

janm  JAPANESE AMERICAN
NATIONAL MUSEUM

GALA '21
& AUCTION

REUNITED

Sponsorship & Ad Opportunities

SATURDAY, MAY 1, 2021

For more information, visit janm.org/gala2021

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#JANMgala

About the 2021 JANM Gala & Auction

janm  JAPANESE AMERICAN NATIONAL MUSEUM

GALA & AUCTION '21

REUNITED

The mission of the Japanese American National Museum is to promote understanding and appreciation of America's ethnic and cultural diversity by sharing the Japanese American experience.

Each year, we come together to renew connections, to restoke our passion, and to celebrate those who inspire us. As our largest fundraising activity of the year, the **Japanese American National Museum's Gala & Auction** is instrumental in creating the critical forward momentum that supports the scope and impact of our work. Each day, away from each other, we are joined in passion and in purpose.

This year's theme is *Reunited*. In the interest of preserving the health and safety of our guests, the **2021 JANM Gala & Auction** will be a virtual interactive gathering. In addition to an online gala program with many special guests, during which the **2021 Lexus Opportunity Drawing** winner will be announced, and our online auction, we will offer an **exclusive virtual ballroom experience** where ticketed guests will be able to network at virtual tables, with other added benefits. Premium tickets are priced at \$250, and will be available for purchase in the Spring. Although we will remain physically distant, we aim to offer the same caliber of community, entertainment, and engagement.

To view a video walkthrough of the virtual platform's sponsorship table and booth features, please visit the following links or scan the corresponding QR codes.



Virtual Tables:
bit.ly/janmgalatable



Sponsorship Booths:
bit.ly/janmsponsorbooth

We invite you and your family and friends to join us online on May 1, 2021. More details about how to participate will be shared in the coming months. We thank you in advance for your continued support and understanding.

About Bid for Education

The Japanese American National Museum's **Bid for Education** program was officially launched at the 2000 Gala Dinner by the late US Senator Daniel K. Inouye in response to state budget cuts that threatened bus transportation for school field trips. Since then, it has become a galvanizing force behind the museum's School Visits program, making field trips to JANM possible for more than 12,000 primary and secondary school students and teachers every year. Thanks to many generous donors, **Bid for Education** raises thousands of dollars annually.

While we are proud to fulfill our obligations to protect public health, we have not been able to welcome patrons to our museum since March 2020, and as a result, have shifted our educational programs, such as the School Visit program, to virtual platforms. We now have five enriching programs that meet the needs of students and state educational standards across grade levels from first grade to college level. Throughout this crisis, and in preparation for a future in which COVID-19 continues to be a challenge we face in our communities, JANM remains committed to sharing the Japanese American experience through all the safe venues available to us.

Your support toward the **Bid For Education** program will enable us to provide virtual museum visits for primary and secondary school students from Title I schools and groups who have demonstrated financial need.

2021 Gala Sponsorship Opportunities

\$50,000 SIGNATURE SPONSOR

- Premium access to virtual cocktail reception and after party (for up to 16 guests)*
- Virtual sponsorship booth on Airmeet platform
- Recognition as a sponsor of a segment in virtual gala program
- Private virtual tour of JANM Collections
- Virtual meet-and-greet with a special guest of this year's Gala
- Virtual personal greeting from Board Chair
- Invitation to be recognized as a Gala Committee member
- Logo and weblink on JANM website
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Prominent recognition as a Signature sponsor on all Gala materials and in a social media post**
- Custom JANM gift for sponsors and their guests

\$25,000 DIAMOND SPONSOR

- Premium access to virtual cocktail reception and after party (for up to 16 guests)*
- Virtual sponsorship booth on Airmeet platform
- Private virtual tour of JANM Collections
- Invitation to be recognized as a gala committee member
- Logo and weblink on JANM website
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Prominent recognition as a sponsor of a segment in virtual gala program
- Recognition as a Diamond sponsor on all gala materials and in a social media post**
- Custom JANM gift for sponsors and their guests

\$15,000 EMERALD SPONSOR

- Premium access to virtual cocktail reception and after party (for up to 16 guests)*
- Virtual sponsorship booth on Airmeet platform
- Logo and weblink on JANM website
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in virtual gala program
- Recognition as an Emerald sponsor on all gala materials and in a social media post**
- Custom JANM gift for sponsors and their guests

\$10,000 PLATINUM SPONSOR

- Premium access to virtual cocktail reception and after party (for up to 8 guests)*
- Virtual sponsorship booth on Airmeet platform
- Weblink on JANM website
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in virtual gala program
- Recognition as a Platinum sponsor on all gala materials and in a social media post**
- Custom JANM gift for sponsors and their guests

\$5,000 GOLD SPONSOR

- Premium access to virtual cocktail reception and after party (for up to 8 guests)*
- Virtual sponsorship booth on Airmeet platform
- Standard digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in virtual gala program
- Recognition as a Gold sponsor on all gala materials and in a social media post**
- Custom JANM gift for sponsors and their guests

\$3,000 COMMUNITY SPONSOR

- Premium access to virtual cocktail reception and after party (for up to 8 guests)*
- Virtual sponsorship booth on Airmeet platform
- Standard digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in virtual gala program
- Recognition as a Community sponsor on all gala materials and in a social media post**
- Custom JANM gift for sponsors and their guests

*Each virtual table seats 8 guests. Guests will be able to move freely among tables. Instructions on how to access the platform and create a virtual booth will be shared with sponsors and their guests in advance. Sponsors will need to provide guest contact information to JANM.

** Sponsorship commitments must be received by April 9, 2021 to ensure inclusion.

Unless otherwise noted, all sponsorships are 100% tax-deductible to the extent of the law. The Japanese American National Museum is a non-profit 501(c)(3) organization. Federal Tax ID #95-3966024.

2021 Gala Digital Advertising Opportunities

All sponsor ads will be digitally featured on our online mobile bidding website (janm2021.givesmart.com), which will be viewable by all Gala & Auction participants as well as the general public, and will be featured on the home page of our virtual gala platform, Airmeet.

WE OFFER TWO TIERS OF AD SPONSORSHIP:

Premium Tier:

- Displays before Standard Tier ads*
- Will be displayed on the home page of JANM's GiveSmart and Airmeet sites
- Will be integrated among the auction package listings
- Will scroll on-screen during the Bid for Education portion of the Gala program

Ad Features:

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

Standard Tier:

- Displays after Premium Tier ads*
- Will be displayed on the home page of JANM's GiveSmart and Airmeet sites

Ad Features:

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

DIGITAL AD EXAMPLES:

With Logo



Without Logo



Logo image, webpage link, and sponsorship recognition title must be received by **Friday, April 9, 2021** in order to guarantee ad placement by Gala date. Ads will be added on a 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 Kimly Sok at 213.830.5658

2021 Gala Sponsorship Reply Form

Company/Organization _____

Primary Contact Name _____ Title _____

Address _____

City/State/ZIP _____

Business Phone () _____ Cell Phone () _____

Email Address _____ Home Phone () _____

Please recognize my sponsorship in all Gala-related materials as: _____

GALA SPONSORSHIP LEVELS

Signature Sponsor _____@ \$50,000 = \$ _____

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

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

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

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

Community Sponsor (for community non-profit groups only) _____@ \$3,000 = \$ _____

GALA DIGITAL ADVERTISING

Premium Tier _____@ \$1,000 = \$ _____

Standard Tier _____@ \$500 = \$ _____

OTHER

I would like to make a donation to the Bid For Education in the amount of \$ _____

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

I am interested in other sponsorship opportunities.

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 _____