

MUSIC

FASHION

FILM

ART

GAMES

ANIME

FOOD

J●POP SUMMIT FESTIVAL 2014



JULY 19 & 20, 2014 | SAN FRANCISCO | J-POP.COM

OUR FESTIVAL

One of the biggest Japanese festivals in Northern California!

The J-POP SUMMIT FESTIVAL is an outdoor festival held every summer in San Francisco, California, focusing on Japanese pop culture since 2009. With an attractive variety of event programming ranging from Japanese music, film, art, fashion, games, animation and food, we see a great increase in festival attendance each year. The fifth annual festival in 2013 expanded further with new programming such as the first Japanese film festival in the Bay Area, Japan Film Festival of San Francisco, POP GOURMET Food Festival that brought together Bay Area's popular food trucks and major sake-makers and distributors, and J-POP LIVE, a 2-hour music event that took place in San Francisco's downtown Union Square. As a result, 80,000 attendees were recorded. We believe that 2013 was a landmark year: putting us on the map as one of the major cultural festivals in San Francisco. In 2014, we are expecting 90,000-100,000 in attendance.

FACTS

NAME: The 6th Annual J-POP SUMMIT FESTIVAL 2014

DATE: July 19 (Sat) & 20 (Sun), 2014

VENUE: The NEW PEOPLE building (a J-POP culture hub)
San Francisco Japantown (Peace Plaza Park & Post St.)

HOST: J-POP SUMMIT FESTIVAL Committee

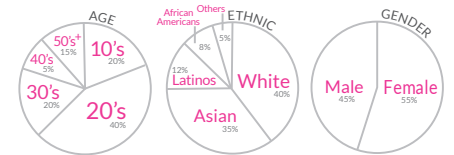
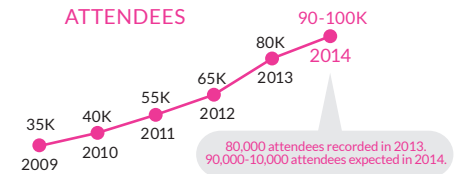
SUPPORT: Consulate General of Japan, Japan Foundation

SPONSORS*: TOYOTA, ASOBISYSTEM, TAKARA SAKE USA, SEGA, MUJI USA, UNIQLO, NTV, Kikkoman, Kinokuniya Bookstores, etc. (*Major sponsors from 2013)

ATTENDANCE*: 90,000-100,000 attendees (*Estimated)

MISSION: To engage people's interest in Japanese pop culture and provide an opportunity for marketing and promotional exchange for Japan-related companies and organizations for the US and Japanese audiences.

ATTENDEES



2009-2013 HIGHLIGHTS

JAPANESE POP CULTURE

Film, Music & Fashion



J-POP LIVE in Union Square



Special Appearances by Film Directors and Actors

TRADITIONAL CULTURE

Food, Culture, Language & Tourism

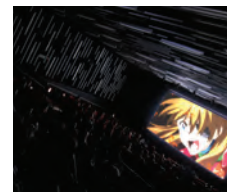


POP GOURMET Food Festival



Traditional Art Performance

MANGA, ANIME & GAME

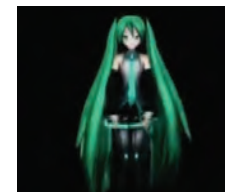


Anime Premieres & Events



Real Escape Game

MODERN/TECH CULTURE



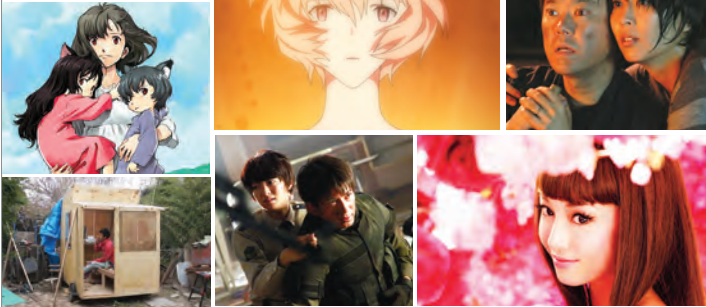
Vocaloid Events



Workshop by Artists

EVENT DETAILS 2009-2013

FILM 2013



JAPANFILMFESTIVAL OF SAN FRANCISCO 7.27-8.4.2013

NEW PEOPLE CINEMA, 1746 POST ST, SAN FRANCISCO JFFSF.ORG

This first full-scale Japanese film festival in the Bay Area was held at the NEW PEOPLE Cinema for one week in conjunction with the 2013 J-POP SUMMIT Festival. Premiere showings of brand new Japanese films, insightful Q&A and autograph sessions by directors, and workshops attracted Japanese film lovers in the Bay Area and beyond.



"How To Build A Mobile House"
Premiere / Workshop by Kyoei Sakaguchi



"Dreams For Sale" Premiere and
Q&A by Director Miwa Nishikawa



"Library Wars" Premiere and
Q&A by Director Shinsuke Sato

MUSIC 2013



UNION SQUARE LIVE

Presented together with UNION SQUARE LIVE, J-POP SUMMIT Festival expanded down to Union Square! The event succeeded in bringing more than 10,000+ attendees! Special guests included J-pop fashion icon **KYARY PAMYU PAMYU**, Sony Music Japan star **KYLEE**, the human beat box phenomenon **DAICHI**, and a 4-piece girls rock band **LoVendoЯ** led by Reina Tanaka (a former star of "Morning Musume.")



Kyary Pamyu Pamyu



DAICHI



LoVendoЯ



Kylee

FOOD 2013



POP GOURMET Food Festival

The first annual POP GOURMET Food Festival in 2013 presented sake tasting, food trucks, and Japanese beverages. At the sake tasting area, major sake makers & distributors of the Bay Area gathered to serve their best selections of sake. Long lines formed for visitors to enjoy a great selection and to find their next favorites!



FASHION 2013



HARAJUKU KAWAii!! Events

Make KAWAii Universal! "HARAJUKU KAWAii!!" (Fashion culture from Harajuku, Tokyo) made its US debut with a fashion show and pop-up shop inside of NEW PEOPLE. **Kyary Pamyu Pamyu**, Art Director **Sebastian Masuda** & **Harajuku models** participated in the pop-up shop opening ceremony and had a photo session with fans!

ART 2013



Autograph Session & Drawing Demonstration Katsuya Terada

One of Japan's most sought-after illustrators, Katsuya Terada (*Blood: The Last Vampire*) had an autograph session and demonstrated his freehand drawing live on a blank wall! (Supported by Kinokuniya Book Stores)

2009



"20th Century Boys" Premiere
Guest: Takako Tokiwa (Actress)

2009



"DEVA LOKA USA" Exhibition
Guest: Yoshitaka Amano (Artist)

2010



Autograph Session & Panel Discussion
Guest: Mori Chuck (Creator)

2011



"h.NAOTO" Fashion Show
Guest: Naoto Hirooka (Designer)

2011



"SOU · SOU" Fashion Show
Guest: Takeshi Wakabayashi (Designer)

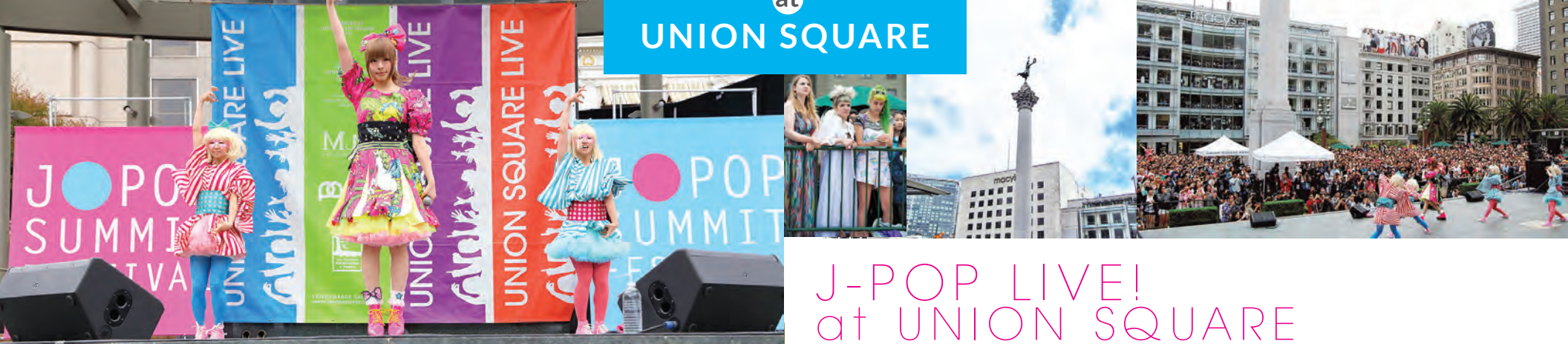
2012



Real Escape Game
x Evangelion



J-POP LIVE!
at
UNION SQUARE



J-POP LIVE!
at UNION SQUARE

J-POP SUMMIT Festival brings a big summer live event to Union Square!

- Union Square of downtown San Francisco is one of the most renowned tourist spots in the world.
Reference: UNION SQUARE, San Francisco: 100,000 visitors / day
Times Square, New York: 120,000 visitors / day
Oxford St, London: 130,000 visitors / day
- Special guests in 2013 included J-pop fashion icon KYARY PAMYU PAMYU, Sony Music Japan star KYLEE, the human beat box phenomenon DAICHI, and a 4-piece girls rock band LoVendoЯ led by Reina Tanaka (a former star of "Morning Musume.")
- In 2013, with special musical guests presented by J-POP SUMMIT, the event successfully brought 10,000+ attendees into Union Square.
- According to the officials from UNION SQUARE LIVE, they recorded the highest number of audiences in their history.
- The event received much media attention in the Bay Area, USA, and also from around the world and made news in television, newspapers, and online news sources.
- The success of the event and the huge boost in attendance maximized sponsors' and artists' promotional value, appealing to audiences of San Francisco as well as international visitors.



SPECIAL GUESTS in 2013

MAP

MUSIC



Kyary Pamyu Pamyu



LoVendoR



Kylee



DAICHI



SWEETY

FILM



Director Miwa Nishikawa



Director Shinsuke Sato

ART



Illustrator Katsuya Terada



Architect Kyohei Sakaguchi



Animator Hidekazu Ohara

FASHION



Sebastian Masuda



Model EVA



Model Ayumi Seto



Model Saki Sato



Model YURA

SPECIAL GUESTS 2009-2012

FILM

Takako Tokiwa (Actress), Cristina Vee (Voice actor of "K-ON"), Rome Kanda (Actor/Comedian)

ART

Yoshitaka Amano, Yuichi Yokoyama, Ken Hamazaki, Mori Chack (Gloomy), Aoi Yamaguchi

MUSIC

TsuShiMaMiRe, OMODAKA (Soichi Terada), Emi Meyer, Danceroid (Ikura & Kozue), ZANEEDS

FASHION

Naoto Hirooka (h.NAOTO Designer), Takeshi Wakabayashi (SOU·SOU Designer)

Misako Aoki ("Kawaii" Ambassador), Kumiko Uehara (BABY, THE STARS SHINE BRIGHT Designer)



Takako Tokiwa



Sebastian Masuda, Misako Aoki, Kumiko Uehara



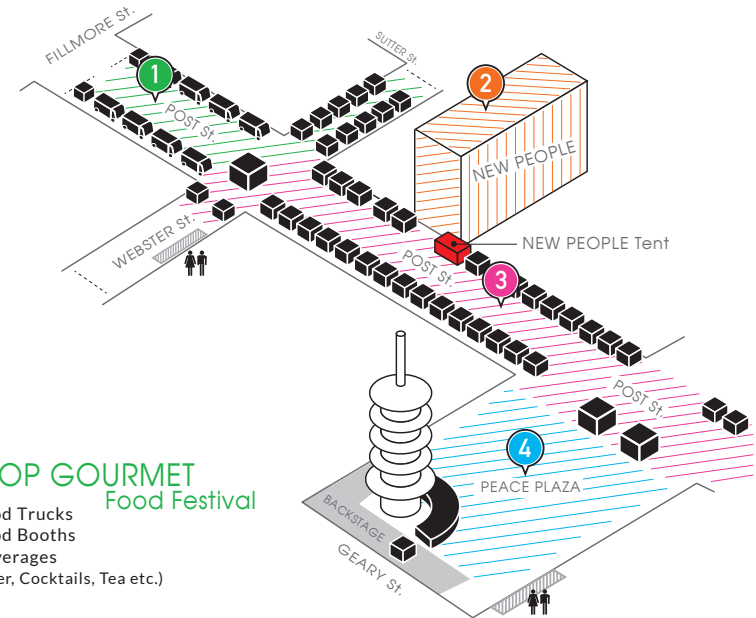
Mori Chack



Danceroid (Ikura & Kozue)

We are expanding our festival grounds!

Our festival takes place in the historic Japantown district of San Francisco, on a 2-block stretch of Post Street including the Peace Plaza Park, and all 4 floors of the NEW PEOPLE Building (1746 Post Street). The 6th annual festival in 2014 will again feature the 'POP GOURMET Food Festival,' where people can enjoy sake and the city's popular food trucks, more arts & crafts vendors, anime shops, autograph sessions, workshop by guests from Japan, live performances, fashion shows, and contests on stage in the Peace Plaza, and a bigger film festival at the NEW PEOPLE Cinema. More exciting and new programming to come!



1 POP GOURMET Food Festival

- Food Trucks
- Food Booths
- Beverages (Beer, Cocktails, Tea etc.)

2 NEW PEOPLE Building

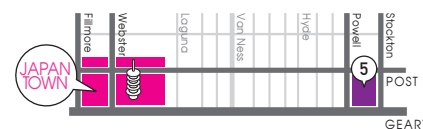
- Japan Film Festival of San Francisco / JFFSF.org (B1F: NEW PEOPLE Cinema)
- HARAJUKU KAWAII!!! Pop-up Shop (Mezzanine: MARUQ)
- Crown & Crumpet Afternoon Tea Party (1F)
- BABY, THE STARS SHINE BRIGHT / SOU·SOU / REAL ESCAPE GAME / LashSpot

3 POST STREET

- NEW PEOPLE Tent
- Artist Alley (San Francisco Bazaar)
- Anime Lane (Animation on Display)
- Game & Automobile Exhibition Area
- Traditional Arts Booths
- Sponsor & Corporate Booths
- "Meet & Greet" with Artists

4 PEACE PLAZA

- Pagoda Stage
- Musical Performances (Artists from Japan and US)
- Fashion Show & Contest
- Vocaloid Dance Contest
- Taiko Drum Performance
- J-POP IDOL 2013 Karaoke Contest
- Sponsor Booths
- Promotion Opportunities by Major Sponsors
- REAL ESCAPE GAME Booth



5 UNION SQUARE

- J-POP LIVE by the guests from Japan



Increasing Media Exposure

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

- Festival Promotional Materials (Festival guide, Posters, Flyers, etc.)
- Official Festival Websites (j-pop.com, jffsf.org)
- Email Newsletters
- Online Advertisement Campaign
- Social Media Network and Online Marketing (Facebook, Twitter, etc.)

MEDIA LIST 2009 ~ 2013

| USA | JAPAN |
|-------------------------|--------------------|
| USA TODAY | The Asahi Shimbun |
| San Francisco Chronicle | The Mainichi |
| Los Angeles Times | YOMIURI ONLINE |
| The Washington Post | KYODO NEWS |
| The Seattle Times | JIJI PRESS |
| The New York Times | J-MELO |
| Chicago Tribune | ZIP! |
| WALL STREET JOURNAL | NTV NEWS ZERO |
| NEW YORK POST | FUJI TELEVISION |
| SFBG | MUSIC ON! TV |
| OTAKU USA | ANIME NEWS NETWORK |
| Bay Area Reporter | US SPIN |
| People | Rolling Stone |
| VOGUE | Entertainment |
| COSMOPOLITAN | seventeen |
| WIRED | Geek! |
| KRON 4 | msnbc.com |
| NBC BAY AREA | NBC |
| HN | 05 |
| 02 | 03 |
| AsianWeek | niconico |
| KCBS | ANIME EXPO |
| ANIME EXPO | STATION |
| FUNOHEAPS | STYLEWYLDE |
| ADDITION | WEBMONTIMES.COM |
| BUYERS | |

CONTACT

For any inquiries, please contact:
Takeshi Yoshida (NEW PEOPLE, INC.)
 takeshi@newpeopleworld.com / Tel 415.699.1459 (USA)

Sponsor/Exhibitor Package 2014

\$50,000

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

\$30,000

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)

*

Official Websites:

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

\$20,000

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)
 - Festival trailer
 - 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)

\$10,000

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

\$5,000

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)