



Celebrate Japanese New Year!

OSHOGATSU in Olympia

A community event hosted by
Olympia-Kato Sister City Association

Saturday January 26, 2013
10am - 4pm

at the Olympia Center
222 Columbia Street SE
Downtown Olympia, WA
www.celebratejapan.org

Dear Puget Sound Business Owner,

I'm writing to ask for your support of an exciting community cultural event, *Oshogatsu in Olympia*. The event is hosted by the Olympia-Kato Sister City Association, a local non-profit promoting friendship and cultural understanding between the U.S. and Japan. Now in its third year, *Oshogatsu in Olympia* creates the atmosphere of a Japanese New Year celebration that brings people from the Puget Sound region together to share in a unique experience and learn about Japanese culture.

Be Part of a Community Cultural Celebration That's Unlike Any Other!

- Celebrate the Centennial of the "Gift of Trees" during the Sakura Friendship Ceremony. See performing artists and a presentation to City by Seattle's Consulate General of Japan.
- Enjoy mainstage entertainment showcasing Japanese performing arts including music, dance, taiko drumming and martial arts demonstrations.
- Take part in over a dozen interactive activities and cultural crafts for the entire family.
- Experience a professional "Mochitsuki" ceremony and sample fresh mochi. A team of artisans will use traditional implements to pound mochi for the chewy rice cakes that are a traditional Japanese New Year treat) as they perform an exhilarating show that will take your breath away!
- Indulge in Japanese foods and experience the sights, scents and tastes of Japanese Cuisine.
- Visit our Japanese Art Exhibit to view and purchase art and traditional crafts.
- Tour the Cultural Center and learn more about Japan and Japanese customs.

At the heart of this year's event is the Sakura Friendship Ceremony commemorating the 100th Anniversary of the "Gift of Trees" given by Japan to the U.S. as a symbol of friendship. Thousands of Japanese sakura (flowering cherry trees) still line the tidal basin of our nation's capitol in Washington D.C. The Olympia-Kato Sister City Association, in cooperation with the Consulate-General of Japan in Seattle, will commemorate this historic gift and the enduring relationship between our countries during this special ceremony. Japanese music, dance and a live calligraphy performance will enhance the significance of this event.



Take Advantage of Sponsorship Benefits Designed to Market Your Business

- Name/logo included in event promotional materials: 10,000 postcards, 3,000 event flyers, 300 posters, 100 sponsor packets, event letterhead, print ads and e-mail announcements.
- Name/logo (with link to your URL) on our dedicated event website: www.celebratejapan.org
- Name/logo on event signage, site map, entertainment schedules and banners
- Recognition for your business in radio and cable TV PSAs
- Special recognition by our event emcee during scheduled announcements

* See Sponsor Benefits Sheet for details on benefits offered at each level.

Within the next few days, I, or another member of the Oshogatsu Steering Committee, will contact you to discuss a sponsorship level that meets the needs of your business. For more event or sponsorship information, visit us at www.celebratejapan.org or email info@celebratejapan.org.

Sincerely Yours,

Mina Kiive, *Oshogatsu Event Coordinator*

Allen Miller, *OKSCA Board President*



Event proceeds benefit the Olympia-Kato Sister City Association, a 501(c)(3) non-profit. Funds support the organization's mission to promote cross-cultural understanding between Japan and America. OKSCA fulfills their mission by hosting and participating in community outreach events, educational projects and cultural exchanges for high school students and community leaders.

Learn more about the Olympia-Kato Sister City Association and this event at:

www.celebratejapan.org



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YES – I want to be part of Oshogatsu in Olympia!

Contact Name _____

Business Name* _____ * AS YOU WISH TO BE RECOGNIZED IN EVENT MATERIALS

Address _____

City/State/Zip _____ Tel _____

E-mail _____ Website (for link) _____

Event Sponsorships *(See Sponsor Benefits sheet for specific benefits at each level.)*

- Presenting Sponsor*\$3,000
- Major Sponsors\$2,000
- SOLD** Graphic Design* **SOLD** Mochitsuki Performances* __ Mainstage* __ custom categories available
- Highlight Sponsors\$1,500
__ Sakura Friendship Ceremony* __ custom categories available
- Media Sponsors (Cash or In-Kind).....\$1,000
__ Radio __ TV/Cable __ Print Advertising
- Activity Sponsors\$750
__ Kimono Photo Booth* __ Cultural Center* __ Make & Take Crafts* __ "Art of Japan" Exhibit*
- Event Sustainers **SOLD** Website Design* __ Banners/Signage* __ Event Sustainers.....\$500
- Event Supporters *(Benefits vary by sponsorship amount)*\$250
- Event Friends\$50-249

NOTE: Sponsorships available for both in-kind or cash donations. * Exclusive sponsorship categories (one sponsor each).

Payment Information

Please invoice me. Enclosed is my check made payable to "OKSCA / New Year."

Please bill my: __ Visa __ Mastercard Expires _____

Card # _____ Code # _____

Cardholder's Signature _____

Make the Most of Your Sponsor Benefits

STEP 1

Complete and return this form to the committee member who contacted you or mail it to:

OKSCA
P.O. Box 11998
Olympia WA 98508-1998

STEP 2

If your sponsor benefits include **YOUR LOGO** on event marketing materials, act soon to ensure you make it onto the next scheduled printing. Email your logo* to:

informbarb@comcast.net

***Logo size/format requirements:**
- Resolution: 300 dpi minimum
- Acceptable formats: jpg, tif or pdf



For additional event information including downloadable photos, press releases, logos and more, visit www.celebratejapan.org

Email: info@celebratejapan.org

The Olympia-Kato Sister City Association (OKSCA) is a local 501(c)(3) non-profit. Your donations are tax-deductible to the extent allowed by law.

OSHOGATSU 2013 SPONSORS & DONORS: (AS OF 9/27/2012)

CONSULATE GENERAL OF JAPAN IN SEATTLE, INFORM DESIGN (GRAPHICS), JILL CARTER DESIGN (WEBSITE),
CHIYO SANADA DESIGN (CALIGRAPHY), HUMAN BEAN PRODUCTIONS (CRAFTS & ACTIVITIES)

