

Sponsor/Exhibitor Package 2014

\$50,000

\$30,000

\$20,000

\$10,000

\$5,000

PRESENTING LEVEL

- Booth at **BEST LOCATION**
 - Japantown (up to **10ft x 40ft**)
 - ★ Union Square (up to **10ft x 30ft**)
- LOGO (**The Largest & BEST PLACEMENT**):
 - Poster & Flyer
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - Festival trailer
 - Newsletter - Press release
 - Festival badges (Logo or ad)
 - Photo backdrop (Step&repeat)
 - All street banners (Japantown)
 - ★ Stage banners & Pop-up banners (Japantown, Union Square)
 - ★ Official festival lanyard
- Advertisement:
 - ★ Festival guide book (2 full-pages)
 - Websites* (j-pop.com, jffsf.org)
 - ★ 5-min cinema trailer plays as part of previews before films and on cinema lobby screens (loop)
 - PR opportunity inside cinema
 - Social media promotions
 - ★ Promo bags/goods distribution at cinema, Japantown & Union Square
 - ★ Promotional opportunity at both outside stages at Japantown & Union Square
 - Announcement by MC
 - Promotional presentation by sponsor
 - ★ Billboard banner at NEW PEOPLE 3F (up to 30'x12', 1 month duration)
 - ★ Events at Union Square
 - ★ 『J-POP LIVE! at Union Square.』
ex: "J-POP LIVE! Presented by YOUR BRAND NAME"
- News Post:
 - Festival guide book
 - ★ Websites* (j-pop.com, jffsf.org) - Dedicated page
 - Press release - SNS
 - Newsletter (General + Dedicated e-blast)
- Other benefits:
 - ★ Festival badges (up to 50 affiliated members)
 - Invitation to VIP Party
 - Tickets to films & events
 - Press interview opportunities
 - Event opportunities at cinema
 - Photo sessions with celebrities
 - Opportunities to sponsor our festival official goods (Additional production costs required)
 - ★ Opportunities to host VIP reception for branding and sampling
 - ★ Film festival official award name

DIAMOND LEVEL

- Booth at **BEST LOCATION**
 - Japantown (up to **10ft x 40ft**)
 - ★ Union Square (up to **10ft x 20ft**)
- LOGO (**BEST PLACEMENT**):
 - Poster & Flyer
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - Festival trailer
 - Newsletter - Press release
 - Stage banners (Japantown, Union Square)
 - ★ Festival badges (Logo or ad)
 - ★ Photo backdrop (Step&repeat)
 - ★ All street banners (Japantown)
- Advertisement:
 - ★ Festival guide book (Full-page)
 - Websites* (j-pop.com, jffsf.org)
 - ★ 3-min cinema trailer plays as part of previews before films and on cinema lobby screens (loop)
 - PR opportunity inside cinema
 - Promo bags/goods distribution at cinema
 - Promotional opportunity at outside stages at Japantown
 - Announcement by MC
 - Promotional presentation by sponsor
 - ★ Social media promotions
 - ★ Billboard banner at NEW PEOPLE 2F (10'x10', 1 month duration)
- News Post:
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - SNS - Press release
 - ★ Newsletter (General + Dedicated e-blast)
- Other benefits:
 - ★ Festival badges (up to 30 affiliated members)
 - Invitation to VIP Party
 - Tickets to films & events
 - Press interview opportunities
 - ★ Event opportunities at cinema
 - ★ Photo sessions with celebrities
 - ★ Opportunities to sponsor our festival official goods (Additional production costs required)

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Official Websites:

- J-POP SUMMIT Festival
www.j-pop.com
- Japan Film Festival of San Francisco
www.jffsf.org

PLATINUM LEVEL

- Booth:
 - Japantown (up to **10ft x 40ft**)
 - ★ Union Square (up to **10ft x 10ft**)
- LOGO:
 - Poster & Flyer
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - Street banners
 - Festival trailer
 - Stage banners (Japantown, Union Square)
 - ★ Newsletter - ★ Press release
- Advertisement:
 - ★ Festival guide book (1/2 page)
 - Websites* (j-pop.com, jffsf.org)
 - ★ 1-min cinema trailer plays as part of previews before films and on cinema lobby screens (loop)
 - ★ Promotional opportunity at outside stages at Japantown
 - Promotional presentation by sponsor
 - ★ Promo bags/goods distribution at cinema & PR time
- News Post:
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - SNS - ★ Press release
 - ★ Newsletter (Dedicated e-blast)
- Other benefits:
 - ★ Festival badges (up to 20 affiliated members)
 - Invitation to VIP Party
 - Tickets to films & events
 - Press interview opportunities

Other Opportunities:

- Opening ceremony presenter
- Festival goods sponsor
- Opportunities to sponsor/ co-sponsor a program
- Advertisement in festival guide book
- Film sponsorship

Festival will provide you...

- Booth tent, table & chairs
- Receiving/storage for the materials before the event
- Consignment sale after the event (Negotiable)

GOLD LEVEL

- Booth:
 - ★ Japantown (up to **10ft x 30ft**)
- LOGO:
 - Poster & Flyer
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - Festival trailer
 - ★ Street banners
 - ★ Stage banners (Japantown, Union Square)
- Advertisement:
 - ★ Festival guide book (1/4 page)
 - ★ 30-sec cinema trailer plays as part of previews before films and on cinema lobby screens (loop)
 - Promo bags/goods distribution at cinema
 - ★ Promotional opportunity at outside stages at Japantown
 - Promotional presentation by sponsor
- News Post:
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - SNS
 - Newsletter (General post only)
- Other benefits:
 - ★ Festival badges (up to 10 affiliated members)
 - Invitation to VIP Party
 - Tickets to films & events
 - ★ Press interview opportunities

All the info in this page is subject to change

Responsibility of sponsor:

- Shipping expenses
- Consumption taxes on products
- Costs for booth decoration and equipments
- Travel and accommodation fees
- Labor costs for sale staff or interpreters
- Individual advertising activities

Important notice:

- Please provide your own booth administration and personnel
- For electrical power please contact us in advance
- Booths will generally be outdoors

SILVER LEVEL

- Booth:
 - ★ Japantown (up to **10ft x 20ft**)
- LOGO:
 - ★ Poster & Flyer
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - Festival trailer
 - ★ Stage banners (Japantown)
- Advertisement:
 - ★ Festival guide book (1/8 page)
 - ★ Promo bags/goods distribution at cinema
- News Post:
 - SNS
 - ★ Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - ★ Newsletter
- Other benefits:
 - ★ Festival badges (up to 4 affiliated members)
 - ★ Invitation to VIP Party
 - ★ Tickets to films & events

\$2,500

GENERAL LEVEL

- Booth:
 - Japantown (up to **10ft x 10ft**)
- LOGO:
 - Festival guide book
 - Websites* (j-pop.com, jffsf.org)
 - Festival trailer
- News Post:
 - SNS
- Other benefits:
 - Festival badges (up to 2 affiliated members)