

Perth Japan Festival Inc.



Sponsor
Information
2025



Introduction

Japan Festival Inc. (**JFI**) is a not-for-profit association that was incorporated in Western Australia in 2013. JFI is governed by a team of dedicated volunteer Committee members and is supported by a large group of organising sub-committee members who are closely connected with the Japanese community in Perth.

Our mission is to build the profile of Japan's cultural, social and business connections with the Western Australian community, and to celebrate the strong and long-standing connection between Japan and Western Australia. JFI was developed in conjunction with the Consulate-General of Japan in Perth and the Japanese and local business community.

Our main annual activity is the funding and organising of a public 'matsuri', or festival, held in March of each year. The Perth Japan Festival has grown in size every year, and 2024 was our most successful year yet (coinciding with our 10th anniversary) with just under **20,000** visitors attending the event on a warm autumn day in the Perth Supreme Court Gardens.

We also host a VIP and sponsor event each year, providing an opportunity for networking with senior members of the Japanese and

Western Australian business community, together with senior government and community leaders. These events are also supported and attended by the Consul-General of Japan.

The JFI Committee is now planning for the **2025 Festival**.

Our annual Festival could not take place without the support of our generous corporate, governmental and not-for-profit sponsors, who contribute both financially and in-kind to the success of the event. We also welcome new sponsors to join us for this year's event, and details on the Festival and the different sponsorship opportunities are set out in this brochure to assist interested parties to learn more about our event.

We look forward to hosting another great Festival in 2025.

Yours sincerely

Paul Shillington
Chair of Committee



2024 Festival Recap

10TH PERTH JAPAN FESTIVAL

2024 Recap



The 2024 Perth Japan Festival was held at the Supreme Court Gardens on 23 March 2024, and celebrated our 10th anniversary of the event.

Key elements of the 2024 Festival included:

- Public attendances of just under 20,000 through the opening hours of the Festival from 11.00 am to 8.00 pm.
- Public attendance was strong, as usual, across existing Japanese community groups, sponsors, business community and general Western Australian population.
- A Welcome to Country performed by Ms Freda Ogilvie.
- Speeches at the Opening Ceremony on the Main Stage given by the Consul-General of Japan, the Lord-Mayor of the City of Perth, senior representatives of Rio Tinto and Woodside, a representative of the WA Government, hosted by the Japan Festival Inc committee.
- There were 3 stages providing a variety of entertainment options for audiences throughout the day, including Kyudo, Okinawa Music Band, Taiko performances, Children's Dance, Cosplay and J-pop, Yosakoi dance and audience participation through the bon odori dance.
- Multiple food, beverage and Japanese community stallholders providing a culturally enjoyable experience for attendees.

Launch Event



Tea Ceremony





Martial arts





Stalls

Yagura – Bon Odori





Sponsorship Engagement



Throughout the planning and execution of the Festival, a key consideration is effective engagement with our sponsors, both through agreed sponsor benefits, as well as opportunities to discuss and shape the success of the Festival and planning for future years.

Key benefits provided to our sponsors for the 2024 Festival included:

- ▶ Prominent signage throughout the Festival, including inside and outside the venue.
- ▶ Acknowledgement of our sponsors' contribution through the VIP speakers.
- ▶ Logos on all promotional materials, flyers, the Festival website and social media, and our volunteers' t-shirts.
- ▶ Priority reserved seating at the Opening Ceremony.
- ▶ An opportunity to introduce guest performers.
- ▶ Complimentary invitations to the Launch Event to join with the Japanese business community, senior government representatives and Japanese community group leaders.

We remain committed to evolving the available sponsorship packages to meet the wishes of our sponsors.

Our sponsors





Our plans for 2025

Sponsorship Tiers



We have set up tiers of sponsorship, to allow for smaller sponsors to become involved with the Matsuri, and to ensure that all sponsors are clear about the benefits that they will obtain given their level of sponsorship.

Sponsorship Type	Available for New Sponsors	Sponsorship Amount ³	Stall Made Available at the Matsuri	Level and size of signage inside and outside the venue ²	Logos on all promotional materials ¹	Recognition of sponsor's contributions at formal speeches	Opportunity to introduce guest performers	Priority reserved seating at Opening Ceremony	Free invitations to Launch / Thank You Event
Foundation Sponsors	✗	>\$30,000 (multi year)	✓	Top level	Maximum size	✓	✓	5	10
Gold Sponsors	✓	>\$10,000 (single or multi year)	✗	Mid level	Medium size	✓	✗	2	4
Professional Sponsors	✗	In-kind professional services	✗	Bottom level	Medium size	✓	✗	2	3
Community Sponsors	✓	\$2,000	✗	Logos on Festival screens on a rotating basis	Small size	✓	✗	-	-

1. Being flyers, brochures, Japan Festival website, volunteer t-shirts and all social media.
2. See the following pages for more detail.
3. Japan Festival Inc. is registered for GST, and donation amounts as quoted above exclude GST. The applicable GST will be added to the sponsorship invoice.

Existing Sponsors

Foundation Sponsors

Rio Tinto, Woodside Energy

- ▶ Sponsorship >\$30,000 on a multi-year basis
- ▶ Sponsor stall available for use at Matsuri event
- ▶ Top-level logos on signage throughout the Festival, including inside and outside the venue
- ▶ Maximum-size logos on all promotional materials, flyers, Festival website, volunteer t-shirts and social media
- ▶ Acknowledgement of sponsors' contribution by VIP speakers
- ▶ Opportunity to introduce guest performers throughout the day at the Matsuri
- ▶ Priority reserved seating for 5 guests at the Matsuri opening ceremony
- ▶ Complimentary invitations for 10 guests to the corporate networking event

Professional Sponsors

KPMG, MinterEllison

- ▶ Professional and administrative support services provided in-kind
- ▶ Base-level logos on signage throughout the Festival, including inside and outside the venue
- ▶ Medium-size logos on all promotional materials, flyers, Festival website, volunteer t-shirts and social media
- ▶ Acknowledgement of sponsors' contribution by VIP speakers
- ▶ Priority reserved seating for 2 guests at the Matsuri opening ceremony
- ▶ Complimentary invitations for 3 guests to the corporate networking event

New Sponsors

Gold Sponsorship

Available now

- ▶ Sponsorship >\$10,000 (single year or multi-year)
- ▶ Mid-level logos on signage throughout the Festival, including inside and outside the venue
- ▶ Medium-size logos on all promotional materials, flyers, Festival website, volunteer t-shirts and social media
- ▶ Acknowledgement of sponsors' contributions by VIP speakers
- ▶ Priority reserved seating for 2 guests at the Matsuri opening ceremony
- ▶ Complimentary invitations for 4 guests to the corporate networking event

Community Sponsorship

Available now

- ▶ Single year sponsorship of \$2,000
- ▶ Logos will appear on a rotating basis on prominently placed TV screens that are situated around the Festival site
- ▶ Logos will be included on all promotional materials, flyers, Festival website, volunteer t-shirts and social media
- ▶ Acknowledgement of sponsors' contribution by VIP speakers



Thank you!

JAPAN FESTIVAL INC.

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