



J●POP SUMMIT FESTIVAL

8.25 (SAT) & 26 (SUN) 2012

Produced by NEW PEOPLE, Inc.

For details, please contact:

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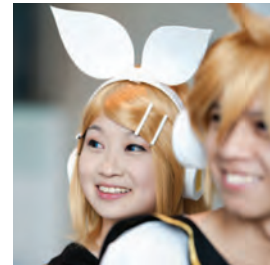
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OUR FESTIVAL

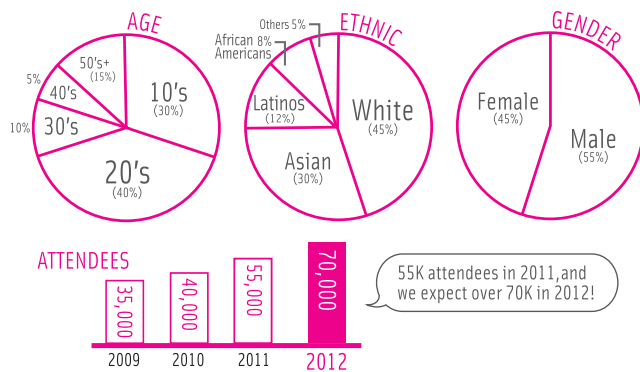
~DETAILS~

The J-POP SUMMIT FESTIVAL is an outdoor festival held every summer in San Francisco, California focusing on Japanese pop culture. With a wide variety of event programming consisting of Japanese animation, film, art, music, fashion, games, and food, there is an increasing trend of festival attendance each year. We expect to have 70,000 attendees for 2012.

NAME	4th Annual J-POP SUMMIT FESTIVAL 2012
DATE	August 25 (Sat) & August 26 (Sun), 2012
VENUE	-The NEW PEOPLE building (a J-POP culture hub) -San Francisco's Japantown Outdoor plaza stage & main street
HOST	J-POP SUMMIT FESTIVAL Committee
SUPPORTED BY	Consulate General of Japan, Japan External Trade Organization, Japan Foundation, San Francisco Japantown Merchants Association
ATTENDANCE	70,000 attendees (expected)
PURPOSE	To engage people's interest in Japanese pop culture and provide an opportunity for marketing & promotional exchange



VISITOR STATS





Live Stage Performance by J-pop Band "Tsushimamire"



Tea Ceremony & Art Exhibition by Ken Hamazaki



Autograph Session & Live Concert by "K-ON!" Voice Actresses



Vocaloid Conference : The Voice of Future Music



"20th Century Boys" Red Carpet Premiere
Guest Actress: Takako Tokiwa



Japan Earthquake Relief Support Project:
J-POP Summit Original "MIKU" Charity Goods



Panel Discussion & Autograph Session by
"Gloomy Bear" Designer, MORI CHUCK



Art Exhibition "DEVA LOKA USA" & Panel Discussion by
Artist YOSHITAKA AMANO

OUR FESTIVAL ~The Essence~

JAPANESE POP CULTURE

*Film, Music
Games & Fashion*

- J-POP Music Live Concert
- US Film Premiere & Guest Appearances
- Game Show
- Fashion Show & Contest
- Live Streaming Coverage
- Special Guest Appearances

TRADITIONAL CULTURE

*Culture, Language,
Tourism & Cuisine*

- Tea Ceremony
- Lectures & Demonstrations
- Food & Sake/Shochu Event
- Japan Earthquake Relief Support
- Calligraphy Performance
- Armor Exhibition
- Tourist Attraction

MANGA/ANIME CULTURE

Manga & Anime

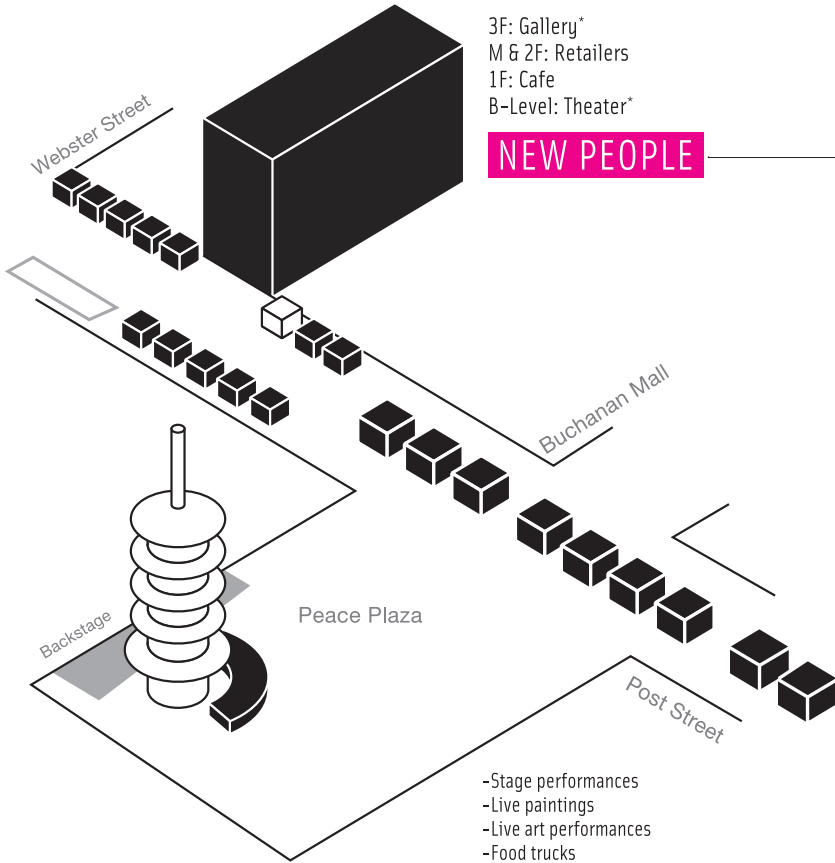
- US Premiere of Japanese Anime
- Anime Song Event
- Cosplay Contest
- School Uniform Exhibition
- Manga/Anime related Event
- Toys/Merchandise
- Creator/Designer Panel Discussion

MODERN/TECH CULTURE

*Modern Culture
Tech Culture*

- IT/Web Service + Presentation
- Modern Art Exhibition
- Creator/Designer Performance + Exhibition
- Hi-Tech Panel Discussion

MAP



3F: Gallery*
M & 2F: Retailers
1F: Cafe
B-Level: Theater*

NEW PEOPLE

- Stage performances
- Live paintings
- Live art performances
- Food trucks
- Vendors
- Sponsor/Corporate booths and more!

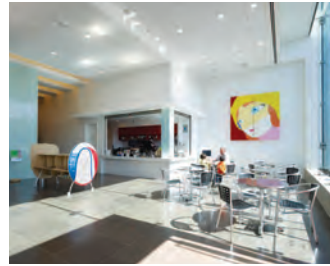
STREET, BOOTHS & STAGE

FESTIVAL MAP NOTE: Booth & building scaling are exaggerated representations of actual booths and buildings / Road scaling are minimized representations of the actual roads / The festival is held within the NEW PEOPLE building and the outdoor space around Japantown.

*During the festival, there is a possibility of theater and gallery access being limited to participants with (paid) passes.



NEW PEOPLE 3F: Gallery (2,000 sqft.) use for events, exhibits, reception, etc.



NEW PEOPLE 1F & M: Cafe space use for events, exhibits, reception, etc.



NEW PEOPLE Cinema (143 seats) use for screenings, shows, presentations, concerts, etc.



OUTDOOR: Stage, vendors & corporate booths, food trucks, performance art, etc.



MEDIA OUTREACH

INCREASING MEDIA EXPOSURE

The J-POP SUMMIT FESTIVAL garners attention from various local, nationwide and international media.

- All festival materials, such as festival guide, will include information about sponsor
- Sponsor information included on the festival website j-pop.com (forecasted traffic: 200K views/August 2012)
- Email newsletter (Over 4K subscribers)
- Online advertisement campaign
- Social network marketing (Facebook, Twitter, etc..)

SOCIAL NETWORKING MEDIA SPONSOR



GAIX: The festival has partnered with GaiaX (www.gaiax.co.jp), a leading company providing social networking service (SNS) support for various major Japanese corporations, as a media sponsor for this year's festival. They are involved in the construction, operation, and monitoring of social media assets and social media applications, and will become of great assistance in further increasing promotional exposure for our festival sponsors via SNS.

OTHER POTENTIAL MEDIA OUTREACH

NEW PEOPLE

Similar to the previous years, NEW PEOPLE will be actively highlighting this event through the various social channels as well as the company website (www.newpeopleworld.com)

- Facebook
- Flickr
- Google+
- Twitter



NICO NICO DOUGA (JAPAN) & NICO NICO (US)

NICO NICO DOUGA is the YouTube of Japan and is one of the largest social video streaming sites with over **20 million** active users globally. What differentiates the site from its competitors is that you are able to insert comments throughout the video and view comments made by others. This has led to its popularity and success.

NICO NICO was present at J-POP SUMMIT FESTIVAL 2011 (potentially for 2012) and streamed the festival live throughout the weekend. Attendees interacted with viewers and vice versa creating a huge buzz both in Japan and the U.S. The potential opportunity to present your company/brand in front of NICO NICO viewers across the globe will contribute to an increase in your brand awareness.



USA



JAPAN



JAPANESE MASS MEDIA WILL PROVIDE EXCELLENT OUTREACH OPPORTUNITY!

Newspapers
 -ASAHI Shimbun: 8M readers /month
 -YOMIURI Shimbun: 10M readers /month
 -HOCHI Shimbun: 3.5M readers /month
 Compared to American newspapers:
 -New York Times: 900K -SF Chronicle: 235K

Online Mass Media
 -Yahoo! JAPAN (yahoo.co.jp)
 >>18.4B page views
 and 66M unique visitors /month
 >>#1 site in Japan & #15 site globally (page view)
 >>15.6 min /visit (#3 in Japan)
 -ANIME ANIME (animeanime.jp)
 >>#1 site (page view) for anime & pop culture related news in Japan
 -NICO NICO DOUGA (nicovideo.jp)
 >>Japanese #1 video streaming service
 >>20M registered members
 >>#1 time on site with 38.6 min /visit in Japan

SPONSOR LEVEL 1: PLATINUM \$20,000

ON SITE

- Prime booth location (10' x 40')*
- Prominent logo placement
 - Festival badges*
 - Street banners in SF Japantown
 - Stage banner
- Sponsor mention between each show at main stage*
- In-theater advertising before each show (5 min)
- Event hosting/promotional opportunities
 - VIP reception (co-host)*
 - Main stage time (1 hr/day)*
 - Event at gallery (1 hr/day)*
 - Event at theater (1 hr/day)*
- VIP reception party advertising*
- VIP seating at all seated events
- VIP passes for reception party
- Free passes to access areas requiring admission fees

MARKETING

- On festival website (j-pop.com)
 - Prominent logo placement (all pages)
 - One dedicated news post about sponsor
 - Post about sponsor's event
- Dedicated posts about sponsor & sponsor's events through social media
- Prominent logo placement
 - Posters - Flyers - Online banners
 - Other promotional materials
- Email newsletter
 - Sponsor credit in two festival dedicated eblasts
 - Sponsor & sponsor's event info featured in one eblast*
- Feature sponsor & sponsor's events in festival guide
- Press releases - Sponsor credit in all press releases
 - Sponsor's event info in a release
- Preferred opportunities for potential interviews with press*

SERVICE PROVIDED

- Booth (tent, table and chairs)
- Advance product shipment support
- Post-event product sales opportunity

RESPONSIBILITY OF SPONSOR:

- Round-trip shipping expenses (including insurance)
- Consumption taxes on products
- Any additional costs for booth decoration, equipment, etc.
- Travel and accommodation expenses
- Labor costs of sales employees and language interpreters
- Individual advertising activities

IMPORTANT NOTES:

- Please provide your own booth administration & personnel
- If electrical power is needed, please contact us in advance
- Booths will generally be outdoors

* For premium sponsors only



SPONSOR LEVEL 2: **GOLD** \$10,000

ON SITE

- Preferred booth location (10' x 30')*
- Logo placement
 - Street banners in SF Japantown*
 - Stage banner
- In-theater advertising before each show (1 min)*
- Event hosting/promotional opportunities
 - Main stage time (30min/day)*
 - Event at gallery (30min/day)*
 - Event at theater (30min/day)*
- VIP seating at all seated events*
- VIP passes for reception party
- Free passes to access areas requiring admission fees

MARKETING

- On festival website (j-pop.com)
 - Logo placement (sponsors page)
 - One dedicated news post about sponsor*
 - Post about sponsor's event*
- Posts about sponsor & sponsor's events through social media
- Logo placement
 - Posters - Flyers - Online banners
 - Other promotional materials
- Email newsletter
 - Sponsor credit in one festival dedicated eblasts*
- Feature sponsor & sponsor's events in festival guide
- Press releases
 - Sponsor credit in press releases*
 - Sponsor's event info in a release

SERVICE PROVIDED

- Booth (tent, table and chairs)
- Advance product shipment support
- Post-event product sales opportunity

RESPONSIBILITY OF SPONSOR:

- Round-trip shipping expenses (including insurance)
- Consumption taxes on products
- Any additional costs for booth decoration, equipment, etc.
- Travel and accommodation expenses
- Labor costs of sales employees and language interpreters
- Individual advertising activities

IMPORTANT NOTES:

- Please provide your own booth administration & personnel
- If electrical power is needed, please contact us in advance
- Booths will generally be outdoors

* For gold sponsors & up



SPONSOR LEVEL 3: SILVER \$5,000

ON SITE

- Preferred booth location (10' x 20')*
- Logo placement
 - Stage banner
- Event hosting/promotional opportunities
 - Main stage time (15min/day)*
 - Event at gallery or theater (30min/day)*
- VIP passes for reception party
- Free passes to access areas requiring admission fees

MARKETING

- On festival website (j-pop.com)
 - Logo placement (sponsors page)
- Posts about sponsor & sponsor's events through social media
- Logo placement
 - Posters - Flyers - Online banners
 - Other promotional materials
- Feature sponsor & sponsor's events in festival guide*
- Press releases
 - Sponsor's event info in a release*

SERVICE PROVIDED

- Booth (tent, table and chairs)
- Advance product shipment support
- Post-event product sales opportunity

RESPONSIBILITY OF SPONSOR:

- Round-trip shipping expenses (including insurance)
- Consumption taxes on products
- Any additional costs for booth decoration, equipment, etc.
- Travel and accommodation expenses
- Labor costs of sales employees and language interpreters
- Individual advertising activities

IMPORTANT NOTES:

- Please provide your own booth administration & personnel
- If electrical power is needed, please contact us in advance
- Booths will generally be outdoors

* For silver sponsors & up



SPONSOR LEVEL 4:
GENERAL \$2,500

ON SITE

- Preferred booth location (10' x 10')
- Logo placement
 - Stage banner
- Event hosting/promotional opportunities
 - Main stage time (5 min/day)
- VIP passes for reception party
- Free passes to access areas requiring admission fees

MARKETING

- On festival website (j-pop.com)
 - Logo placement (sponsors page)
- Posts about sponsor & sponsor's events through social media
- Logo placement
 - Posters - Flyers - Online banners
 - Other promotional materials

SERVICE PROVIDED

- Booth (tent, table and chairs)
- Advance product shipment support
- Post-event product sales opportunity

RESPONSIBILITY OF SPONSOR:

- Round-trip shipping expenses (including insurance)
- Consumption taxes on products
- Any additional costs for booth decoration, equipment, etc.
- Travel and accommodation expenses
- Labor costs of sales employees and language interpreters
- Individual advertising activities

IMPORTANT NOTES:

- Please provide your own booth administration & personnel
- If electrical power is needed, please contact us in advance
- Booths will generally be outdoors

SPONSORSHIP LEVELS

PLATINUM
\$20,000

GOLD
\$10,000

SILVER
\$5,000

GENERAL
\$2,500

		PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	GENERAL \$2,500	
ON SITE	BOOTH SIZE	10' x 40'	10' x 30'	10' x 20'	10' x 10'	
	LOGO PLACEMENT	• STAGE BANNER	○	○	○	○
		• STREET BANNERS	○	○	-	-
		• FESTIVAL BADGES	○	-	-	-
	ADVERTISING	• IN-THEATER	5min	1min	-	-
		• ON STAGE	○	-	-	-
	EVENT HOSTING /PROMO	• VIP RECEPTION	co-host	-	-	-
		• MAIN STAGE TIME	1 hr / day	30 min / day	15 min / day	5 min / day
		• EVENT AT GALLERY	1 hr / day	30 min / day	30 min / day @ either venue	-
		• EVENT AT THEATER	1 hr / day	30 min / day		-
EVENT ACCESS	• RECEPTION ADVERTISING	○	-	-	-	
	• VIP PASSES FOR RECEPTION	○	○	○	○	
	• FREE EVENT PASSES	○	○	○	○	
	• VIP EVENT SEATING	○	○	-	-	
MARKETING	FESTIVAL WEBSITE	• LOGO PLACEMENT	all pages	sponsor page only	sponsor page only	sponsor page only
		• SPONSOR'S EVENT POST	○	○	-	-
		• A DEDICATED NEWS POST	○	○	-	-
	SOCIAL MEDIA	• DEDICATED POSTS	○	-	-	-
	LOGO PLACEMENT	• POSTERS • FLYERS • ONLINE BANNERS • OTHER	○	○	○	○
	EMAIL BLAST	• CREDIT	2 or more	1 or more	-	-
		• EVENT INFO	1 or more	-	-	-
	FESTIVAL GUIDE	• SPONSOR & EVENT INFO	○	○	○	-
	PRESS RELEASES	• SPONSOR'S EVENT INFO	○	○	○	-
		• SPONSOR CREDIT	○	○	-	-
MEDIA	• PREFERRED OPPORTUNITIES FOR POTENTIAL PRESS INTERVIEWS	○	-	-	-	

SERVICES PROVIDED: Booth (tent, table and chairs), Advance product shipment support, Post-event product sales opportunity



PAST SPONSORS (2009-2011)

