

janm 

JAPANESE AMERICAN
NATIONAL MUSEUM

30TH ANNIVERSARY BENEFIT

Sponsorship & Ad Opportunities

SATURDAY, APRIL 30, 2022

InterContinental Los Angeles Downtown
900 Wilshire Blvd
Los Angeles, CA 90017

For more information, visit janm.org/30th-benefit



#janm30

100 NORTH CENTRAL AVENUE, LOS ANGELES, CALIFORNIA 90012

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JANM.ORG | JANMSTORE.COM

About the 30th Anniversary:



The historic occasion of JANM's 30th Anniversary offers us a chance to reflect on all we've accomplished in our first three decades and the timeliness and timelessness of our mission as we continue to illuminate the Japanese American experience and promote greater appreciation of America's ethnic and cultural diversity.

Most of all, it's a chance for us to come together and look forward to our next 30 years as we apply history's hard-won lessons and innovative new strategies to reimagine the museum experience, inspire the next generation, and continue the struggle for inclusion and social justice.

Honored as one of "America's Cultural Treasures" by the Ford Foundation, JANM is the largest U.S. museum dedicated to preserving and sharing the Japanese American experience. For 30 years, we have championed the understanding and

appreciation of America's ethnic and cultural diversity. And because JANM is steeped in history's lessons, it speaks out whenever diversity and social justice are threatened.

We bridge the divides of the nation with our groundbreaking exhibitions, educational tours and thought-provoking public programs. Some of JANM's pioneering exhibitions include *Fighting for Democracy* in 2005, *kip fulbeck: part asian, 100% hapa* in 2006, and *Hello! Exploring the Supercute World of Hello Kitty* in 2014.

JANM will celebrate our 30th Anniversary with programs, film screenings, free days, fun activities and more! Our annual benefit will include 30 emerging changemakers, all under age 30, who are making positive waves in our community.

And, as we look forward to our next three decades, we promise to engage a new lineage of supporters, reinvigorate the Museum experience, and amplify JANM's voice to lead the way to a more just future.



ABOUT THE 30TH ANNIVERSARY BENEFIT FORMAT

We cordially invite you to join us for a special evening of celebration on the historic occasion of JANM's 30th Anniversary.

Rather than the traditional gala dinner, our 30th Anniversary Benefit will be a complimentary by-invitation-only reception with opportunities to engage with key stakeholders and supporters. Platinum level and above sponsors will receive invitations to a private dinner at the venue following the reception.

EVENING HIGHLIGHTS

30 Changemakers Under 30

For our 30th anniversary, we will recognize 30 young people that exemplify JANM's mission and are making extraordinary contributions in the arts, business, culture, education, politics, sports, technology, and more. Do you know someone worthy of recognition? Self-nominations are welcome. The nomination process is open to the public. Details at: janm.org/30-under-30

Bid For Education

JANM's Bid For Education program, launched by the late US Senator Daniel K. Inouye, makes field trips to JANM possible for more than 12,000 primary and secondary school students and teachers every year. We invite you to support the live Bid For Education during the Benefit as we welcome students back to the museum, and grow our new virtual visit program that successfully launched last year.

Lexus Opportunity Drawing

Enter to win a 2022 Lexus RX 450h! Thanks to the generous support of Toyota Motor North America, funds raised will support JANM's educational programming and outreach. The winner will be announced during our program.

30TH ANNIVERSARY BENEFIT SPONSORSHIP OPPORTUNITIES

\$100,000 *Presenting Sponsor*

- 20 Invitations to 30th Anniversary Reception (By invitation only)
- 10 Seats at Sponsors Dinner
- Meet-and-greet with JANM Board Chair Norman Y. Mineta
- Invitation to make special remarks during the 30th Anniversary Reception
- Invitation to be recognized as 30th Anniversary Year Sponsor (recognition on all anniversary year program materials and social media posts**)
- Invitation to be recognized as an Anniversary Benefit Committee member
- Recognition during the 30 Under 30 nomination process
- Private tour of JANM with a curator
- Name or logo on step-and-repeat banner
- Logo and weblink on Benefit website
- Two full-page color ads in the Anniversary Benefit booklet shared with all attending guests
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Prominent recognition as a Presenting sponsor on all Anniversary Benefit materials and in a social media post**

\$50,000 *Signature Sponsor*

- 15 Invitations to 30th Anniversary Reception (By invitation only)
- 8 Seats at Sponsors Dinner
- Meet-and-greet with JANM Board Chair Norman Y. Mineta
- Invitation to be recognized as an Anniversary Benefit Committee member
- Recognition during the 30 Under 30 nomination process
- Private tour of JANM with a curator
- Name or logo on step-and-repeat banner
- Logo and weblink on Benefit website
- One full-page color ad in the Anniversary Benefit booklet shared with all attending guests
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Prominent recognition as a Signature sponsor on all Anniversary Benefit materials and in a social media post**

\$25,000 *Diamond Sponsor*

- 10 Invitations to 30th Anniversary Reception (By invitation only)
- 6 Seats at Sponsors Dinner
- Invitation to be recognized as an Anniversary Benefit committee member
- Name or logo on step-and-repeat banner
- Logo and weblink on Benefit website
- One full-page color ad in the Anniversary Benefit booklet shared with all attending guests
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition as a Diamond sponsor on all Anniversary Benefit materials and in a social media post**

\$15,000 *Emerald Sponsor*

- 10 Invitations to 30th Anniversary Reception (By invitation only)
- 4 Seats at Sponsors Dinner
- Logo and weblink on Benefit website
- Recognition in Anniversary Benefit booklet shared with all attending guests
- Recognition as an Emerald sponsor on all Anniversary Benefit materials and in a social media post**
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site

\$10,000 *Platinum Sponsor*

- 10 Invitations to 30th Anniversary Reception (By invitation only)
- 2 Seats at Sponsors Dinner
- Weblink on Benefit website
- Recognition in Anniversary Benefit booklet shared with all attending guests
- Recognition as a Platinum sponsor on all Anniversary Benefit materials and in a social media post**
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site

\$5,000 *Gold Sponsor*

- 10 Invitations to 30th Anniversary Reception (By invitation only)
- Standard digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in Anniversary Benefit booklet shared with all attending guests
- Recognition as a Gold sponsor on all Anniversary Benefit materials and in a social media post**

\$3,000 *Community Sponsor*

- 5 Invitations to 30th Anniversary Reception (By invitation only)
- Standard digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in Anniversary Benefit booklet shared with all attending guests
- Recognition as a Community sponsor on all Anniversary Benefit materials and in a social media post**

** Sponsorship commitments must be received by February 28, 2022 to ensure inclusion.

All contributions are tax-deductible except \$100 per guest for Gold and Community and \$250 per guest for Platinum through Presenting levels. The Japanese American National Museum is a non-profit 501(c)(3) organization. Federal Tax ID #95-3966024.

All sponsor ads will be digitally featured on our online mobile bidding website (janm30th.givesmart.com), which will be viewable by all Bid For Education and online auction participants as well as the general public

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 site
- Will be integrated among the auction package listings
- Will scroll on-screen during the Bid for Education portion of the 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 sites

Ad Features:

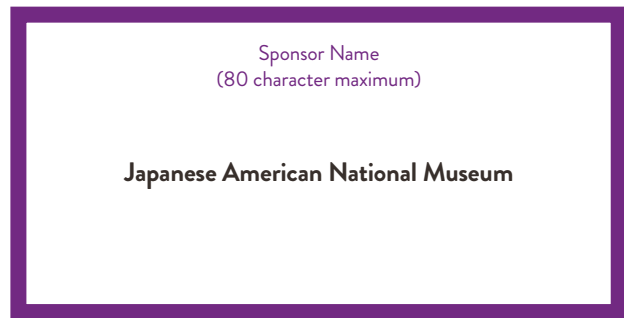
- Sponsor name recognition
- Logo image (optional)
- Webpage link to sponsor website (optional)

DIGITAL AD EXAMPLES:

With Logo



Without Logo



Logo image, webpage link, and sponsorship recognition title must be received by **Friday, April 1, 2022** in order to guarantee ad placement by Benefit 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: [specialevents@janm.org](mailto:specialevnts@janm.org)
Questions: contact Kimly Sok at 213.830.5658

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 Benefit-related materials as: _____

BENEFIT SPONSORSHIP LEVELS

| | | | |
|--|---------------|---|----------|
| Presenting Sponsor | __@ \$100,000 | = | \$ _____ |
| 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 | = | \$ _____ |

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 _____