

---

# Support Structure and Systems

---



## **Kiku (Noble/Chrysanthemum) Program Sponsor:**

A Program Sponsor designated as such through a donation of \$2500 or more to the JCF. Program sponsorship is limited, thus will be given to the three companies, businesses or individuals contributing the most to the JCF. The Program Sponsor must ask for the Program Sponsor designation in order to be considered. They will be represented by a banner, or set of banners at one of our three venues; either on the main stage, at the Aikido Dojo or the Santa Cruz Zen Center. The Program Sponsors will also receive all of the same benefits as a (Matsu) Major Sponsor.



## **Matsu (Pine) Major Sponsors:**

Those businesses or individuals who donate cash, perform services, or provide products based on an exchange of retail cash value equal to or greater than \$2000.

- Full-size booth space at the fair
- JCF website presence with a large logo
- Presence in all media and advertising materials
- Listing as a Major Sponsor in our program and poster.
- Inclusion in social media advertising in advance of the fair.
- MC mention as a Major Sponsor with business information a minimum of four times.

These sponsorships can include grants and donations given to the JCF.



## **Take (Bamboo) Sponsors:**

Those businesses or individuals who donate cash, perform services, or provide products based on an exchange of retail cash value equal to or greater than \$1000.

- Full-size booth space at the fair
- JCF website presence with a medium logo
- Presence in all media and advertising materials
- Listing as a Silver Sponsor in our program
- Inclusion in social media advertising in advance of the fair
- MC mention as a Silver Sponsor with business information a minimum of two times

These sponsorships can include grants and donations given to the JCF.



## **Ume (Plum) Sponsors:**

Those businesses or individuals who donate cash, perform services, or provide products based on an exchange of retail cash value equal to or greater than \$500.

- Full-size booth space at the fair
- JCF website presence with a small logo
- Listing as a Bronze Sponsor in our program
- MC mention as a Bronze Sponsor with business information

These sponsorships can include grants and donations given to the JCF.

## **Media Sponsors and Partnerships:**

Media sponsors agree to advertise the event. This includes television, radio, print and social media channels. Broadcast, online, print, out-of-home and outdoor media that provide advertising time or space to the JCF can receive the official designation as a media partner. With an in-kind equivalent value of \$1000 or more in advertising, our media partners will receive all the benefits of our Silver Sponsors with the exception of social media advertising.

## **Promotional Partnership:**

Promotional partnerships are similar to media sponsors, the difference being that promotional partners are individual figures, businesses and non-profits rather than media outlets. A promotional partner advertises the Japanese Cultural Fair to their network. This may include mention on their website and/or social media. In exchange, the partnership entails mention on the JCF website and can include, but is not limited to, logo placement and mention on JCF social media channels.

## **Supporter:**

Becoming a supporter is beneficial to the Japanese Cultural Fair and can benefit your well-being. Support can come in any amount and is based upon what you can afford. Your gift is at the heart of the Japanese Cultural Fair. More than 70% of the Fair's cash budget comes from individual, corporate, and foundation gifts, and much of what you see at the Fair is dependent upon what is contributed in-kind every year. As a supporter, you will make a big difference in our ability to present the living, breathing culture of traditional Japan. As a supporter, you will be listed on our website and program as such. Without your support and generosity, the Fair would not continue to exist.