

EST. 1984

PO Box 35035
Phoenix, AZ 85969
azmatsuri.org
info@azmatsuri.org

ARIZONA MATSURI

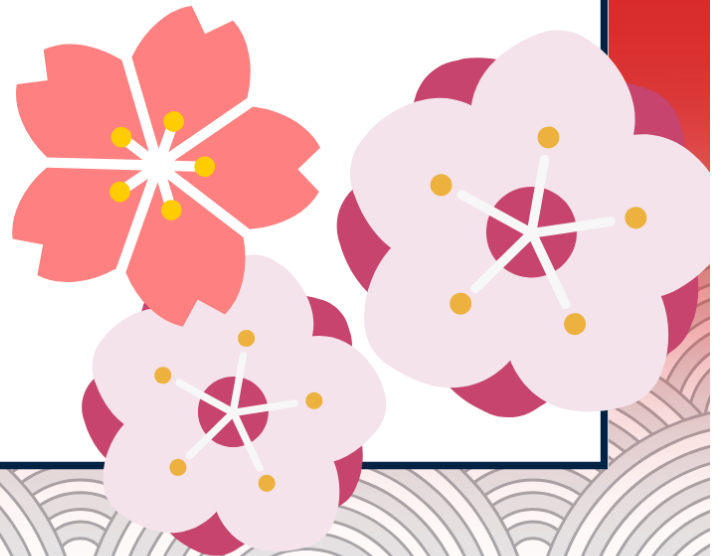
Sponsorship Info

OUR MISSION

is carried out with the goal of
promoting mutual understanding
and friendships with Japan,
Japanese-Americans, and the local
community.

OUR REACH

- **100k** participants at the festival
- **10k** Facebook and Instagram followers
- Over **100k** website clicks in one weekend.
- Family-friendly entertainment for **all consumer cross-sections**



Join us for a fun, energetic, two-day festival in the beautiful backdrop of

A graphic for the Arizona Matsuri Festival of Japan. It features a large yellow sun in the upper left, a pink cherry blossom on the left, and two green saguaro cacti on the right. The background consists of rolling brown hills. The text 'ARIZONA MATSURI FESTIVAL OF JAPAN' is centered in a white serif font. Below it, a black banner contains the dates 'February 24-25, 2024'. At the bottom, the text '40th Anniversary Celebration Phoenix, Arizona' is written in a white serif font.

ARIZONA MATSURI FESTIVAL OF JAPAN

February 24-25, 2024

40th Anniversary Celebration
Phoenix, Arizona

ABOUT US

Arizona Matsuri (AZM) Festival is a 501(c)3 organization established in 1984. We are one of the longest running Asian Festivals in the Southwest AND one of the first major events in the city of Phoenix.

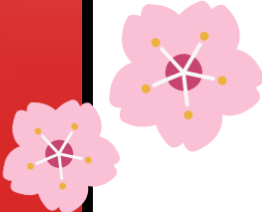
Our theme for 2024 is *Cherry Blossoms embracing the beauty that Spring brings*. It is also symbolic of rebirth and renewal as our 40th Anniversary Celebration will be the biggest festival in our history.

23 Steering Committee Members organize the festival year round. We have continuous partnerships with 30+ years

- Japanese American Citizen League (JACL) of Arizona
- Arizona Buddhist Church
- Phoenix Art and Culture Phoenix Commission on the Arts
- Consulate General of Japan, LA
- Japanese American Arizona Business Association of Arizona





FESTIVAL HIGHLIGHTS



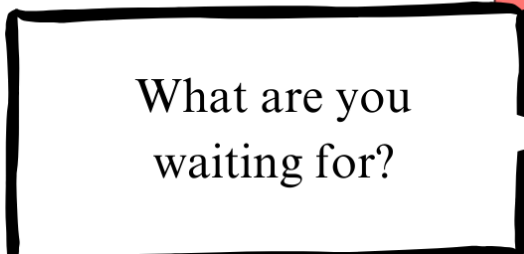
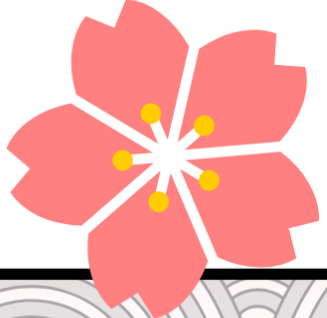
Established in 1984 the Arizona Matsuri Festival has always partnered with the City of Phoenix and opens with the Mayor's Address.

Over 100,000 festival participants join us every year to enjoy Educational Exhibits, food, music, Martial Arts and entertainment. There is shopping and crafts, dancing and a beer and sake garden. It truly is fun for the whole family!

The world famous Shan the Candy Man can be seen every year. He is one of the only masters of *Amezaiku* or Japanese candy sculpture in the world.



As 2024 is our **40th Anniversary Celebration**, we plan to add even more vendors, food, and entertainment to the Festival. It will be an event to remember, and your support will leave a lasting memory on our attendees too!



What are you
waiting for?



祭



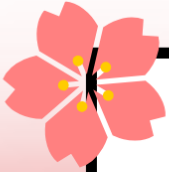
SPONSOR LEVELS

As an Arizona Matsuri Festival Sponsor, you can enjoy the following perks as a thank you for your support:



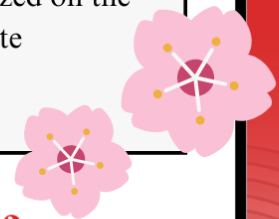
	Bronze \$500	Silver \$1000	Gold \$2500
Listed as Contributing Sponsor on our Website			
Listed as Contributing Sponsor on the Sponsor Wall of the Donor Tent			
Personalized Japanese Calligraphy of your Name on a Banner or Lantern			
Personalized Japanese Calligraphy of your Name on AZM Custom Banners			
Listed as Contributing Sponsor in the Event Program with Logo, and a Website Banner Listing			
Parking Perks (as available)			
Major Heading on All Media and Exposure Opportunities			
Website Gold Header and Program Header			
VIP Seating Access for seating, tents, and restrooms			
2 Parking Tickets Per Day (to be used by 10am)			

MAJOR SPONSOR PACKAGES



In addition to all of the perks of the GOLD Sponsor Level, these customized packages will increase your brand recognition by supporting some of the Festival's largest expenses:

SIGNAGE SPONSORSHIP \$5,000 Advertisement on one of our Performance Stages Logo on Information Signage throughout the entire festival and on the Website	STAGE SPONSORSHIP \$10,000-\$20,000 (Full Package) Video Program, Professional Sound, Stage Advertisement, VIP Area Access and VIP Parking
ENTRANCE SPONSORSHIP \$20,000 (Shuttle Transportation Package) Exclusive Advertisement at All Pick- Up Locations \$5,000 (Pedel Cab Package) Exclusive Advertisement at Pick-Up Locations	COMMUNITY SPONSORSHIP \$10,000 head advertisement on community poster delivered to local businesses \$5,000 Personal Donations Donate and be recognized on the program website



WANT TO BECOME A SPONSOR?

To secure your spot as our next Festival partner, please

Contact us at info@azmatsuri.org

In-kind Sponsorships and donations are considered as well!

SPONSOR CASE STUDY



One of the crowd favorites of Arizona Matsuri is the Beer Garden. We attribute this success to the amazing partnership we have had with Asahi brand since 2010. At first, the beer garden was small, but we have built a great experience and reputation and it has grown into one of the best attended features of the Festival. It attracts returning and new participants each year. Asahi has appreciated the growth in the local market thanks to the brand exposure at AZM. In fact, our partnership has been so strong that in 2023 we were happy to be one of the first public reveals of the new Asahi logo. Today Asahi has become a major sponsor of our festival and we will be honoring Asahi at our celebration for their dedicated support.

Kanpai! (Japanese equivalent to toasting "Cheers!")