

## The 16<sup>th</sup> Japan Day 2017

**Date: Saturday 25<sup>th</sup> (4pm-9:30pm) & Sunday 26<sup>th</sup> February 2017 (10am-6pm)**  
**Venue: The Cloud & Shed 10 at Queens Wharf, Auckland**

### Corporate Sponsorship and Contribution/ Supporter Guide

#### 1. Category

##### Platinum Sponsorship with Naming Rights

###### One (1) company/organisation only

###### Benefits:

- Naming rights to Japan Day 2017 (i.e. company name followed by Japan Day)
- Company name and logo will be published on our event program and posters
- Company name and logo will be published in all media advertisements where possible
- The MC will introduce and acknowledge your company and booth (if any) at the opening ceremony and between performances throughout the day
- Your representative will be invited to the opening ceremony as a VIP guest
- Up to six (6) sections of exhibition space are provided  
Note: One (1) section of space is 3m x 3m
- We will do our best to ensure that your exhibition space is in an area of high exposure
- Advertisement on the Japan Day Program back page (A4 full page, full colour)
- Advertisement in the JSA quarterly newsletter for 4 issues (1 year).
- A4 size (W170mm x H268mm) colour advertisement colour advertisement shall be provided and covered the design costs by the advertiser.

**Sponsorship fee: NZ\$15,000+GST**

##### Esteemed Contributor and Supporter

###### Benefits:

- Your company name and logo will be printed on our event program and posters
- The MC will introduce and acknowledge your company at the opening ceremony and between performances throughout the day
- Your representative will be invited to the opening ceremony as a VIP
- Up to two (2) sections of exhibition space in the hall/outdoors are provided, if you wish  
Note: One (1) section of space is 3m x 3m
- Advertisement on the Japan Day Program back page (A4 half page, full colour)
- Advertisement in the JSA quarterly newsletter for 2 issues.
- A4 size (W170mm x H268mm) colour advertisement colour advertisement shall be provided and covered the design costs by the advertiser.

**Contribution: NZ\$10,000+GST**

## **Gold Sponsorship**

Benefits:

- Your company name and logo will be printed on our event program and posters
- The MC will introduce and acknowledge your company and booth (if any) at the opening ceremony and between performances throughout the day
- Your representative will be invited to the opening ceremony as a VIP
- Up to four (4) sections of exhibition space in the hall/outdoors are provided  
Note: One (1) section of space is 3m x 3m
- We will do our best to ensure that your exhibition space is in an area of high exposure
- Advertisement in the Japan Day Program inside page (A4 1/4 page, full colour)
- Advertisement in the JSA quarterly newsletter for 2 issues.
- A4 size (W170mm x H268mm) colour advertisement colour advertisement shall be provided and covered the design costs by the advertiser.

**Sponsorship fee: NZ\$6,000+GST**

## **Silver Sponsorship**

Benefits:

- Your company name and logo will be printed on our event program and posters
- The MC will introduce your company and booth (if any) between performances on the day
- Up to two (2) sections of exhibition space in the hall/outdoors are provided  
Note: One (1) section of space is 3m x 3m
- Advertisement in the JSA Quarterly newsletter for 2 issues.
- Half A4 size (W170mm x H132mm) colour advertisement colour advertisement shall be provided and covered the design costs by the advertiser.

**Sponsorship fee: NZ\$2,500+GST**

## **Bronze Sponsorship**

Benefits:

- Your company name and logo will be printed on our event program and posters
- One (1) section of exhibition space in the hall/outdoors (3m x 3m) is provided
- Advertisement in the JSA quarterly newsletter for 2 issues.
- Quarter A4 size (W170mm x H64mm) colour advertisement colour advertisement shall be provided and covered the design costs by the advertiser.

**Sponsorship fee: NZ\$1,000+GST**



Video: Japan Day @ The Cloud | Sponsors 2015  
<https://youtu.be/bz2aEm94nBY?t=32>

## 2. Other information

1. We have hosted Japan Day (co-hosted with the Consulate-General of Japan in Auckland) since 2001. The number of visitors has increased year after year, and about 45,000 people has attended in 2016.
2. We can provide copies of support letters from Consulate-General of Japan, and other organisations, if you wish.
3. If you require further information, please feel free to contact one of our committee members via [info@jsa.org.nz](mailto:info@jsa.org.nz) or [www.japanday.org.nz](http://www.japanday.org.nz). You may wish to discuss specific matters with our Japan Day committee members who are responsible for your organisation.
4. There are also video clips showcasing Japan day on YouTube. Search Japan Day Auckland or Google, and you will find them.
5. Please note that power points and other fixtures are not available at every exhibition booth. However, for a small charge we can supply power point(s).
6. Acceptance of sponsorship is on a first come first served basis.
7. The design/content of the advertisement of the JSA quarterly newsletter may be altered for each issue.

The advertisement will be distributed in 2 ways:

A colour advertisement distributed in the JSA pdf-format newsletter.

A printed quarter size advertisement published in the JSA A5 size booklet. This advertisement will be printed in black and white.

## 3. Conditions and Schedule

1. We (Japan Day Committee) reserve the right to make the final decision on whether to hold the 16th Japan Day in 2017. In case of a cancellation, we shall terminate this sponsorship agreement and refund the received sponsorship fee immediately.
2. The first printed edition of the Japan Day 2017 poster will be distributed in October 2016.
3. Applications for sponsorship will start from 12 September 2016 and close on Friday 13 January 2017.
4. Please provide your official company/organisation name and logo by Friday 20 January 2017.
5. Please pay the agreed sponsorship fee by Friday 20 January 2017 (we will issue a GST tax invoice). As your name and logo will be printed on posters, advertisements and programmes, there will be no refund for any cancellation made by you after 20 January 2017.
6. The final Japan Day 2017 poster with your name and logo will be printed and distributed from middle of December 2016.
7. Please provide details of your display/booth/plan by Friday 27 January 2017.
8. Exhibitors will be able to set up their displays/booths on Saturday 25 February 2017.
9. We reserve the right to cancel/decline your sponsorship application, exhibition, should we deem your activities /displays and/or products to be unsuitable for or against the spirit of Japan Day.

The Japan Day 2017 Committee

e-mail: [info@jsa.org.nz](mailto:info@jsa.org.nz)

website: [www.japanday.org.nz](http://www.japanday.org.nz)

オークランド日本人会  
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www.jsa.org.nz www.japanday.org.nz

**Agreement of Japan Day 2017 Sponsorship / Contribution**

**Category: Platinum / Gold / Silver / Bronze / Contributor (Supporter)**

**Committee member:**

Name:

Phone:

E-mail:

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Sponsorship/Contribution confirmed by:**

Name:

Company:

Phone:

E-mail:

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_