

Dear Returning & Potential Sponsors,

Temecula Sister City Association (TSCA) proudly announces its 9<sup>th</sup> Annual "Children's Matsuri," a festival bringing Japanese culture and fun to Southern California's kids. It will be held on **Saturday, May 7, 2011 from 11am-5pm** at the Old Town Temecula Community Theater & Children's Museum in Temecula. Our event continues to draw community members with our captivating performing arts, creative crafts and games, educational demonstrations and Japanese food.

To ensure continuous improvement over the years, we diligently collect information on what children and families enjoy about the day's events and areas to develop or eliminate. Based on feedback, we have acquired a venue that can accommodate a larger attendance and also provide a professional theater for entertainment. Last year we had a successful festival with boost in attendance to approximately 5,000 people from all over Southern California. We have consistently received overwhelmingly, positive feedback from attendees

On behalf of the Temecula Sister City Association, we are contacting you to seek sponsorship for this festival. With your **tax deductible donation**, we will be able to deliver a fun-filled event that offers a special opportunity for children to learn about the Japanese way of life and spark an interest in the outside world. TSCA is a non-profit organization and has received tax exemption from the Internal Revenue Service under Section 501 (c)(3). Our tax id number is 33-0569542.

In this packet we have included:

- A program from last year's event to give you an idea of what we do,
- Matsuri fact sheet including statistics, and
- Description of sponsorship packages, including benefits to your business.

There is a video on our website that shows highlights of the event. If you would like more information about the organization, please visit our website at [www.TemeculaSisterCityAssociation.org](http://www.TemeculaSisterCityAssociation.org).

We strive to enhance the quality of life in our community through foreign exchanges and by developing better relationships with people of other nations. Hundreds of children from our local schools and those of our sister cities have crossed oceans and been exposed to experiences that will last a lifetime. Adult exchanges have included city staff, sheriff and fire department personnel, school administrators and teachers, and business leaders. We are proud to have touched many lives around the globe.

We continue to build our partnerships abroad and in our community. We hope you will join us in our growing network of sponsors and supporters and help us in promoting "Peace Through People."

Regards,

*Keri Kubokawa Vogtmann*  
Co-Chairperson of Children's Matsuri  
(951) 751-8272

*Susan Osuna*  
Co-Chairperson of Children's Matsuri  
(951) 852-5508

# Children's Matsuri Fact Sheet

(TSCA Tax ID # 33-0569542)

2011 Children's Matsuri Date: Saturday, May 7th  
Hours: 11am-5pm  
Location: Old Town Temecula Community  
Theater & Children's Museum  
42051 Main Street in Old Town

Year of Inception: 2003  
Expected Attendance, based on previous records: 5,000+  
Counties from which we draw attendees: Riverside, San Diego,  
Orange, Los Angeles,  
San Bernadino

% of Returnees in 2010: 40%  
Number of flyers distributed in Temecula & Murrieta  
communities, including all elementary school students  
in both districts: 30,000+

## Past Financial Sponsors:

UCLA Paul I. & Hisako Terasaki Center for Japanese Studies, Target Corporation, Toyota of Temecula Valley, Noonan Family Swim School, Tamura Corporation, The Japan Foundation, Mervyn's, Tenkobushi Temple Martial Arts, Pediatric Partners, Kirin, Quality Nissan of Temecula, Yamashita International Karate, Pacific Western Bank, Roncone Orthodontics, California School of English, Century 21, Russell Soon, DDS, Eye Appeal Optometry and other individual philanthropists

## Past In-Kind Sponsors:

Sony Corporation, Disneyland Parks & Resorts, Office Depot, USS Midway, Callaway Vineyard and Winery, Legoland, San Diego Natural History Museum, Embassy Suites, BMM Promotional Products, the Press-Enterprise, Henry's Farmers Market, Miramonte Vineyards, Create In Me, Painted Earth and more.

## Sponsorship Levels & Benefits for 2011 Children's Matsuri

**Returning sponsors shall receive** benefits according to their specific level of sponsorship as stated below **PLUS:** they will be included in a one time special "thank you bonus advertisement" in the Californian or the Press-Enterprise to be determined by Temecula Sister City Association. This is an exclusive advertisement from all other printed promotions noted below.

### **Community Sponsor - \$250:**

- 1) Company logo on the 25,000+ flyers that will be distributed throughout both Temecula and Murrieta Valley Unified School Districts (with district approval) and communities - size of logo will be the relatively the same size as other sponsors,
- 2) "Basic advertisement" in a prominent local newspaper at the discretion of Temecula Sister City Association. At least one time advertisement will include event details and all sponsors' logos and will run just prior to the event (ad size will also be determined by TSCA),
- 3) Printing of company logo on event t-shirts should funds permit,
- 4) Your company logo posted on our website,
- 5) Booth space not available. However, we will distribute one flyer or brochure to each family that checks-in. Sponsors must provide all copies of promotional material by May 26<sup>th</sup>.
- 6) Company announced as a sponsor during the event and printed in the program.
- 7) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by February 25<sup>th</sup>. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 11<sup>th</sup>.**

### **Entertainment Sponsor - \$500:**

- 1) Benefits stated in \$250 level,
- 2) Your company is promoted as one of the Entertainment Sponsors. Company logo on the premiere "Entertainment Sponsors" banner (shared with other sponsors at this level). Banner shall be posted in the entertainment area with a captive audience.
- 3) "Additional advertisement" in a prominent local newspaper (determined by TSCA). Sponsors on this level only will be included in this one time advertisement containing company logos (of all sponsors at this level) and event details. Ad size will be determined by TSCA.
- 4) Your company logo posted on our website and linked to your site,
- 5) Booth space available. Sponsors provide their own table (one only), chairs and canopy.
- 6) **"Commercial time" announced** by a representative from your company: allotted **one announcement** with a maximum time of 3 minutes to promote your business.
- 7) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by February 25<sup>th</sup>. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 11<sup>th</sup>.**

### **International Partnership Sponsor- \$1200:**

- 1) Benefits stated in \$250 level,
- 2) Your company's logo on print material will be relatively larger than those sponsors of lower levels,
- 3) Your company's logo on children's "passport" sheet (each child gets a "passport" where they receive stamps for each activity they do; at the end they get to keep the passport and take it home along with a small gift item),
- 4) "Additional advertisement" in a prominent local newspaper at the discretion of TSCA. Sponsors on this level only will be included in this one time advertisement containing company logos (of all sponsors at this level) and event details, and ad size will be determined by TSCA,
- 5) Your company logo posted on our website and linked to your site,
- 6) Booth space with one table and chairs. Sponsor may supply own canopy,
- 7) Additional "commercial time" announced by a representative from your company: allotted three announcements with a maximum time of 3 minutes each.
- 8) **Half panel advertisement of your company in the event's full color, 2 sided, glossy brochure.**
- 9) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by February 25<sup>th</sup>. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 11<sup>th</sup>.**

### **Gold Sponsor - \$2,500:**

- 1) Benefits stated in \$250 level,
- 2) Exclusive sponsorship rights for the your industry as long as another sponsor of the same industry has not committed to any other sponsorship level prior to your organization's commitment,
- 3) Your company's logo on children's "passport" sheet,
- 4) "Exclusive advertisement" in a newspaper of your company's choice between the Californian, the Press-Enterprise, or Inland Empire Family Magazine. This one time advertisement will include event details and only your company's logo and name. Each sponsor at this level will have a separate ad, (ad size to be determined by TSCA)
- 5) Promotion of your company as our "Gold Sponsor" on all printed promotional material using your company logo and announced as such at the event,
- 6) Your company logo posted on our website and linked to your site,
- 7) Booth space with one table, chairs and canopy,
- 8) **Share spotlight at the beginning of the entertainment with opening comments with hosts; PLUS** additional "commercial time" announced by a representative from your company: allotted three announcements with a maximum time of 3 minutes each.
- 9) **Full panel advertisement of your company in the event's full color, 2 sided, glossy brochure.**
- 10) **A large banner (min. of 5 feet) at the event with only your company's name and logo posted on the outside stairs in front of the theater, at our expense,**
- 11) Your company logo need to be submitted in the following formats: .jpg and VECTORIZED eps **by February 25<sup>th</sup>. Should you have trouble obtaining a vectorized eps file or need assistance, please contact us well before March 11<sup>th</sup>.**