

Across Generations

Sponsorship Opportunities 2023 Annual Benefit

Saturday, May 13, 2023 • 5 p.m.

InterContinental Los Angeles Downtown Hotel
900 Wilshire Boulevard, Los Angeles, CA 90017

Cocktail Attire

For more information visit: janm.org/benefit2023

100 North Central Avenue, Los Angeles, California 90012
Tel 213.625.0414 | Email specialevents@janm.org
janm.org | janmstore.com



#JANMBenefit

About the 2023 Annual Benefit: Across Generations

JANM's Annual Benefit and Online Auction is our largest fundraiser of the year and serves as a much-anticipated opportunity for people across generations, especially those in the Japanese American community, to come together in support of an important institution and its wide-ranging work.

The Annual Benefit will pay tribute to its leaders and supporters—new and established—who see and believe in the importance of the Museum and its enduring role in our democratic society. Our vision and commitment have remained unwavering since our founding, and each new generation inspires us further to demonstrate our ongoing relevance in today's world. As part of the program, the Benefit will spotlight the stories of supporters transcending several generations and hailing from across the nation.

This year's Annual Benefit will take place at the InterContinental Los Angeles Downtown on Saturday, May 13, 2023. The evening will feature an online auction, seated dinner, and program that pays tribute to our members and shares highlights from the past twelve months. We will also pull the winning entry for our Lexus Opportunity Drawing.

As an organization dedicated to education, we will raise funds for JANM's Bid for Education program, which supports bus transportation and museum admission for primary and secondary school students. Bid for Education funds also supports K-12 educator workshops, the development of free printed and digital resources for educators, docent recruitment and training, and many other educational initiatives. Even if you cannot join us at the Benefit, you can contribute to the Bid for Education online and watch the entire program on our YouTube channel ([YouTube.com/janmdotorg](https://www.youtube.com/janmdotorg)).

We are hopeful for the future as new generations engage with the Museum to continue the vision toward a better world.

Please email us at specialevents@janm.org with any questions about sponsorship or donation opportunities!

About the 2023 Annual Benefit Format

Guests will enjoy a seated dinner, complimentary valet parking, a limited-hosted bar, photo booth, and live entertainment. All Presenting, Signature, and Diamond sponsor guests will be invited to the Board & Sponsor After Party.

Evening Highlights

Across Generations Tribute

Since JANM's founding in 1985, many generations of families have dedicated their time and energy to educating others about the Japanese American experience. They have also donated precious artifacts and made personal gifts to JANM to support the Museum's wide-ranging work. We will share their unique stories and highlight their involvement in making JANM and their communities a better place for all.

Bid for Education

JANM's Bid for Education, 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 yearly. We invite you to support the live Bid for Education during the Benefit as we have welcomed students back to JANM and continue to grow our Virtual Visits program.

Lexus Opportunity Drawing

Enter to win a 2023 Lexus RX 500h F SPORT Performance! Thanks to the generous support of Toyota Motor North America, funds raised will support JANM's educational programming and outreach. We will announce the winner during our program.

\$100,000 | Presenting Sponsor

- 20 Invitations to 2023 Annual Benefit
- 20 Invitations to the Board & Sponsor After Party
- Invitation to make special remarks during the 2023 Annual Benefit
- Invitation to be recognized as Presenting Sponsor
- Reserved priority table
- Name or logo on step-and-repeat banner
- Logo and weblink on Benefit website
- Two full-page color ads in the Annual 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 Benefit materials and in a social media post**

\$50,000 | Signature Sponsor

- 15 Invitations to 2023 Annual Benefit
- 15 Invitations to the Board & Sponsor After Party
- Reserved priority table
- Name or logo on step-and-repeat banner
- Logo and weblink on Benefit website
- One full-page color ad in the 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 Benefit materials and in a social media post**

\$25,000 | Diamond Sponsor

- 10 Invitations to 2023 Annual Benefit
- 10 Invitations to the Board & Sponsor After Party
- Reserved priority seating
- Name or logo on step-and-repeat banner
- Logo and weblink on Benefit website
- One full-page color ad in the 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 materials and in a social media post**

\$15,000 | Emerald Sponsor

- 10 Invitations to 2023 Annual Benefit
- 6 Invitations to the Board & Sponsor After Party
- Logo and weblink on Benefit website
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in Benefit booklet shared with all attending guests
- Recognition as an Emerald sponsor on all Benefit materials and in a social media post**

\$10,000 | Platinum Sponsor

- 10 Invitations to 2023 Annual Benefit
- 4 Invitations to the Board & Sponsor After Party
- Weblink on Benefit website
- Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in Benefit booklet shared with all attending guests
- Recognition as a Platinum sponsor on all Benefit materials and in a social media post**

\$5,000 | Gold Sponsor

- 10 Invitations to 2023 Annual Benefit
- 2 Invitations to Board & Sponsor After Party
- Standard digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in Benefit booklet shared with all attending guests
- Recognition as a Gold sponsor on all Benefit material

\$3,000 | Community Sponsor

(For nonprofit organizations only)

- 5 Invitations to 2023 Annual Benefit
- 2 Invitations to Board & Sponsor After Party
- Standard digital ad with name/logo and weblink on GiveSmart mobile bidding site
- Recognition in Benefit booklet shared with all attending guests
- Recognition as a Community sponsor on all Benefit materials

** All contributions are tax-deductible except \$175 per person for a seated dinner and \$250 per person for a seated dinner and the after party. The Japanese American National Museum is a non-profit 501(c)(3) organization. Federal Tax ID #05-3066024

\$15,000 Board & Sponsor After Party Host (Exclusive Sponsorship Opportunity)

- Opportunity to welcome guests from the podium during the Board & Sponsor After Party
- Recognition as Board & Sponsor After Party Host in Benefit materials and in one JANM social media post
- 6 invitations to the 2023 Annual Benefit
- 6 invitations to Board and Sponsor After Party
- Recognition in Benefit booklet** shared with all attending guests
- Standard Digital Ad

\$10,000 Bid For Education Leader

- Recognition as Bid for Education Leader during program, including sponsor name and/or logo shown on event screens, and website, and Benefit booklet**
- Mention in one social media post
- Standard Digital Ad

\$10,000 Valet Parking Sponsor

- Recognition as Valet Parking Sponsor in Benefit materials and in one JANM social media post
- Recognition in Benefit booklet** shared with all attending guests
- Recognition on Benefit website
- Logo or recognition added on event valet signage (optional)
- Standard Digital Ad

\$5,000 Centerpiece Sponsor

- Recognition as Centerpiece Sponsor in Benefit materials and in one JANM social media post
- Recognition on Benefit website
- Sponsor name on each Benefit table
- Standard Digital Ad

All sponsor ads will be featured on our online mobile bidding website (janm2023.givesmart.com, which will be viewable by all Bid For Education and online auction participants as well as the general public) and Premium Tier Printed Ads will be featured in the Benefit booklet.

We offer two tiers of ad sponsorship:

\$1,500 Premium Tier Printed & Digital Ads

Printed Ad:

- One full-page color ad in the Benefit booklet

Digital Ad:

- Digital ads 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

Digital Ad Features:

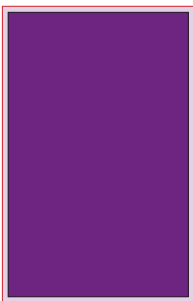
- Sponsor name recognition
- Logo image (optional)
- Webpage link to sponsor website (optional)

\$750 Standard Tier Digital Ad

- Digital ads 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)

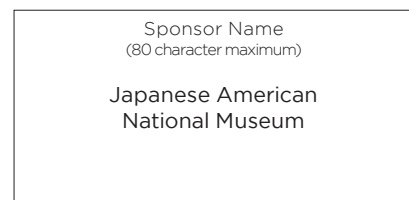


Printed Booklet specs:

- Full page bleed ad—5.5" (w) X 8.5" (h)
- .125" bleed on all sides—with .25" type safety
- Color ads should be 300 dpi CMYK print quality PDF, JPEG, TIFF, or EPS with crop marks
- Black and white ads should be 300 dpi print quality PDF, JPEG, TIFF, or EPS with crop marks
- No spot colors.
- Artwork must be received no later than March 31, 2023

Digital Ad Examples:

- Logo image, webpage link, and sponsorship recognition title must be received by Friday, April 28, 2023 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.
- 580 (w) x 286 (h) pixels
- White or transparent background
- 300 dpi
- Acceptable file formats: JPEG (.jpg), GIF (.gif), PNG (.png)



Email to: specialevents@janm.org

Questions: contact our Development team at **213.830.5646**

Sponsorship Reply Form

Company/Organization _____
 Primary Contact Name _____
 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 <i>(for community nonprofit groups only)</i> | __ @ \$3,000 = | \$ _____ |

Additional Sponsorship

| | | |
|----------------------------------|-----------------|----------|
| Board & Sponsor After Party Host | __ @ \$15,000 = | \$ _____ |
| Bid for Education Leader | __ @ \$10,000 = | \$ _____ |
| Valet Parking Sponsor | __ @ \$10,000 = | \$ _____ |
| Centerpiece Sponsor | __ @ \$5,000 = | \$ _____ |

Advertising

| | | |
|---------------|----------------|----------|
| Premium Tier | __ @ \$1,500 = | \$ _____ |
| Standard Tier | __ @ \$750 = | \$ _____ |

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# _____

Expiration Date _____ Signature _____

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