

2024 Benefit  
& Online Auction

Sponsorship Opportunities

# illuminating Paths



Saturday, April 6, 2024

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## Vibiana

214 South Main Street,  
Los Angeles, California 90012

- Cocktail Attire -

For more information visit  
[janm.org/benefit2024](http://janm.org/benefit2024)

Tel 213.830.5646 | Email [specialevents@janm.org](mailto:specialevents@janm.org)

Lighting the Way from Legacy to the Future

#JANMBenefit

# illuminating Paths

## About the 2024 Benefit

Join us on Saturday, April 6 at the Vibiana in the heart of Los Angeles for Illuminating Paths, JANM's annual benefit. This evening celebrates our heritage, weaving together poignant lessons of our past with the vibrant promises of our future.

Experience a night that transcends the ordinary with exquisite dining, a hosted bar, complimentary valet parking, compelling live performances, and our special program highlighting the legacies and bright futures in the Japanese American community.

Exclusive after-party invitations will be extended to Presenting, Signature, and Diamond sponsors, offering a space to continue the night's celebration and conversation.

This year, we're thrilled to present captivating musical performances and honor extraordinary individuals. Each moment is crafted to inspire and delight.

Stay updated with the latest program details by visiting our website. Register at <https://janm2024.givesmart.com> for real-time updates and exclusive event information. Your engagement is key to creating a memorable evening.

## Illuminating Paths for Generations to Come

As we light up the night, each story, performance, and memory will honor tales of our past and our commitment to ensure these narratives continue to inspire and

### Bid for Education:

A dedicated moment to channel our collective support towards JANM's vital educational initiatives, ensuring that the beacon of knowledge continues to shine across generations.

### Lexus Opportunity Drawing:

Enter to win a 2024 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.

### Live Stream:

Our transcendent program will be available on JANM's YouTube channel, [janmDOTorg](https://www.youtube.com/channel/UCjnmD0t0rg)—ensuring the glow of Illuminating Paths reaches every corner of our community.

For inquiries about sponsorship, donations, or any other aspect of our 2024 Benefit, please reach out to us at [specialevents@janm.org](mailto:specialevents@janm.org) or call 213.830.5646.

educate future generations. Your support amplifies our ability to illuminate these vital paths, casting light on stories of resilience, courage, and enduring community spirit.

## Presenting Sponsor (\$100,000)

- ◆ 20 Invitations to 2024 Benefit
- ◆ 20 Invitations to the Board & Sponsor After-Party
- ◆ Invitation to make special remarks during the 2024 Benefit
- ◆ Prominent recognition as Presenting Sponsor on Benefit program materials and social media posts\*
- ◆ 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
- ◆ Premium digital ad with name/logo and weblink on GiveSmart mobile bidding site
- ◆ Special mention in our press release and an ad in the *Rafu Shimpo*
- ◆ Opportunity to set up a branded vendor booth at the event

## Signature Sponsor (\$50,000)

- ◆ 20 Invitations to 2024 Benefit
- ◆ 20 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\*
- ◆ Special mention in our press release and an ad in the *Rafu Shimpo*
- ◆ Opportunity to set up a branded vendor booth at the event

## Diamond Sponsor (\$25,000)

- ◆ 10 Invitations to 2024 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\*
- ◆ Special mention in our press release and an ad in the *Rafu Shimpo*
- ◆ Opportunity to set up a branded vendor display at the event

## **Emerald Sponsor (\$15,000)**

- ◆ 10 Invitations to 2024 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\*

## **Platinum Sponsor (\$10,000)**

- ◆ 10 Invitations to 2024 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\*

## **Gold Sponsor (\$5,000)**

- ◆ 10 Invitations to 2024 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 materials

\* Sponsorship commitments must be received by Friday, February 23, 2024 to ensure inclusion in the Annual Benefit booklet. Artwork must be received no later than Friday, March 8, 2024.

*All contributions are tax-deductable 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 #95-3966024*

## 2024 Additional Sponsorship Opportunities

### **Board & Sponsor After-Party Host (Exclusive Sponsorship Opportunity)(\$20,000)**

- ◆ 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
- ◆ 10 invitations to Board and Sponsor After Party (does not include dinner)
- ◆ Recognition in Benefit booklet\* shared with all attending guests
- ◆ Premium digital ad

### **Bid for Education Leader (\$10,000)**

- ◆ 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 JANM social media post
- ◆ Premium digital ad

### **Valet Parking Sponsor (Two available)(\$10,000)**

- ◆ 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)
- ◆ Premium digital ad

### **Centerpiece Sponsor (Two available)(\$7,500)**

- ◆ Recognition as Centerpiece Sponsor in Benefit materials and in one JANM social media post
- ◆ Recognition on Benefit website
- ◆ Sponsor name on each Benefit table
- ◆ Premium digital ad

\* Sponsorship commitments must be received by February 23, 2024 to ensure inclusion in the Annual Benefit booklet. Artwork must be received no later than March 8, 2024.

## 2024 Advertising Sponsorship Opportunities

All sponsor ads will be featured on our online mobile bidding website (janm2024.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 Printed & Digital Ad (\$1,500)

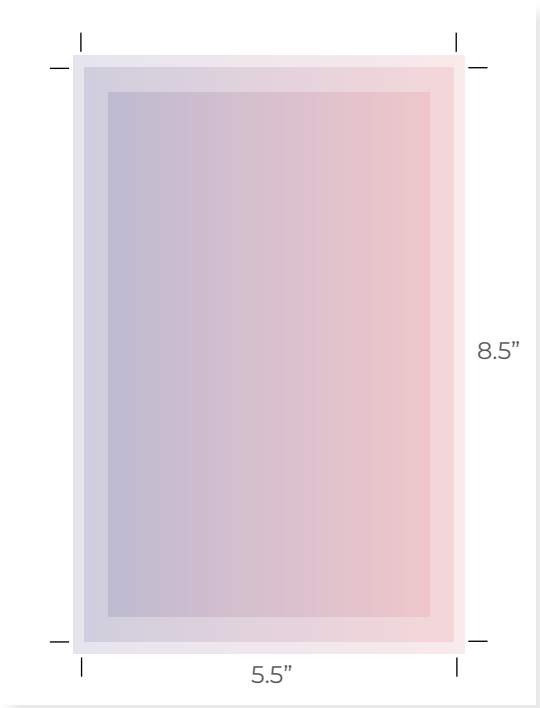
Printed Ad: One (1) full-page ad in the Benefit booklet

Premium Tier Digital Ad: Displays before Standard Tier Digital Ads

- ◆ Displayed on the home page of JANM's GiveSmart site
- ◆ Integrated among the auction package listings
- ◆ Scrolls on-screen during the Bid for Education portion of the program
- ◆ Webpage link to sponsor website (optional)

### Standard Tier Digital Ad (\$750)

- ◆ Digital ads display after Premium Tier ads
- ◆ Displayed on the home page of JANM's GiveSmart site
- ◆ Webpage link to sponsor website (optional)

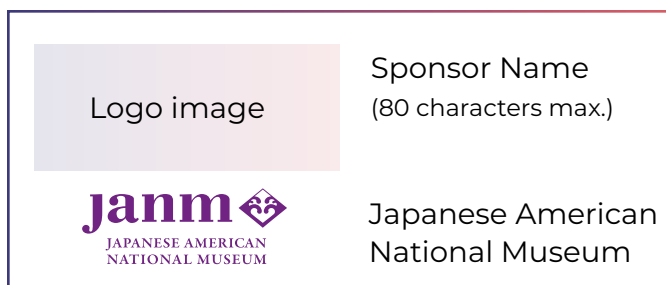


## Printed Booklet Example and Specs:

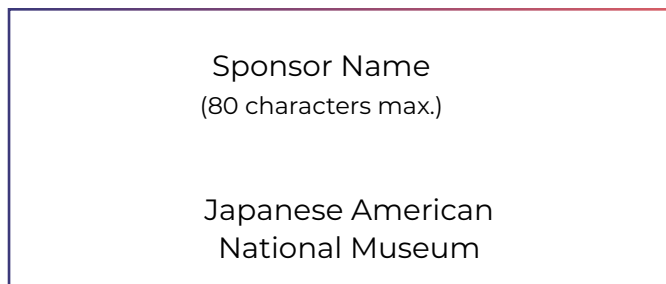
### Full Page Bleed Ad

- Size: 5.5"x8.5" with 0.125" bleed on all sides
- Safe zone: 0.5" 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 crops.
- No spot colors.

### Digital Ad Examples:



With logo



Without logo

Logo image, webpage link, and sponsorship recognition title must be received by Friday, March 8, 2024 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.

#### Specs:

- 580W x 286H pixels
- White or transparent background
- 300 dpi

#### Acceptable file formats:

- JPEG (.jpg), GIF (.gif), PNG (.png)

**Email:** [specialevents@janm.org](mailto:specialevents@janm.org)

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

**JANM**

100 N. Central Ave.

Los Angeles, CA 90012

# Sponsorship Reply Form

Company/Organization \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Business Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_ (required) 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 = \$ \_\_\_\_\_

## Additional Sponsorship

Board & Sponsor After Party Host \_\_\_\_\_ @ \$15,000 = \$ \_\_\_\_\_

Bid for Education Leader \_\_\_\_\_ @ \$10,000 = \$ \_\_\_\_\_

Valet Parking Sponsor \_\_\_\_\_ @ \$10,000 = \$ \_\_\_\_\_

Centerpiece Sponsor \_\_\_\_\_ @ \$7,500 = \$ \_\_\_\_\_

## Advertising

Premium Tier Ad Sponsorship \_\_\_\_\_ @ \$1,500 = \$ \_\_\_\_\_

Standard Tier Ad Sponsorship \_\_\_\_\_ @ \$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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