SPONSORSHIP OPPORTUNITIES

2020 Gala Dinner and Silent Auction

Our Stories in Action

Saturday, April 18, 2020
InterContinental Los Angeles Downtown
900 Wilshire Boulevard
Los Angeles, CA 90017
2020 Gala Dinner Table Sponsorship Opportunities

**$100,000 PRESENTING SPONSOR**
- Two Presenting Level tables, with complimentary wine
- Meet-and-greet with Gala special guests
- Private dinner for five with JANM Board Chair Norman Y. Mineta
- Private tour of the museum led by the JANM Chief Curator
- Recognized as the sponsor of a future exhibition at JANM
- One-time use of JANM facilities
- Special invitation to an exhibition opening

**$50,000 SIGNATURE SPONSOR**
- One Signature Level table, with complimentary wine
- One Emerald Level table, with complimentary wine
- Meet-and-greet with Gala special guests
- Private dinner for five with JANM President and CEO Ann Burroughs
- Private tour of the museum led by the JANM Chief Curator
- One-time use of JANM facilities
- Special invitation to an exhibition opening

**$25,000 DIAMOND SPONSOR**
- One Diamond Level table, with complimentary wine
- One Platinum Level table, with complimentary wine
- Private tour of the museum led by the JANM Chief Curator
- Special invitation to an exhibition opening

**$15,000 EMERALD SPONSOR**
- One Emerald Level table, with complimentary wine
- Five seats at the Gold Level (to be filled by JANM Young Professionals Network or community members of the sponsor’s choice)
- Private tour of JANM

**$10,000 PLATINUM SPONSOR**
- One Platinum Level table, with complimentary wine

- Recognition as a Presenting Sponsor
  - on all Gala print materials
  - on janm.org homepage rotating banner
  - in a JANM social media post
  - Name or logo on step-and-repeat banner
  - Logo and weblink on Gala Dinner website*
  - Premium Tier digital ad with sponsor name, logo, and weblink on mobile bidding website**
  - Name and logo featured in dinner program video
  - 20 drink tickets

- Recognition as a Signature Sponsor
  - on all Gala print materials
  - in a JANM social media post
  - Name or logo on step-and-repeat banner
  - Logo and weblink on Gala Dinner website*
  - Premium Tier digital ad with sponsor name, logo, and weblink on mobile bidding website**
  - Name and logo featured in dinner program video
  - 10 drink tickets

- Recognition as a Diamond Sponsor
  - on all Gala print materials
  - in a JANM social media post
  - Name or logo on step-and-repeat banner
  - Logo and weblink on Gala Dinner website*
  - Premium Tier digital ad with sponsor name, logo, and weblink on mobile bidding website**
  - Name and logo featured in dinner program video
  - 10 drink tickets

- Recognition as an Emerald Sponsor
  - on all Gala print materials
  - in a JANM social media post
  - Logo and weblink on Gala Dinner website*
  - Premium Tier digital ad with sponsor name, logo, and weblink on mobile bidding website**
  - Name featured in dinner program video

- Recognition as a Platinum Sponsor
  - on all Gala print materials
  - in a JANM social media post
  - on Gala Dinner website
  - Standard Tier digital ad with sponsor name and logo on mobile bidding website
## 2020 Gala Dinner Table Sponsorship Opportunities

<table>
<thead>
<tr>
<th>$5,000</th>
<th>GOLD SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One Gold Level table</td>
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<td></td>
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<tr>
<td>• Recognition as a Gold Sponsor</td>
<td></td>
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<tr>
<td>• on all Gala print materials</td>
<td></td>
</tr>
<tr>
<td>• on Gala Dinner website</td>
<td></td>
</tr>
<tr>
<td>• Standard Tier digital ad with sponsor name and logo on mobile bidding website</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>$4,000</th>
<th>SILVER SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One Silver Level table</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>• Recognition as a Silver Sponsor</td>
<td></td>
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<tr>
<td>• on all Gala print materials</td>
<td></td>
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<tr>
<td>• on Gala Dinner website</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>$3,000</th>
<th>COMMUNITY SPONSOR—FOR NON-PROFIT ORGANIZATIONS ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One Community Level table</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognition as a Community Sponsor</td>
<td></td>
</tr>
<tr>
<td>• on all Gala print materials</td>
<td></td>
</tr>
<tr>
<td>• on Gala Dinner website</td>
<td></td>
</tr>
</tbody>
</table>

*Link active through May 15, 2020.

**Digital ad will also be integrated within auction item page during period in which site is live.

Sponsorship commitments received before January 31, 2020, will be recognized on the Gala Dinner printed invitation. Unless otherwise noted, all sponsorships are tax-deductible to the extent of the law. Estimated fair market value is $100 per Gala Dinner guest, or $1,000 for a table of ten guests. The Japanese American National Museum is a non-profit 501(c)(3) organization. Federal Tax ID #95-3966024.

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### ABOUT THE GALA DINNER AND SILENT AUCTION

JANM’s annual Gala Dinner and Silent Auction is its largest fundraising event of the year and serves as a much-anticipated opportunity for people, especially those in the Japanese American community, to come together in support of an important institution and its wide-ranging work. Over 1,000 guests attend this event and we hope you will be among them!

### BID FOR EDUCATION

In 2000, the late US Senator Daniel K. Inouye initiated the Bid for Education at the museum’s Gala Dinner to meet a critical need felt by our schools—to provide bus transportation for students to visit the Japanese American National Museum. Since that time, Bid for Education proceeds have allowed hundreds of thousands of students to visit the museum and learn first-hand about the Japanese American experience.

In addition to covering bus transportation costs, Bid for Education dollars also help expand students’ horizons nationally through the museum’s teacher training programs and web-based resources. Through the on-going educational programs, JANM continues its commitment to promote understanding and appreciation of America’s ethnic and cultural diversity by sharing the Japanese American experience with every classroom in the country.
We are going digital!

In an effort to reduce waste and optimize the visibility of our sponsors, we will no longer be printing a Gala Dinner Journal book. All sponsor ads will be digitally featured on our online mobile bidding website (janm2020.givesmart.com), which will be viewable by over 1,000 guests attending the Gala as well as the general public participating in our online Silent Auction and Bid for Education.

We offer two tiers of ad sponsorship:

**Premium Tier—$1,000**
- Displays before Standard Tier ads*
- Will be displayed on Home Page
- Will scroll on-screen during live Bid for Education portion of the Gala Dinner program**

**Standard Tier—$500**
- Displays after Premium Tier ads*
- Will be displayed on Home Page

Ad Features:
- Sponsor name recognition
- Logo image (optional)
- Webpage link to sponsor website (optional)

*The ordering of the ads within each tier will shuffle with every page refresh. Adblock must be disabled to view all ads.

**Program timing and technical means permitting

Digital Ad Examples

<table>
<thead>
<tr>
<th>With Logo</th>
<th>Without Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="janm_japanese_american_national_museum" alt="Logo image" /></td>
<td>![Sponsor Name](80 character maximum)</td>
</tr>
<tr>
<td>Japanese American National Museum</td>
<td>Sponsor Name</td>
</tr>
<tr>
<td>(80 character maximum)</td>
<td>Japanese American National Museum</td>
</tr>
</tbody>
</table>

Logo image, webpage link, and sponsorship recognition title must be received by **Friday, March 27, 2020**, to guarantee ad placement by Gala Dinner. Ads will be added to website on rolling basis. Please allow up to 1 week upon receipt for processing.

Square or horizontal logo image recommended.
For image clarity, please send original high-resolution logo art file.

Acceptable file formats:
- JPEG (.jpg)
- GIF (.gif)
- PNG (.png)

Email to: galadinner@janm.org
Questions: contact Lillian Vu at 213.830.5641

Revised 12/1/19
Company/Organization

Primary Contact Name
Title

Address

City/State/Zip

Business Phone (   )  Cell Phone (   )

E-Mail Address  Home Phone (   )

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


DINNER TABLE SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Amount @</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>$100,000</td>
<td></td>
</tr>
<tr>
<td>Signature Sponsor</td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td>Diamond Sponsor</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Emerald Sponsor</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Community Sponsor</td>
<td>$3,000</td>
<td></td>
</tr>
</tbody>
</table>

GALA DIGITAL ADVERTISING

<table>
<thead>
<tr>
<th>Tier</th>
<th>Amount @</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Tier</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Standard Tier</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

OTHER

☐ I would like to make a donation to the Bid for Education of:  = $________
☐ I would like to donate to the Silent Auction. Please contact me.
☐ I am interested in other sponsorship opportunities. 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