



THE JAPAN-AMERICA SOCIETY
OF WASHINGTON DC

APRIL 10-11
2027



さくら祭り

SAKURA MATSURI
JAPANESE STREET FESTIVAL

SPONSORSHIP
OPPORTUNITIES





**JAPAN-AMERICA SOCIETY OF WASHINGTON DC'S
SAKURA MATSURI - JAPANESE STREET FESTIVAL
IS THE LARGEST CELEBRATION OF JAPANESE
CULTURE IN THE UNITED STATES.**

**2 DAYS, 40+ PERFORMANCES
160 + VENDORS & EXHIBITORS**

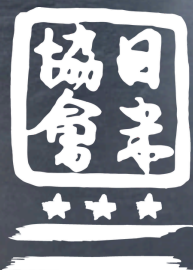
38,000 ATTENDEES

With A 4+ Hour Average Visit Time

**OVERWHELMING POSITIVE
FEEDBACK FROM 4 OUT OF 5 ATTENDEES***

***BASED ON A SURVEY OF 870 ACTIVE RESPONDENTS**

Get ready for the ultimate celebration of Japan! The Festival returns April 2027 and will be held right in front of the iconic U.S. Capitol Building on Pennsylvania Ave.



A celebration of **JAPAN** in the heart of the **NATION'S CAPITAL**

- 4 stages: Capitol Stage, J-Pop Stage, Martial Arts Stage, and Sakura Stage
- Thematic pavilions, including Japan Smart Infrastructure, Japan Wow!, Beyond Tokyo: Regions of Japan, & Tachinomi
- Over 30 vendors of Japanese cuisine & other foods
- 4 beer gardens & a large sake tasting pavilion
- 30 Japanese exhibitions—from doll-making to bonsai—in the Arts & Culture Area.
- The Ginza Marketplace and Japan Now area, both with an array of Japanese products for sale - from manga to kimono.



Targeted marketing and sales to an **INTERNATIONAL** audience

As the premier Japanese event of the National Cherry Blossom Festival (NCBF), the Sakura Matsuri amplifies online impressions through partnerships with NCBF and other high profile accounts.

Japan-America Society of Washington DC
35,000+ followers, 340K+ impressions

PARTNERS

National Cherry Blossom Festival
170,000+ followers

Otakon
90,000+ followers

Embassy of Japan/JICC
200,000+ followers



1 Million+ from social media posts and advertising
impressions campaigns via partner organizations

Plus over 360K impressions from direct outreach

Every year, Sakura Matsuri receives widespread media coverage in **The Washington Post**, **Washingtonian**, **ABC News**, **CBS**, **Axios**, and many more regional news outlets and media.

The Washington Post

WASHINGTONIAN

NorthernVirginia
MAGAZINE



Uniquely focused marketing to a **JAPAN-LOVING** audience

Sakura Matsuri Attendees are united by a love of Japanese products, culture, food & beverages. Over the two-day festival, sponsors and exhibitors enjoy 14 hours of direct face time with festival attendees.

Through the Sakura Matsuri app and virtual program, you can link festival attendees directly to your website, social media, promotional videos, sales portals, etc.



GOVERNMENT AFFAIRS BENEFITS

- Recognition at annual Sakura Matsuri
Capitol Hill Reception
- Visible support for the largest American
celebration of US-Japan relations

CASE STUDY: HAKUTSURU

Company: Hakutsuru

Participation: Since 2007

Content: Sake Tasting Pavilion

Hakutsuru, one of the most famous and oldest sake brewers in Japan, has sponsored the Sake 101 Experience since 2007. From its first appearance, the Sake 101 Experience became one of the most popular attractions at Sakura Matsuri, and Hakutsuru has become the most recognized sake brand in the Mid-Atlantic region.



SPONSORSHIP OPPORTUNITIES



**STAFF
T-SHIRT
BRANDING**



**MARKETING
& SAMPLING**



**10 X 10
EXPO
BOOTH**



**STAGE
SPONSORSHIP**



**PRINT & VIRTUAL
MEDIA
ADVERTISING
+ MORE**

SPONSORSHIP OPPORTUNITIES

On-site Presence Sponsorships

put an organization's name, products, brand, and people face to face with Sakura Matsuri's attendees, and will often show up in the global media coverage the Festival enjoys. On-site presence sponsorships begin at \$5,000 and range from the most popular role—an Exhibiting Sponsorship in a 10'x10' exhibition space on Pennsylvania Ave or inside a Feature Exhibit Pavilion, to the Festival's marquis sponsorship—naming rights of the Sakura Matsuri Capitol Stage.

Sakura Matsuri Collateral Sponsorships

promote an organization's name and brand in the Sakura Matsuri interactive virtual program, on the Festival's website, and in unconventional media such as DC-Metro area advertisements, social media campaigns, etc. Sakura Matsuri collateral sponsorships begin at \$1,500 and range from sponsorship of annual Sakura Matsuri volunteer T-Shirt, to advertising in the virtual, interactive festival program.





Through your sponsorship of this event, you are:

- Showcasing Japanese culture to the National Capital Region
- Supporting the Japanese centerpiece of the National Cherry Blossom Festival
- Ensuring the high quality of Sakura Matsuri while keeping the price affordable for the community
- Sustaining the most visible symbol of Japan's special role in the United States Capital
- Supporting JASWDC's National Japan Bowl program and community outreach such as academic scholarships, Japanese language school, and hundreds of Japanese cultural events each year

Sponsors are invited to work with Japan-America Society of Washington DC to customize a single-year or multi-year sponsorship package. For further details, please contact **Adam Pasour, apasour@jaswdc.org.**



さくら祭り

2026 SPONSORS

PRESENTING SPONSOR



KIRIN ICHIBAN

ANCHOR SPONSOR



Inspiration of JAPAN

EXHIBITING SPONSORS



SAKURA SUPPORTERS



Keidanren
JFC International Inc.
NTT
MUFG Bank, Ltd.
Tokyo Electron U.S. Holdings, Inc.

FEATURE EXHIBIT PAVILION

Exhibit
independently or
within one of the
2027 pavilions!

Bring your trade
show exhibit or
Antenna Shop (アンテナショップ) to a
pavilion right on
Pennsylvania Ave.



FEATURE EXHIBIT EXAMPLE

JAPAN SMART INFRASTRUCTURE PAVILION

As America seeks to redefine its infrastructure, Japan Smart Infrastructure Pavilion showcases Japan's technologies and services that will define the next generation of smart, clean, efficient, American infrastructure. From Maglev and next generation metro cars to smart cities, and 5G and 5K, Japan's contributions to American infrastructure impact American lives in the National Capital Region and beyond.

Japanese firms are invited to sponsor the Japan Smart Infrastructure Pavilion and present an exhibit in a space 10' x 10' or larger that showcases their technology and products, while building positive brand recognition with a Japan-passionate crowd.

Sakura Matsuri's attendees share a fascination and appreciation for Japanese tech and products. Highlight your products in 2027 at the Japan Smart Infrastructure Pavilion.



FEATURE EXHIBIT EXAMPLE

BEYOND TOKYO - REGIONS OF JAPAN PAVILION

The Regions of Japan exhibit is one of the special exhibition features of the Sakura Matsuri, showcasing tourism and regional products.

Regions of Japan will consist of a central 30' x 100' exhibition space, and as many as 20 distinct regional exhibits.

REGIONAL EXHIBITIONS AT PAST YEARS' FESTIVALS

KURASHIKI CITY

FUKUSHIMA PREFECTURE

OKINAWA PREFECTURE

KANAGAWA PREFECTURE

KAGOSHIMA PREFECTURE



FEATURE EXHIBIT EXAMPLE

TACHINOMI PAVILION



Prepare to seize a prime opportunity at the heart of the Sakura Matsuri Japanese Street Festival by exhibiting in the Tachinomi Pavilion! In 2026, Tachinomi Pavilion expanded into two experiences: **TACHINOMI PAVILION: SAKE FEST** and **TACHINOMI PAVILION: SPIRITS & BREWS FEST**! Tachinomi isn't just a space; it's a dedicated, high-energy hub designed to recreate the electric atmosphere of a traditional Japanese standing bar. Picture a continuous flow of thousands of festival-goers looking for the most authentic and exciting beverage experiences. Exhibiting here allows for unmatched visibility and direct engagement with a diverse, enthusiastic audience.



2027 SPONSOR BENEFITS CHART

SAKURA MATSURI-JAPANESE STREET FESTIVAL SPONSORSHIPS				NETWORKING INVITES		ON-SITE VISIBILITY						DIGITAL/TRADITIONAL MEDIA VISIBILITY			
APRIL 2027	Sponsorship Type	Price	Product Exclusivity	On-Site VIP Reception**	Capitol Hill Reception***	Exhibition Space	Selling & Sampling	Signage (Contact Society for details)*	Naming Rights	Roaming	Mentions from stage	Social Media Mentions	Sakura Matsuri Press Release	Festival Mobile App Special Visibility	Web/ App Sponsor Page
CAPITOL STAGE	Presenting	\$60,000	Yes	16	4	Up to 10'x30'	Yes	Stage-Mounted	[Company] Capitol Stage	Near stage/tent	6 (sponsored stage)	4	Included in press release	Main Page Banner, scrolling feed ad 2/day	Clickable Logo
SAKURA STAGE OR J-POP STAGE	Presenting	\$30,000		10	3	Up to 10'x20'	Yes	Stage-Mounted	[Company] Sakura/J-Pop Stage	Near stage/tent	6 (sponsored stage)	2	Included in press release	Main Page Banner, scrolling feed ad 2/day	Clickable Logo
AREA SPONSORSHIP (TASTE OF JAPAN, GINZA, JAPAN NOW, OR ARTS & CULTURE)	Anchor	\$20,000		8	2	Up to 10'x20'	Yes	Area Flags/ Selfie Spot	[Company] [X] Area	In sponsored area	2	2		Scrolling feed ad 2/day	Clickable Logo
VOLUNTEER T-SHIRT SPONSORSHIP	Anchor	\$15,000		6	2						2	1		Scrolling feed ad 1/day	Clickable Logo
FEATURE PAVILION ANCHOR SPONSOR	Anchor	\$15,000		6	2	Up to 10'x40'	Yes	Logo on Pavilion banners (prominent)			2	2			Clickable Logo
MARTIAL ARTS STAGE	Anchor	\$12,500		2	2			Stage Mounted (self-provided)	[Company] Martial Arts Stage		6 (sponsored stage)	1			Clickable Logo
FEATURE PAVILION SPONSOR	Exhibiting	\$8,500		3	2	Up to 10'x20'	Yes	Logo on Pavilion banners							Clickable Logo
JAPAN WOW PAVILION OR CHILDREN'S CORNER	Exhibiting	\$7,500		2	2		Yes	Tent-mounted (self-provided)				1			Clickable Logo
FEATURE PAVILION EXHIBITOR	Exhibiting	\$5,000		2	2	10'x10'	Yes	Logo on Pavilion banners							Clickable Logo
PROMOTIONAL-SAMPLING PAVILIONS	Exhibiting	\$5,000		2	1	10'x10'	Yes	Tent-mounted (self-provided)							Clickable Logo
SAKURA SUPPORTER	Sakura Supporter	\$5,000		5	2										Clickable Logo
SAKURA SUPPORTER	Sakura Supporter	\$3,500		3	1										Logo
VENDING/MARKETING (NON-SPONSORSHIP)		\$2,330 (+ equipment fees & \$200 deposit)****				10'x10'	Yes	Tent-mounted (self-provided)							
SAKURA SUPPORTER	Sakura Supporter	\$1,500		2	1										Company Name
LOCAL BLOSSOM SUPPORTER (SMALL LOCAL BUSINESSES ONLY)	Sakura Supporter	\$500		2											Company Name
		****Price if applying by Dec 1, 2026. \$2,560 (+ equipment fees and \$200 deposit) after		**Held Saturday of Festival during Festival hours		***Tentatively scheduled for March 2027		*All sponsors encouraged to create own signage							



FOR MORE INFORMATION CONTACT:

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