



JAPANESE AMERICAN NATIONAL MUSEUM

## **SPONSORSHIP and UNDERWRITING OPPORTUNITIES**

**2014 Gala Dinner, Silent Auction & After Party**

# **Evolving Pastimes: Connecting Communities & Generations**

**Saturday, April 12, 2014  
Hyatt Regency Century Plaza Hotel  
2025 Avenue of the Stars  
Los Angeles, CA 90067**

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



## 2014 Gala Dinner Table Sponsorship Opportunities\*

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

- Two (2) Signature Sponsor tables with complimentary wine
- Ten (10) complimentary valet parking passes
- Twenty (20) complimentary drink tickets
- Two (2) full page color ads in the 2014 Gala Dinner Journal
- One (1) full page welcome letter/message in the 2014 Gala Dinner Journal
- Ten (10) copies of 2014 Gala Dinner DVD
- Invitation for twenty (20) guests to Private VIP Reception held on Friday, April 11, 2014 at the Japanese American National Museum
- Sponsor name and logo on “step and repeat” banner
- Recognition as a Signature Sponsor in all 2014 Gala Dinner print materials and website
- Sponsor name and logo on Gala Dinner website

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

- One (1) Presenting Sponsor table with complimentary wine
- One (1) Platinum Sponsor table with complimentary wine
- Ten (10) complimentary valet parking passes
- Ten (10) complimentary drink tickets
- Two (2) full page color ads in the 2014 Gala Dinner Journal
- Five (5) copies of 2014 Gala Dinner DVD
- Invitation for ten (10) guests to Private VIP Reception held on Friday, April 11, 2014 at the Japanese American National Museum
- Sponsor name and logo on “step and repeat” banner
- Recognition as a Presenting Sponsor in all 2014 Gala Dinner print materials and website
- Sponsor name and logo on Gala Dinner website

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

- One (1) Diamond Sponsor table with complimentary wine
- One (1) Gold Sponsor table
- Five (5) complimentary valet parking passes
- Five (5) complimentary drink tickets
- One (1) full page color ad in the 2014 Gala Dinner Journal
- Two (2) copies of 2014 Gala Dinner DVD
- Invitation for six (6) guests to Private VIP Reception held on Friday, April 11, 2014 at the Japanese American National Museum
- Recognition as a Diamond Sponsor in all 2014 Gala Dinner print materials and website
- Sponsor name and logo on Gala Dinner website

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

- One (1) Emerald Sponsor table with complimentary wine
- One (1) Bronze Sponsor table to be filled with JANM Young Professionals Network members or community members of sponsor’s choice
- Two (2) complimentary valet parking passes
- One (1) full page color ad in the 2014 Gala Dinner Journal
- One (1) copy of 2014 Gala Dinner DVD
- Invitation for two (2) guests to Private VIP Reception held on Friday, April 11, 2014 at the Japanese American National Museum
- Recognition as an Emerald Sponsor in all 2014 Gala Dinner print materials and on Gala Dinner website

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

- One (1) Platinum Sponsor table with complimentary wine
- One (1) complimentary valet parking pass
- One (1) full page color ad in the 2014 Gala Dinner Journal
- One (1) copy of 2014 Gala Dinner DVD
- Recognition as a Platinum Sponsor in all 2014 Gala Dinner print materials and on Gala Dinner website

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

- One (1) Gold Sponsor table
- One (1) half page black & white ad in the 2014 Gala Dinner Journal
- Recognition as a Gold Sponsor in all 2014 Gala Dinner print materials and on Gala Dinner website

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

- One (1) Silver Sponsor table
- One (1) quarter page black & white ad in the 2014 Gala Dinner Journal
- Recognition as a Silver Sponsor in all 2014 Gala Dinner print materials and on Gala Dinner website

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

- One (1) Bronze Sponsor table
- Recognition as a Bronze Sponsor in all 2014 Gala Dinner print materials and on Gala Dinner website

\*Sponsorship commitments received by Wednesday, January 15, 2014 will be included in the 2014 Gala Dinner invitation and all subsequent print materials and on Gala Dinner website.

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

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

## 2014 Gala Dinner, Silent Auction & After Party Underwriting Opportunities\*\*

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

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- Full page color ad on outside back cover of Gala Dinner Journal, given to each Gala Dinner guest (approximately 1,200)
- Recognition as Gala Dinner Journal Sponsor on Dinner invitation and in *Rafu Shimpo* ad
- Sponsor name and logo on Gala Dinner website
- Invitation for ten (10) guests to Private VIP Reception held on Friday, April 11, 2014 at the Japanese American National Museum

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

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#### **Friday, April 11, 2014 at the Japanese American National Museum**

- Opportunity to welcome guests from podium at the Private VIP Reception
- Invitation for ten (10) guests to Private Reception
- Recognition as Private VIP Reception Host on 2014 Gala Dinner invitation and in *Rafu Shimpo* ad
- Sponsor name and logo on Gala Dinner website
- One (1) full page black & white ad in the 2014 Gala Dinner Journal

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

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#### **Saturday, April 12, 2014 at the Hyatt Regency Century Plaza Hotel**

- One (1) full page black & white ad in the 2014 Gala Dinner Journal
- Recognition as Gala Dinner Seafood Reception Host on the Dinner invitation and in *Rafu Shimpo* ad
- Sponsor name and logo on Gala Dinner website
- Donor name and logo as Gala Dinner Seafood Reception Host in all signage

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

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#### **Saturday, April 12, 2014 at the Hyatt Regency Century Plaza Hotel**

- Donor name and logo as the Silent Auction host on the 2014 Silent Auction catalog sent to all Gala Dinner guests and posted on Dinner website
- One (1) full page black & white ad in the 2014 Gala Dinner Journal
- Recognition as Gala Dinner Silent Auction Host on Dinner invitation and in *Rafu Shimpo* ad
- Sponsor name and logo on Gala Dinner website

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

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- Donor name and logo on program opening video
- Donor name and logo on the 2014 Gala Dinner DVD given to all Gala Dinner sponsors at Platinum Sponsorship level and above
- One (1) half page black & white ad in the 2014 Gala Dinner Journal
- Recognition as Gala Dinner Program Sponsor on Dinner invitation, *Rafu Shimpo* ad and Dinner website

### **\$10,000 BID FOR EDUCATION LEADER**

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- Recognition as Bid for Education Leader during Dinner program
- Recognition as Bid For Education Leader on Dinner invitation, *Rafu Shimpo* ad, Education/Group Tour Visit publication, and Dinner website
- One (1) half page black & white ad in the 2014 Gala Dinner Journal

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

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- 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 2014 Gala Dinner Journal
- Recognition as Gala Dinner Gift Sponsor on Dinner invitation, *Rafu Shimpo* ad and Dinner website

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

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- Donor name and logo on wine card placed on tables at Platinum Sponsorship level and higher (approximately 32 tables)
- One (1) quarter page black & white ad in the 2014 Gala Dinner Journal
- Recognition as Gala Dinner Wine Sponsor on Dinner invitation, *Rafu Shimpo* ad and Dinner website

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

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- Donor name and logo on table centerpieces at each Gala Dinner table (approximately 120 tables)
- One (1) quarter page black & white ad in the 2014 Gala Dinner Journal
- Recognition as Gala Dinner Centerpiece Sponsor on Dinner invitation and in *Rafu Shimpo* ad

### **\$5,000 GALA DINNER AFTER PARTY SPONSOR**

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- Donor name and logo on After Party promotional materials and After Party signage
- Recognition as Gala Dinner After Party Sponsor on Dinner invitation, *Rafu Shimpo* ad and Dinner website
- Sponsor name on Dinner website and other related social media

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

\*\*Sponsorship commitments received by Wednesday, January 15, 2014 will be recognized in all 2014 Gala Dinner print materials and on Dinner website.

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

## 2014 Gala Dinner Journal Advertising Specifications

Ad sponsorships are fully 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 CS5 or below. InDesign file, InDesign PDF file. Must include all fonts and Photoshop TIFF images used.
- Illustrator CS5 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 CS5 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 Friday, February 15, 2014.**

**Mail to: 2014 Gala Dinner**

**Japanese American National Museum**

**100 North Central Avenue, Los Angeles, CA 90012**

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

**Questions: 213.625.0414 ext. 5669**

# 2014 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 • galadinner@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 TABLE 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	=	\$ _____
Community Sponsor (for community non-profit groups only)	___ @ \$1,750	=	\$ _____

**UNDERWRITING SPONSORSHIP** (please list) \_\_\_\_\_ = \$ \_\_\_\_\_

## DINNER JOURNAL ADVERTISING

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 (for community non-profit groups only)	___ @ \$250	=	\$ _____
Business Card	___ @ \$175	=	\$ _____
I would like to upgrade my ad to _____ size.		=	\$ _____

## OTHER

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

I would like to donate to the Silent Auction. Please contact me.

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

## PAYMENT INFORMATION

\_\_\_ Please send an invoice      \_\_\_ Enclosed is my check made payable to the Japanese American National Museum

\_\_\_ Please charge my credit card

VISA       MasterCard       American Express       Discover

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

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

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