

J ● POP
SUMMIT
FESTIVAL
2013

7.27 SAT & 28 SUN

11AM - 6PM, SF JAPANTOWN

j-pop.com

For details, please contact:

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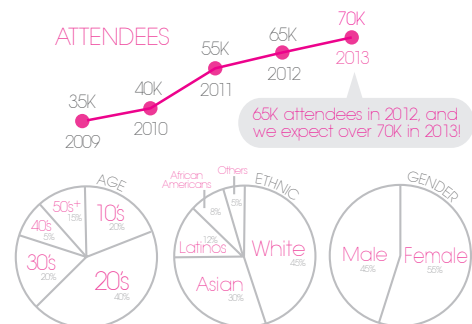
OUR FESTIVAL

We are growing at a dynamic rate!

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 including Japanese animation, film, art, music, fashion, games, and food, there is an increase in festival attendance each year. The festival in 2012 attracted 65,000 attendees.

This fifth year of the festival promises to be an exciting year. The festival is increasing its scale with the addition of new programming such as the first Northern California Japanese film festival Japan Film Festival of San Francisco, J-Gourmet Festival, and J-POP LIVE at Union Square. The 2013 festival expects close to 70,000 attendees over the two days.

- NAME 5th Annual J-POP SUMMIT FESTIVAL 2013
- DATE July 27 (Sat) & July 28 (Sun), 2013
- VENUE -The NEW PEOPLE building (a J-POP culture hub)
-San Francisco Japantown (Outdoor plaza & Post St.)
- HOST J-POP SUMMIT FESTIVAL Committee
- SUPPORTED Consulate General of Japan, Japan Foundation, NAVelite, KAYAC, UNIQLO SEGA, TaKaRa Sake USA (TBD)
- ATTENDEES 70,000 attendees (Expected)
- PURPOSE To engage people's interest in Japanese pop culture and provide an opportunity for marketing & promotional exchange for Japan-related companies and organizations





HIGHLIGHTS 2013

JAPANESE POP CULTURE

Film, Music & Fashion

- Japan Film Festival of San Francisco
July 27th Sat - August 4th Sun
Red Carpet Premiere Events, Guest Appearances,
VIP Reception, Autograph Session, Press Conference
- J-POP Live Music Concert
- Fashion Show & Contest
- TV Coverage
- Special Guest Appearances
- Vocaloid Events

MANGA, ANIME & GAME

- Anime Screening during
Japan Film Festival (7/27-8/4)
- Anime Song Contest
- Cosplay Contest
- Manga/Anime Related Events
- Toys/Merchandise Sales
- Game Shows
- Panel Discussions/Autograph Sessions
by Creators

TRADITIONAL CULTURE

Food, Culture, Language & Tourism

- Food Festival "GOURMET POP"
Food Trucks, Japanese Food Booths,
Sake Tasting and Food-related Events
- Tea Ceremony
- Lectures & Demonstrations
- Art Performance
- Calligraphy Performance
- Armor Exhibition
- Tourist Attraction

MODERN/TECH CULTURE

- IT/Web Service + Presentation
- Modern Art Exhibition
- Demonstrations/Panel Discussions
by Creators & Designers
- Live Streaming



NEW in 2013 ①

JAPANFILMFESTIVAL

OF SANFRANCISCO 7.27-8.4.2013 1 WEEK!

NEW PEOPLE Cinema
JFFSF.ORG

A key attraction for this year's J-POP Summit Festival is the inauguration of Japan Film Festival of San Francisco. This first full-scale Japanese film festival to be held in Northern California will launch at the NEW PEOPLE Cinema in conjunction with the 2013 J-POP SUMMIT Festival on Saturday, July 27th and offer film programming throughout the week concluding on Sunday, August 4th. Various programming are being planned including premiere showings of a variety of brand new Japanese live-action films and anime, red carpet event, insightful lectures and presentations, autograph sessions, and VIP events.

7.27 Sat Opening at J-POP Summit Festival

1 WEEK! ↓

8.04 Sun The film festival runs for a week until August 4th at NEW PEOPLE Cinema, the main venue of the film festival.



UNION SQUARE LIVE

UNION SQUARE LIVE July 28th Sunday Only

UNION SQUARE LIVE brings FREE outdoor music, dance, movies and other entertainment to Union Square for everyone to enjoy!



EVENT:

- Collaboration with UNION SQUARE LIVE, a FREE outdoor event which has been organized by City of San Francisco since 2005
 - Participate in UNION SQUARE LIVE as 『J-POP Live at UNION SQUARE』 (TBD)
 - Guest artists of J-POP SUMMIT Festival perform on the big stage at UNION SQUARE LIVE to San Franciscans and tourists
 - Significant exposure to media and attendees
 - Union Square is one of the most famous and busiest tourist attractions in the world
- Ref: **UNION SQUARE; San Francisco: 100,000 visitors / day**
Times Square, New York: 120,000 visitors / day
Oxford St, London: 130,000 visitors / day
- 2013 is the 9th year of this annual event, and has become one of the main summer events held in downtown San Francisco.
 - Showcasing upcoming artists from Bay Area as well as from the world
 - More than 5,000 attendees gather for each live performance

NEW in 2013 ②



FOOD FESTIVAL

“POP GOURMET” Festival of Bay Area Food Trucks x Japanese Food & Beverage!

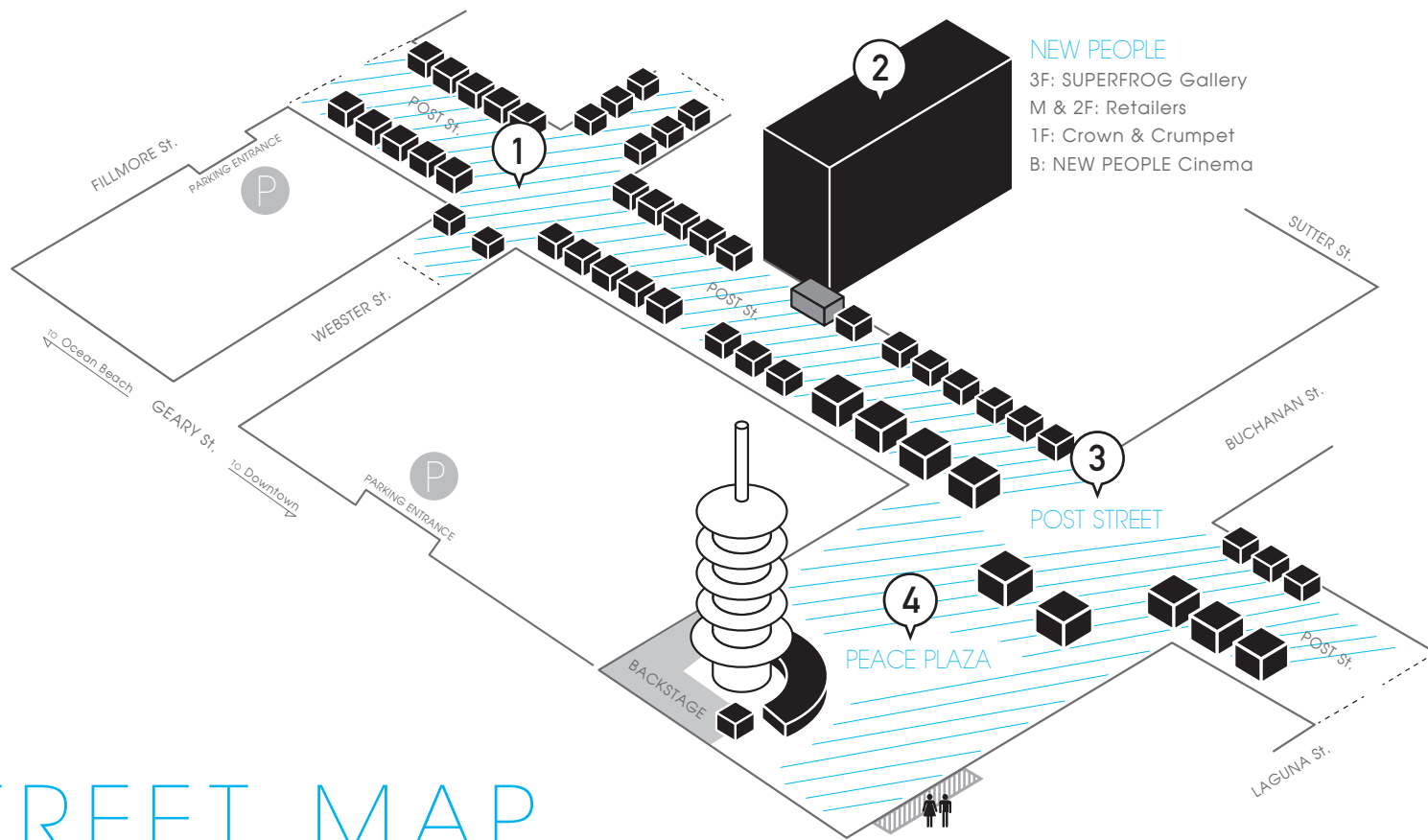


Selected gourmet restaurants-on-wheels gather again at J-POP SUMMIT Festival 2013! Experience the taste of San Francisco's gourmet food scene and Japanese delicacies.



NEW in 2013 ③

NEW FEATURES of 2013



STREET MAP

We are expanding festival grounds!

The J-POP SUMMIT FESTIVAL is held in Japantown of San Francisco. The festival takes place on Post Street including the Peace Plaza Park, and all 4 floors of the NEW PEOPLE Building (1746 Post Street). This year, the festival is expanding the street fair all the way down to Fillmore Street! Enjoy arts and crafts vendors by Bazaar Bizarre SF, anime shops by Animation on Display, lunch and snacks with selective SF gourmet food trucks and booths, and even more games, fashion, and Japanese cultural booths this year!

① FOOD AREA

- Food Trucks
- Japanese Food Booths
- Sake Tasting area
- Japanese Beverages (Beer, Cocktails, Tea etc)

② NEW PEOPLE

3F: SUPERFROG Gallery
 2F: Retailers (SOU•SOU/BABY, The Stars Shine Bright/ KUSUYAMA)
 M: NEW PEOPLE the Store (LIZ LISA by MARIUQ/PIKAPIKA)
 - Autograph Sessions - Pop-up Stores
 1F: Cafe (Crown & Crumpet Tea Stop Café)
 B: NEW PEOPLE Cinema
 - Japan Film Festival of San Francisco (7.27 Sat - 8.4 Sun)
 Red Carpet Premiere Event, Guest Appearance, VIP Reception, Autograph Session, Press Conference

③ POST STREET

- Art & Craft Booths (Bazaar Bizarre SF)
- Anime Lane (Animation on Display)
- Game & Tech Area
- Sponsor & Corporate Booths
- Art & Calligraphy Performances
- "Meet & Greet" with Special Guests
- Food Area (Food Trucks, Sake tasting and more!)

④ PEACE PLAZA

- Outdoor Stage
- J-POP Live (Guests from Japan/Local)
- Fashion Show & Contest
- Dance Contest
- Vocaloid Events
- DJ Party
- Art Performances
- Promotion of Key Sponsors
- Sponsor Booths
- Live Graffiti Performances



MEDIA LIST 2009 ~ 2012

USA	JAPAN

Japanese Mass Media will provide excellent outreach opportunity!

- Newspapers
 - ASAH 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 and #1 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
 - >> 40M registered members
 - >> #1 time on site with 38.6 min/visit in Japan

MEDIA

Increasing Media Exposure

- The J-POP SUMMIT FESTIVAL garners attention from various local, nationwide and international media.
- Festival promotional materials (Festival guide, Poster, Flyer etc)
 - Official Festival Website (j-pop.com, jffsf.org)
 - Email Newsletter (Over 4K subscribers)
 - Online advertisement campaign
 - Social network marketing (Facebook, Twitter, etc.)

Exposure Highlights by NICO NICO DOUGA (Japan & USA)

NICO NICO DOUGA is one of the largest social video streaming sites with over 40 million active users globally. NICO NICO streamed 2012's festival live as attendees and viewers (230K viewers / 60K comments) interacted with each other creating a huge buzz in both Japan and the U.S. The opportunity to present sponsors in front of NICO NICO viewers across the globe contributed to an increase in sponsors' brand awareness.

J-MELO Broadcasted by NHK

NHK is the largest and only national public broadcasting organization in Japan. "J-MELO" is NHK's Japanese pop music TV program broadcasted worldwide. In 2012, J-MELO joined to cover the festival throughout the weekend.



RADIO SLOT

RADIO SLOT is a Bay Area's Internet Media Network providing the best music and shows. RadioSlot was one of the 2012 festival's media sponsors and covered the festival through live streaming, especially the stage performances.





Promotion of grand opening of UNIQLO store in SF with UNIQLOOKS fashion shoot



New game title promotion at NEW PEOPLE with large banner ad on 2nd floor & video showings in cinema lobby



Evangelion promotion through Pop-up Museum, stamp rally and film screenings



REAL ESCAPE GAME x EVANGELION
Hundreds enjoyed the special outdoor live puzzle game event inspired by the popular sci-fi anime *Evangelion*.

EXHIBITOR'S IMPACT 1 Become a sponsor! Put your brand in the spotlight!

PR | MEDIA EXPOSURE | TEST MARKETING | CUSTOMER ACQUISITION | NETWORKING

TAKARA SAKE USA INC.



Promotion of official festival drink as sponsor Takara CAN Chu-Hi 'JPOP' at booth & on main stage

KAYAC NAVIelite



EvaNavi iPhone app debuted! Supported by the festival in association with NAVIelite. Designed & developed by KAYAC, Inc.

LIZ LISA Laugh Laugh



Pop-up stores inside NEW PEOPLE during festival by LIZ LISA and Laugh Laugh

JAPAN FOUNDATION JVTA



Presentation on main stage



SEGA of America, Inc.

One of the largest multinational video game development companies.

ACTION:

- Large ad banner promoting new game displayed on 2nd floor of NEW PEOPLE
- Promotional video playing on all monitors in NEW PEOPLE Cinema lobby
- Promotional announcement about new game made by MC on main stage
- Appearance on NICO NICO live streaming

RESULT:

- Worldwide exposure through promotional time, demonstrations of new game, and Q&A on NICO NICO live streaming (Overall total for entire 2days live streaming: 230K viewers/ 60K comments from around the world)
- Significant exposure to media and attendees through large ad banner in prime location
- Promotional video watched by attendees (65K) for two days of festival



UNIQLO Co., Ltd.

A new-style Japanese company making good casual clothes available for all to wear. Grand opening of store in downtown San Francisco in Fall 2012.

ACTION:

- Special UNIQLOOKS Fashion Shoot tent promoting grand opening of store in SF
- Appearance on NICO NICO live streaming
- Promotional time on main stage
- Sponsor of official festival T-shirts in collaboration with J-POP Summit Committee

RESULT:

- Greatest number of people joined UNIQLOOKS Fashion Shoot in its history (officially according to UNIQLO)
- Collaboration T-shirts (UNIQLO x J-POP Summit Festival) worn by over 100 volunteers and staff grabbed attention of attendees and offered exposure to media



KAYAC, Inc.

A Japanese IT creative company and web/mobile app developer.

ACTION:

- Design and development of mobile app "EvaNavi SF"; an audio travel tour guide app featuring an Evangelion anime character
- Grand debut of "EvaNavi SF" at festival in association with NAVIelite
- Promotional time on main stage for 2 days
- Reach out to all potential media in US through press release (prepared by NEW PEOPLE)

RESULT:

- Increase in number of app downloads through promotional time on stage for two days
- Articles written by main local IT-related media from press release
- International collaboration project of *EVANGELION* + KAYAC became a hot topic not only in US but also in Japan



EXHIBITOR'S IMPACT 2

Sponsor Participation & Results from 2012

SPONSORSHIP LEVELS

DIAMOND
\$30,000

PLATINUM
\$20,000

GOLD
\$10,000

SILVER
\$5,000

GENERAL
\$2,500

ON SITE

		DIAMOND \$30,000	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,000	GENERAL \$2,500	
Booth size Logo placement	Post Street / Peace Plaza / NEW PEOPLE Building	up to 10' x 40' (Best location)*	up to 10' x 40'*	up to 10' x 30'*	up to 10' x 20'*	10' x 10'*	* Location varies
	Outdoor main stage banner	● (Prominent)*	●*	●*	●*	●*	* Logo size varies
	Street banner	● (Prominent)	●				
	Festival badge	●					
	Festival lanyard (your company or brand's name)	●					
	Film festival photo backdrop (step and repeat)	● (Prominent)*	●*	●*	●*		
Advertising	Logo inclusion on pre-screening slate	● (Dedicated)*	●*		●*	●*	* Logo size varies
	In-theater video promo (pre-screening promo)	up to 10 min	up to 5 min	1 min			
	In-theater promotional material distribution	Unlimited	up to 2500	up to 1000			
	Recognition during in-theater announcement	●	●				
	Theater lobby screen video promo (all day btw 7/27-8/4)*	● (10 min, all day loop)	● (5 min, all day loop)	● (1 min, all day loop)			* 5 screen monitors
	Promo table at theater lobby for 2 days (7/27 & 28)	● (Best location)	●				
	Promo table at theater lobby on 7/29 - 8/4	● (Best location)	●				
	Sponsor acknowledgement by Main outdoor stage MC	●					
	VIP reception (including branding & sampling)	● (Prominent)	●	●			
	Film festival award named after Sponsor	●					
	Event hosting / Promo	VIP reception sponsor	●				
Main stage time		up to 1 hour/day	up to 30 min/day	up to 15 min/day	up to 5 min/day	1 min/day	
Event at gallery		●*					* Must let festival know by April
Event at theater		●*					* Must let festival know by April
Event access	Passes for festival VIP reception	up to 15	up to 10	up to 6	up to 4	up to 2	* Need to RSVP
	Festival sponsor badge (free event passes)	up to 15	up to 10	up to 6	up to 4	up to 2	* Need to RSVP
	VIP event seating	●	●	●	●	●	* Need to RSVP
	Photo/autograph opportunities with celebrities & artists	●					
	Red carpet movie premiere ticket request*	up to 12/day	up to 6/day	up to 2/day			* Need to RSVP
Movie screening ticket request (excluding red carpet premiere)*	up to 12/day	up to 6/day	up to 2/day			* Need to RSVP	
JPSF website (j-pop.com)	Logo placement with link (1 year)	Prominent on all pages	Sponsor page only*	Sponsor page only*	Sponsor page only*	Sponsor page only*	* Logo size varies
	News post for sponsor's event (1 year)	●	●	●			
	News post for sponsor (1 year)	●					
Film Festival website (ffsf.com)	Logo placement with link (1 year)	Prominent on all pages	Sponsor page only*	Sponsor page only*	Sponsor page only*	Sponsor page only*	* Logo size varies
	Page for sponsor's film info and company/brand info (1 year)	If applicable	If applicable	If applicable	If applicable	If applicable	
	News post for sponsor's event (1 year)	If applicable	If applicable	If applicable	If applicable	If applicable	
Advertising	Sponsor acknowledgement in the festival video ad (TV/online)	●					
	Logo inclusion on the festival video ad (TV/online)	● (Prominent)*	●*	●*	●*	●*	* Logo size varies
	Logo inclusion in the festival online banner	●					
Festival SNS mention (ie FB: 8,000+)	Sponsor's info	● (1 Dedicated)					
	Sponsor's event info	● (1 Dedicated)	● (1 Dedicated)	●*	●*	●*	* Mentioned with other info
Festival email blast (over 5K subscribers)	Logo inclusion	All email blast (Prominent)	All email blast	1 email blast			
	Sponsor credit	All email blast (Prominent)	All email blast	1 email blast			
Official festival guide (Distrib. 20,000)	Sponsor's event info	●	●				
	Sponsor's event info	● (Prominent)*	●*	●*			* Size varies
	Brand ad/promo	1 page (Prominent location)	1 page	Half page	1/4 page	1/8 page	
Festival mini guide (Distrib. 40,000)	Logo on the Sponsor page	● (Prominent)*	●*	●*	●*	●*	* Logo size varies
	Sponsor's event info	If applicable	If applicable	If applicable	If applicable	If applicable	* Size varies
	Brand ad/promo	1 page (Prominent location)	Half page	1/4 page	1/8 page	1/16 page	
Printed materials	Logo on the Sponsor page	● (Prominent)*	●*	●*	●*	●*	* Logo size varies
	Logo placement (Poster / Flyer)	● (Prominent)*	●*	●*	●*	●*	* Logo size varies
Press release	Sponsor's event info	● (Dedicated)	●*	●*			* Announced with other info
	Sponsor credit	All press releases					
Media	Preferred opportunities for potential press interviews	●	●*	●*	●*	●*	* Festival Official Publicist takes priority to higher level sponsor

MARKETING

Other *
* Please contact for detailed info

Opening ceremony sponsor
 Official festival goods sponsor (Brand logo inclusion on T-shirts or Bags)
 Opportunity to sponsor/co-sponsor a key festival program
 Official J-POP SUMMIT Festival guide book advertisement
 Official Film Festival guide book advertisement
 Film Sponsorship
 Display your product/brand at special area (i.e. vehicle)
 Booth only* (10' x 10' / Canopy tent, table, chair): \$800 for business & \$400 for non-profit
 (*Sponsor's tent location in preferred area over location of *booth only)

Service provided to all sponsors
 • Booth (tent, table and chairs)
 • Advance product shipment support
 • Post-event product sales opportunity*
 (Online store and in-store)
 *Negotiable

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
 • For electrical power, please contact us in advance
 • Booths will generally be outdoors

*All the info in this page is subject to change

PAST SPONSORS

