



JAPANESE AMERICAN NATIONAL MUSEUM

## **SPONSORSHIP OPPORTUNITIES**

### **2012 Gala Dinner & Silent Auction**

***Transforming a Forgotten Story***  
**With Special Tribute to**  
**The Honorable Norman Y. Mineta**

**Saturday, May 5, 2012**  
**JW Marriott Hotel at L.A. Live, Los Angeles**

100 North Central Avenue, Los Angeles, California 90012  
Tel 213.625.0414 ext. 5669 • Fax 213.625.1770 • email [specialevents@janm.org](mailto:specialevents@janm.org)  
[janm.org](http://janm.org) • [janmstore.com](http://janmstore.com)





## 2012 Gala Dinner Table Sponsorship Opportunities\*

### **\$100,000 SIGNATURE SPONSOR**

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- Donor name and logo as the Signature sponsor of the 2012 Gala Dinner in all related materials
- Two (2) Signature sponsor tables of ten (10) guests with complimentary wine
- Two (2) Full page color ads in the 2012 Gala Dinner Journal
- One (1) Full page welcome letter/message in the 2012 Gala Dinner Journal
- Six (6) copies of 2012 Gala Dinner DVD
- Invitation for ten (10) guests to Private Reception held on Friday, May 4, 2012 at the Japanese American National Museum
- Recognition as a Signature sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$50,000 PRESENTING SPONSOR**

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- One (1) Presenting sponsor level table of ten (10) guests with complimentary wine
- One (1) Platinum level table of ten (10) guests with complimentary wine
- Two (2) Full page color ads in the 2012 Gala Dinner Journal
- Four (4) copies of 2012 Gala Dinner DVD
- Invitation for ten (10) guests to Private Reception held on Friday, May 4, 2012 at the Japanese American National Museum
- Recognition as a Presenting sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$25,000 DIAMOND SPONSOR**

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- One (1) Diamond level table of ten (10) guests with complimentary wine
- One (1) Gold level table of ten (10) guests
- One (1) Full page color ad in the 2012 Gala Dinner Journal
- Two (2) copies of 2012 Gala Dinner DVD
- Invitation for four (4) guests to Private Reception held on Friday, May 4, 2012 at the Japanese American National Museum
- Recognition as a Diamond sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$15,000 EMERALD SPONSOR**

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- One (1) Emerald level table of ten (10) guests with complimentary wine
- One (1) Bronze level table of ten (10) to be filled by JANM Young Professionals Network or community members (of sponsor's choice)
- One (1) Full page color ad in the 2012 Gala Dinner Journal
- One (1) copy of 2012 Gala Dinner DVD
- Invitation for two (2) guests to Private Reception held on Friday, May 4, 2012 at the Japanese American National Museum
- Recognition as an Emerald sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$10,000 PLATINUM SPONSOR**

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- One (1) Platinum level table for ten (10) guests with complimentary wine
- One (1) Full page color ad in the 2012 Gala Dinner Journal
- One (1) copy of 2012 Gala Dinner DVD
- Recognition as a Platinum sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$5,000 GOLD SPONSOR**

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- One (1) Gold level table for ten (10) guests
- One (1) Half page black and white ad in the 2012 Gala Dinner Journal
- Recognition as a Gold sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$3,500 SILVER SPONSOR**

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- One (1) Silver level table for ten (10) guests
- One (1) Quarter page black and white ad in the 2012 Gala Dinner Journal
- Recognition as a Silver sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

### **\$2,500 BRONZE SPONSOR**

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- One (1) Bronze level table for ten (10) guests
- Recognition as a Bronze sponsor in all 2012 Gala Dinner print materials and on janm.org (subject to confirmation deadline)

\*The number of sponsorships at each level is limited and will be accepted in the order payment is received.

\*Sponsorship commitments received by Wednesday, February 15, 2012 will be included in the 2012 Gala Dinner invitation and the 2012 Gala Dinner Journal.

\*Estimated fair market value is \$95 per Gala Dinner guest, or \$950 for a table of ten guests.

\*All Gala Dinner proceeds support the National Museum's educational outreach and activities.

\*The Japanese American National Museum is a private, non profit 501(c)3 organization. Federal Tax ID # 95-3966024.

## 2012 Gala Dinner Additional Sponsorship Opportunities\*\*

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### **\$20,000 GALA DINNER JOURNAL SPONSOR**

- Full page color ad on outside back cover of Gala Dinner Journal, given to each Gala Dinner guest (approximately 1,200)
- Invitation for ten (10) guests to Private Reception held on Friday, May 4, 2012 at the Japanese American National Museum

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### **\$15,000 PRIVATE RECEPTION HOST**

Friday, May 4, 2012 at the Japanese American National Museum

With National Museum Boards of Trustees & Governors, Dinner Honorees and Special Guests

- Opportunity to welcome guests from podium at the Private Reception
- Invitation for ten (10) guests
- One (1) Full page black & white ad in the 2012 Gala Dinner Journal

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### **\$15,000 GALA DINNER RECEPTION HOST**

Saturday, May 5, 2012 at the JW Marriott Hotel at L.A. LIVE

- One (1) Full Page black & white ad in the 2012 Gala Dinner Journal
- Donor name and logo as Gala Dinner Reception Host in all signage

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### **\$15,000 GALA DINNER SILENT AUCTION HOST**

Saturday, May 5, 2012 at the JW Marriott Hotel at L.A. LIVE

- Donor name and logo as the Silent Auction host on the 2012 Silent Auction catalog sent to all Gala Dinner guests and posted on [janm.org](http://janm.org)
- One (1) Full page black & white ad in the 2012 Gala Dinner Journal

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### **\$10,000 GALA DINNER PROGRAM SPONSOR**

- Donor name and logo on the 2012 Gala Dinner DVD given to all Gala Dinner sponsors at Platinum level and above.
- One (1) Half page black & white ad in the 2012 Gala Dinner Journal

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### **\$5,000 GALA DINNER GIFT SPONSOR**

- Donor name and logo on gift item given to each Gala Dinner guest (approximately 1,200)
- One (1) Quarter page black & white ad in the 2012 Gala Dinner Journal

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### **\$5,000 GALA DINNER WINE SPONSOR**

- Donor name and logo on wine list card placed on tables at Platinum level and higher (approximately 25 tables)
- One (1) Quarter page black & white ad in the 2012 Gala Dinner Journal

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### **\$5,000 DINNER CENTERPIECE SPONSOR**

- Donor name and logo on table centerpieces at each Gala Dinner table (approximately 120 tables)
- One (1) Quarter page black & white ad in the 2012 Gala Dinner Journal

\*\*All sponsorships in this category are fully tax deductible.

\*\*Sponsorship commitments received by Wednesday, February 15, 2012 will be recognized in all 2012 Gala Dinner print materials and on [janm.org](http://janm.org).

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## 2012 Gala Dinner Journal Advertising Specifications

Ad sponsorships are 100% tax deductible.



### Full Page Color (in preferred location)

- 7.5" (w) x 10" (h)
- \$2,500



### Full Page Black & White

- 7.5" (w) x 10" (h)
- \$1,000



### Half Page Black & White

- 7.5" (w) x 4.75" (h)
- \$550



### Quarter Page Black & White

- 3.5" (w) x 4.75" (h)
- \$350



### Community Quarter Page Black & White (for community non-profit organizations only)

- 3.5" (w) x 4.75" (h)
- \$250



### Business Card

- \$175

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## Artwork Specifications

### Submitting artwork on a zip or CD

Acceptable file formats, Macintosh preferred, created in:

- **InDesign CS2 or below.** InDesign file, InDesign PDF file. Must include all fonts and Photoshop TIFF images used.
- **Quark 6.0 or below.** Quark file or Quark EPS. Must include all fonts and Photoshop TIFF images used.
- **Illustrator CS2 or below.** Illustrator file or Illustrator EPS or PDF files. Include Photoshop TIFF files. Please convert text to outlines to ensure proper font display. If sending native Illustrator files, all fonts and Photoshop TIFF images used must be included.
- **Photoshop CS2 or below.** All Photoshop files should be 300 dpi resolution TIFF files, 100% of final size, for both grayscale and full color CMYK images. Full color images should be saved as CMYK. RGB files not accepted. Bitmap TIFF files should be saved at 600 dpi resolution, 100% of final size.
- **PDF file format (Mac preferred).** All fonts MUST be embedded or converted to outlines to print correctly.
- **Please include a printout for reference.**

### Submitting camera-ready ads

- Artwork must be submitted at 100% of final size.
- **Please be aware** that business cards, brochures or any images that have been printed on a printing press do not reproduce at high quality and can create moire patterns when scanned or reprinted.

### Please note

- For an additional fee, ads may be produced for a sponsor.
- Our graphics production department cannot modify PDF, EPS or TIFF files. Please ensure that these file types conform to our specifications in order to be press ready, otherwise additional costs may be charged.
- All ads will not bleed. Ads without visible borders will be outlined in a box.
- Artwork will not be returned unless requested.

**Gala Dinner Journal artwork must be received by Wednesday, February 15, 2012.**

**Mail to:** Attn: Special Events Department  
Japanese American National Museum  
100 North Central Avenue, Los Angeles, CA 90012

**E-mail to:** [specialevents@janm.org](mailto:specialevents@janm.org)

**Questions:** 213.625.0414 ext. 5669

## 2012 Gala Dinner Sponsorship Form



JAPANESE AMERICAN NATIONAL MUSEUM

100 North Central Avenue, Los Angeles, California 90012

Tel 213.625.0414 ext. 5669 • Fax 213.625.1770 • [specialevents@janm.org](mailto:specialevents@janm.org)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Business Phone (      ) \_\_\_\_\_ Cell Phone (      ) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Please list my company/organization in all Gala Dinner materials as: \_\_\_\_\_

### DINNER SPONSORSHIPS

Signature Sponsor \_\_\_\_\_ @ \$100,000 = \$ \_\_\_\_\_

Presenting Sponsor \_\_\_\_\_ @ \$50,000 = \$ \_\_\_\_\_

Diamond Sponsor \_\_\_\_\_ @ \$25,000 = \$ \_\_\_\_\_

Emerald Sponsor \_\_\_\_\_ @ \$15,000 = \$ \_\_\_\_\_

Platinum Sponsor \_\_\_\_\_ @ \$10,000 = \$ \_\_\_\_\_

Gold Sponsor \_\_\_\_\_ @ \$5,000 = \$ \_\_\_\_\_

Silver Sponsor \_\_\_\_\_ @ \$3,500 = \$ \_\_\_\_\_

Bronze Sponsor \_\_\_\_\_ @ \$2,500 = \$ \_\_\_\_\_

Additional Sponsorship \_\_\_\_\_ = \$ \_\_\_\_\_

☐ I am unable to attend, but would like to make a donation of: \$ \_\_\_\_\_

### JOURNAL

Full Page Color \_\_\_\_\_ @ \$2,500 = \$ \_\_\_\_\_

Full Page B / W \_\_\_\_\_ @ \$1,000 = \$ \_\_\_\_\_

Half Page B / W \_\_\_\_\_ @ \$550 = \$ \_\_\_\_\_

Quarter Page B / W \_\_\_\_\_ @ \$350 = \$ \_\_\_\_\_

Community Quarter Page B / W \_\_\_\_\_ @ \$250 = \$ \_\_\_\_\_

(for community non-profit organizations only)

Business Card \_\_\_\_\_ @ \$175 = \$ \_\_\_\_\_

☐ I would like to upgrade my ad to \_\_\_\_\_ size. \$ \_\_\_\_\_

**TOTAL** = \$ \_\_\_\_\_

### PAYMENT INFORMATION

\_\_\_\_ Enclosed is my check made payable to the Japanese American National Museum

\_\_\_\_ VISA      \_\_\_\_ MasterCard      \_\_\_\_ American Express      \_\_\_\_ Discover

Card Number \_\_\_\_\_ CVV# \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

Please return this form in the enclosed envelope or fax a copy to 213.625.1770. Reservations will be accepted in order received. Early reservations are recommended as the number of tables are limited. Formal invitations will be mailed approximately 6 weeks prior to the Gala Dinner. Sponsorships and ads received by Wednesday, February 15, 2012 will be included in the Gala Dinner invitation and Gala Dinner Journal.

Revised 11/18/11