



SAKURA MATSURI - JAPANESE STREET FESTIVAL

Saturday, April 13 and Sunday, April 14, 2024

- Supporters Program -

Japan-America Society of Washington DC's *Sakura Matsuri – Japanese Street Festival* is the largest festival exhibition of Japanese culture in the United States. The 2024 Sakura Matsuri includes our two-day festival, the April 13 Sakura Matsuri Chairman's Hospitality Reception, and the mid-winter Capitol Hill Reception sponsor recognition event.

Sakura Matsuri is a unique opportunity to expand brand recognition with a highly targeted Japan-loving audience. The Matsuri draws as many as 45,000 people over two days, most of whom are local to the National Capital Region, many of whom work in government and policy community. Virtually all attendees express an interest in Japan, Japanese brands and Japanese culture.

JASWDC relies on support from our community—through a variety of different means—to be able to run these expensive and complex programs. We are pleased to once again invite support through our [Sakura Matsuri Supporters Program](#), which offers JASWDC partners a means of providing critical resources to the program at once, while enjoying limited on-site and publicity benefits associated with the event.

For supporters who wish to have a larger presence during the Matsuri, which may include in-person representation, JASWDC also offers the [Sakura Matsuri Sponsorship Program](#) which offers broader and more specialized on-site and virtual marketing benefits.

To apply for the Sakura Matsuri Supporters Program, for 2024, [simply click here](#). Contact Sam Harris (sharris@jaswdc.org) for more information. If you would like to apply for the program as part of a JASWDC Annual Corporate Community Sponsorship, please contact Ryan Shaffer (rshaffer@jaswdc.org). The program application deadline is February 28, 2024.

JASWDC thanks you for your support!



Sakura Matsuri Supporter Program Levels of Support, 2024

	SakuraMatsuri.org website (approx. 85K unique visitors)*	Sakura Matsuri Festival Guidebook App* (used by Festival attendees)	Festival Tickets w/Chairman's Hospitality Reception Invitations	Capitol Hill Reception Invitation (Winter 2024)
Sakura Supporter (\$5,000)	Logo listed as Sakura Supporter; Link to company website included	Logo listed as Sakura Supporter; Company info displayed	5	2
Sakura Supporter (\$3,500)	Logo listed as Sakura Supporter	Logo listed as Sakura Supporter	3	1
Sakura Supporter (\$1,500)	Name listed as Sakura Supporter	Name listed as Sakura Supporter	2	1
Local Blossom Supporter (small local businesses) (\$500)	Name listed as Sakura Supporter	Name listed as Sakura Supporter	2	