



# SAKURA MATSURI - JAPANESE STREET FESTIVAL

Saturday, April 12 and Sunday, April 13, 2025

## - Supporters Program -

Japan-America Society of Washington DC's *Sakura Matsuri – Japanese Street Festival* is the largest Japanese cultural event in the United States. It is proud to participate in Washington DC's world-famous National Cherry Blossom Festival as a *Premier Event* and is often described as its "Grand Finale". A Sakura Matsuri sponsorship is highlighted by sponsor recognition and exclusive access to our two-day festival (April 13-14), including the April 13 Chairman's Hospitality VIP Suite, and the mid-winter Capitol Hill Reception sponsor recognition event.

The Matsuri is a unique opportunity to expand brand recognition with a highly targeted Japan-loving audience. The Matsuri typically draws 40,000 people over two days for an average stay time of over 3 hours. Most attendees are local to the National Capital Region, and many work in government and the government affairs community. Virtually all express interest in Japan, Japanese brands, and Japanese culture.

JASWDC relies on support from our community—largely through sponsorship of the Matsuri—to run the Matsuri, our academic scholarships, our National Japan Bowl (Japanese language competition for American high school students), our Japanese Language School, and many other programs that support the grassroots of the US-Japan relationship.

The Sakura Supporters Program offers exclusive access to the Sakura Matsuri, and company recognition at the Matsuri and through the Matsuri's various digital assets. For supporters who wish to have an exhibiting presence at the Matsuri, or enhanced promotional opportunities using the Matsuri's conventional and digital assets, JASWDC also offers the Sakura Matsuri Sponsorship Program which offers broader and more specialized on-site and virtual marketing benefits. Please see the Sponsorship Information Packet on the sponsorship page of [www.sakuramatsuri.org](http://www.sakuramatsuri.org).

Deadline to apply for Sakura Supporters Program is March 15, 2025. Please contact Sam Harris ([sharris@jaswdc.org](mailto:sharris@jaswdc.org)) to apply, or for more information.

JASWDC thanks you for your support!



**Sakura Matsuri Supporter Program Levels of Support, 2025**

	<b>SakuraMatsuri.org website (approx. 85K unique visitors)*</b>	<b>Sakura Matsuri Festival Digital Guide</b>	<b>Festival VIP Family Tickets (w/Chairman's Hospitality Suite Invitations)</b>	<b>Capitol Hill Reception Invitation (March 2025)</b>
<b>Sakura Supporter (\$5,000)</b>	Logo listed as Sakura Supporter; Link to company website included	Logo listed as Sakura Supporter; Company info displayed	5 (ticket holder & immediate family**)	2
<b>Sakura Supporter (\$3,500)</b>	Logo listed as Sakura Supporter	Logo listed as Sakura Supporter	3 (ticket holder & immediate family**)	1
<b>Sakura Supporter (\$1,500)</b>	Name listed as Sakura Supporter	Name listed as Sakura Supporter	2 (ticket holder & immediate family**)	1
<b>Local Blossom Supporter (small local businesses) (\$500)</b>	Name listed as Sakura Supporter	Name listed as Sakura Supporter	1 (ticket holder & immediate family**)	

Applications can be accepted after March 15, 2025 but we cannot guarantee a listing in all publicity materials after this date.

\*Logo and company information must be submitted by March 15, 2025.

\*\*Immediate family includes adult spouse/partner, and up to two children (including adult children)