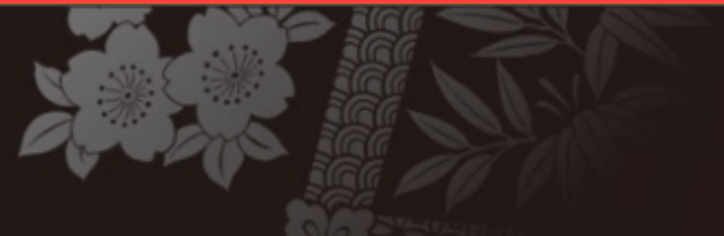




JAPAN Fes.

Sponsorship Proposal

THE FEEL OF JAPAN



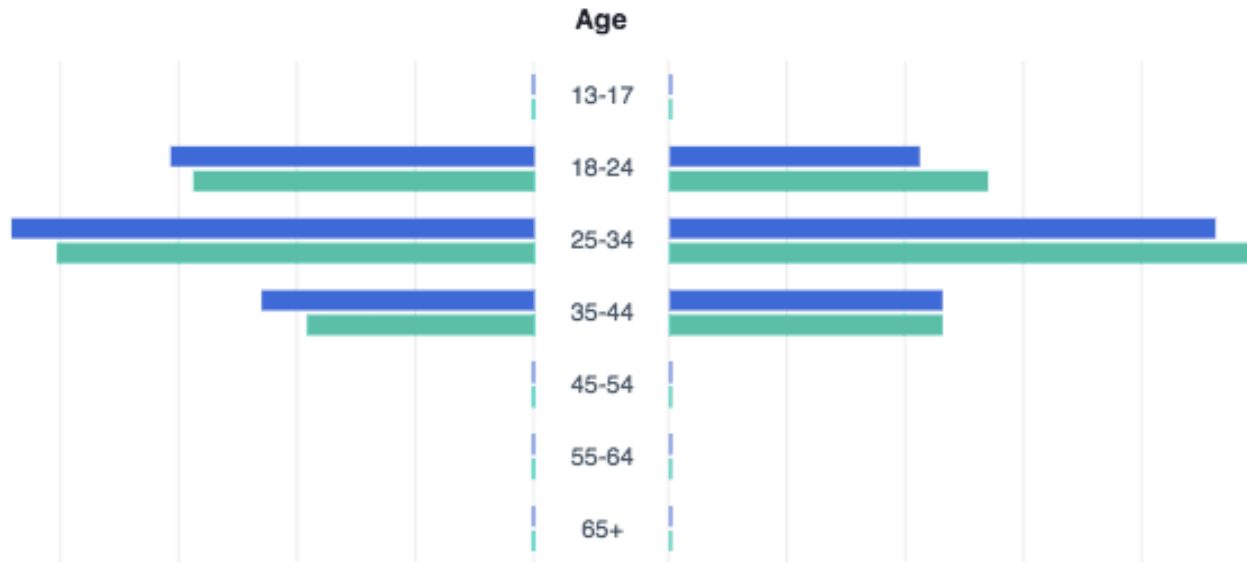
What is JAPAN Fes.?

Since 2008, JAPAN Fes. has brought Japanese culture directly to NYC. During these times of divisiveness, we think it is crucial to bring people of different cultures together. Through food, music, art, and entertainment we believe it can be done naturally and comfortably. We are very proud to be a part of a movement towards diversification and culture sharing.



Our Target Market

Compared to other Japanese organizations, our target demographic frequently share information about our events, products, and their experiences at our events on Instagram and Facebook. If your target demographic is males and females between the ages of 18-45, then there is a myriad of Japan Fes. attendees to attract. Our mission is to spread Japanese culture throughout the U.S. while aiming to keep our events relevant to the interests of Americans. Hosting casual events is important to spread awareness of Japanese culture with this demographic. The recent boom in popularity of Japanese culture - cuisine, anime, and manga, to name a few - is a testament to the potential of these events.



Reach

JAPAN Fes. Facebook followers: 18,807 followers (last updated 05/10/18)

JAPAN Fes. Instagram followers: 15,200 (last updated 05/10/18)

Mailing List: 3,000 Active Users

Our organization is capable of achieving organic reach in the tens of thousands. The majority of our followers/audience are interested or invested in Japanese culture and the arts, entertainment, and cuisine within it.

Our Past Influencers

Strictly Dumpling (Mike Chen)

<https://www.youtube.com/user/strictlydumpling>

Youtube: 1,208,975 subscribers

Instagram: 93.5k followers



INSIDER Food (Herrine Ro)

<https://www.facebook.com/foodinsider/>

Facebook: 8,533,536 followers

Instagram: 29.3k followers



Past Media Exposure

These are several media outlets that gave JAPAN Fes. the exposure needed for our events to be successful!

JAPAN Fes. has also gained exposure from Timeout, NY1, and Japan Society (to name a few).

RAMEN

All Japan Ramen Contest

The next star of New York City's ramen scene is likely to come from overseas, with Ichiran, Menya Jiro and E.A.K. Ramen. This weekend, you can taste seven exclusive bowls of ramen (and other Japanese goodies) by chefs flying in front Japan for a two-day contest of soup supremacy spanning two boroughs. The All Japan Ramen Contest is part of an annual block party called Japan Fes with performers, snacks and vendors. On April 28, the action is in Manhattan on Eighth Avenue between 15-16th streets in Chelsea, and on April 29 head to Queens on Steinway Street between Broadway and 34th Avenue in Astoria. Both events go from 10 a.m. to 6 p.m. April 28-29, admission is free, bowls are \$10 each, japanefes.com



SECRET NYC

Home > Government > The First All Japan Ramen Contest is Coming to NYC This Weekend
 SPONSORED THINGS TO DO / JAPAN FES/ RAMEN/ APRIL 24, 2016

The First All Japan Ramen Contest is Coming to NYC This Weekend



NASH
 FM 94.7



There Are Two Ramen Festivals Coming To NYC Next Week

BY NELL CASEY IN FOOD ON OCT 13, 2016 4:00 PM



Spicy Shoyu Ramen from Menya Jiro (Facebook)

Few things are more comforting than a favorite sweater and a steaming bowl of hot noodles on a chilly day, which are the kind of days we'll be experiencing for the next six or so months. To that end, next week the city is hosting two slurping opportunities for stuffing our bellies with ramen.

On Sunday and Monday, the [Japan Fes](#) events series offers two outlets for ramen enthusiasts, beginning with a **Fall Fes & Ramen Competition** on Sunday on the Upper West Side. From 10 a.m. to 6 p.m., stop by to sample ramen from New York, NJ, PA and Japan, concluding in a vote by festival attendees for the best bowl of the day. Particularly of note are the two entries from Japan; 175 Deno from the Hokkaido Prefecture offering their signature tantanmen and Menya Jiro from Kagoshima Prefecture with a tonkotsu ramen.

週刊NY生活
 週刊NY生活
 週刊NY生活



日本各地から7店競う
 日本各地から7店が来週、ブルックリンの「日本製ラーメンコンテスト」に参加する。このコンテストは、4月28日と29日の2日間、マンハッタン29番街の「日本製ラーメンコンテスト」が開催される。このコンテストは、日本各地から7店のラーメン店が出場し、それぞれのラーメンを競い合う。優勝した店のラーメンは、日本各地に提供される。このコンテストは、日本各地から7店のラーメン店が出場し、それぞれのラーメンを競い合う。優勝した店のラーメンは、日本各地に提供される。

ALL JAPAN ラーメンコンテスト 北海道 優勝 in EZO



酒蔵
 211-931-8486
 1440 10th Ave. #101
 31 E. 49th St. #101
 (Midtown East)



Sponsor history



Sponsor Proposal

Plan 1: \$1,500

-Place logo on posters and banners

-1 custom newsletter/flyer with +10k reach

JAPAN Fes. Facebook followers: 18,807 followers (last updated 05/10/18)

JAPAN Fes. Instagram followers: 15,200 (last updated 05/10/18)

Mailing List: 3,000 Active Users

Our organization is capable of achieving organic reach in the tens of thousands. The majority of our followers/audience are interested or invested in Japanese culture and the arts, entertainment, and cuisine within it.

Sponsor Proposal

Plan 2: \$2,500

- Place logo on posters and banners**
- 1 custom newsletter/flyer with +10k reach**
- Media Exposure as Sponsor**
- Booth at event with tent and 3 tables**

Sponsor Proposal

Plan 3: \$5,000

- Place Logo on the posters
- 1 custom newsletter/flyer with +10k reach
- Media exposure for Sponsor
- Booth at event with tent, 3 tables, and place for flyers at reception
- Facebook ad of your company or product
- Use external media influencer to introduce company name or product
- Marketing report after the event

Sponsor Proposal

Plan 4: \$15,000

Exclusive Sponsor

- Place Logo on the posters as an Exclusive Sponsor**
- custom newsletter/flyer with +10k reach**
- Media exposure by Media Influencer**
- Booth at the event with a tent, 3 tables, and place for flyers at reception**
- Facebook ad of your company or product**
- Use external media influencer to introduce company name or product**
- Marketing report after the event**