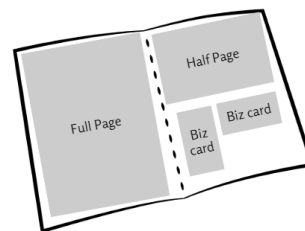
- Company listing in newspaper advertising and printed program booklet and online advertising under this sponsorship category.
- Annual membership for 1 to the Japanese Cultural Society of Maui.

Other Opportunities to get involved:

Advertising in printed program booklet (digital copy also available)

Limited printed booklets will be made available at the event, while a digital version will be available to the public via QR code signs posted. Digital ad files in JPEG or PDF must be 300 dpi and with bleed and submitted to jcsmhawaii@gmail.com by March 31.

- **FULL PAGE: \$150** Full color 5.5”w x 8.5”h
- **HALF PAGE: \$100** Full color 5.5”w x 4.25”h
- **BUSINESS CARD: \$75** Full color 3.5” w x 2” h



Passport Program

Attendees are encouraged to roam the festival and collect stamps on a passport which can then be redeemed for a small prize. They can also enter themselves to win other merchandise in a drawing during the festival.

- **Donation of merchandise worth \$250**
- **Gift certificates valued at \$300**



SPONSORSHIP FORM (Deadline March 31, 2023)

Maui Matsuri, May 20 & 27, 2023

Please make your sponsorship selection:

- Presenting Sponsor \$7,000
- Platinum Sponsor: \$3,000
- Gold Sponsor: \$1,000 (Event Promoter)
- Bronze Sponsor: \$500 (Event Promoter)
- Friends of Maui Matsuri: \$200
- Advertising: \$150 Full Page
- Advertising: \$100 Half Page
- Advertising: \$75 Business Card
- Passport Program \$250 or \$300 in value

All applicable logos and ads must be submitted to jcsmhawaii@gmail.com no later than March 31, 2023.

Sponsors Information

Company name: _____

Contact name: _____

Email: _____ Contact number: _____

Mailing address: _____

- I hereby acknowledge and agree that I am specifically assuming any and all risks associated with participating in the Maui Matsuri and all its events. Further, I hereby for myself, my heirs, executors, administrators or anyone else who might assert or attempt to assert any claim on my behalf, covenant not to sue, and waive and release and forever discharge the Japanese Cultural Society of Maui, its officers, volunteers, or any agent of JCSM from any and all claims or liability for any personal injury, property damage, or death of any kind or nature whatsoever arising out of, or in the course of my participation in the Maui Matsuri.*

Signature: _____ Date: _____

Please return this form with your check payable to

Japanese Cultural Society of Maui
P.O. Box 5090
Kahului, HI 96733

Inquiries:
Maui Matsuri Hotline - (808) 213-0711
jcsmhawaii@gmail.com
www.maui matsuri.com