



# NISEI WEEK HISTORY

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The Nisei Week Foundation was established in 1999 as a 501(c)(3) nonprofit organization to oversee and organize the Nisei Week Japanese Festival. It does this by producing the festival, a nine-day event that is one of the longest running ethnic festivals in the United States.

The festival was established by the Nisei (second-generation Japanese Americans) in 1934 during the Great Depression. It was originally created to attract business to the Little Tokyo area and to promote goodwill. This first festival included a poster contest, an essay contest, radio broadcasts, a fashion show, various cultural exhibits and demonstrations and an “ondo” or “traditional Japanese street dancing” parade.

A queen pageant was added in 1935 with Alice Watanabe as the first Nisei Week Queen. Candidate selection was by nomination and the queen was selected by popular vote. Individuals could cast a vote for their favorite candidate when making a purchase at one of the many businesses in Little Tokyo. Today, queen candidates are selected by various Japanese American community organizations. The Nisei Week Queen is selected and crowned at the Coronation Ball, which is held on the first day of the festival.

The festival continued for only seven years before World War II intervened and the Japanese Americans were incarcerated for the duration of the war in U.S. concentration camps located in remote areas of the United States. In 1945, Japanese Americans began to return to Los Angeles, but it was not until 1949 that the community was able to restart the Nisei Week Festival.

With the Foundation’s leadership and through solid support from local businesses and corporations and a growing number of Japanese firms doing business in the U.S., the Nisei Week Japanese Festival has grown in size and scope.

The most unique aspect of the festival is that it is completely planned, organized and run by hundreds of volunteers. Members from businesses and corporations, community-based and religious organizations, college groups, fraternities and sororities volunteer thousands of hours each year.

The Nisei Week Foundation depends on and appreciates the generosity of its volunteers and donors to continue the important Nisei Week Japanese Festival tradition.



## Nisei Week Sponsorship Form

### Sponsorship Levels

- |  |          |  |          |
|--|----------|--|----------|
| <input type="checkbox"/> Anniversary Sponsor | \$80,000 | <input type="checkbox"/> Diamond Sponsor | \$25,000 |
| <input type="checkbox"/> Platinum Sponsor    | \$10,000 | <input type="checkbox"/> Gold Sponsor    | \$ 7,500 |
| <input type="checkbox"/> Silver Sponsor      | \$ 5,000 | <input type="checkbox"/> Bronze Sponsor  | \$ 3,000 |

### Event Underwriting Sponsorship

Amount donated: \$ \_\_\_\_\_

We would like our sponsorship to be applied to the following event:

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Awards Dinner | <input type="checkbox"/> Baby Show                 | <input type="checkbox"/> Closing Ceremony | <input type="checkbox"/> Coronation Ball |
| <input type="checkbox"/> Grand Parade  | <input type="checkbox"/> Gyoza Eating Championship | <input type="checkbox"/> Hoops Tournament | <input type="checkbox"/> Plaza Events    |
| <input type="checkbox"/> Luau          | <input type="checkbox"/> Pioneer Luncheon          | <input type="checkbox"/> Other: _____     |  |

### Other Opportunities

- |   |  |
|---|--|
| <input type="checkbox"/> Float Sponsor                | \$6,000 (includes float participation & building fees) |
| <input type="checkbox"/> Opportunity Drawing Prizes   | Item(s) donated: _____                                 |
| <input type="checkbox"/> Queen & Court Treasure Chest | Item(s) donated: _____                                 |

### Dinner & Luncheon Tables

- |  |         |
|--|---------|
| <input type="checkbox"/> Coronation Golden Circle Dinner | \$1,800 |
| <input type="checkbox"/> Awards Dinner                   | \$ 950  |
| <input type="checkbox"/> Pioneer Luncheon                | \$ 700  |

### Commemorative Souvenir Booklet Advertising All artwork for advertisements must be received by **May 15, 2021**.

For more information on ad specs, please contact Terry S. Hara at [sponsorship@niseiweek.org](mailto:sponsorship@niseiweek.org).

(Note: Sponsorship Levels include booklet ads)

SEE: Advertising Specifications Form

- |  |         |
|--|---------|
| <input type="checkbox"/> Full Page Color             | \$1,000 |
| <input type="checkbox"/> Full Page Black & White     | \$ 750  |
| <input type="checkbox"/> Half Page Black & White     | \$ 500  |
| <input type="checkbox"/> Quarter Page Black & White  | \$ 250  |
| <input type="checkbox"/> Business Card Black & White | \$ 100  |

We are unable to participate this year but would like to make a donation/ in-kind contribution of: \_\_\_\_\_

Name/Title: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Please make your checks payable to Nisei Week Foundation, and return in the enclosed envelope to:

Nisei Week Foundation  
c/o Sponsorships  
707 E. Temple Street  
Los Angeles, CA 90012

*Thank you for your contribution. A receipt will be provided for your generous donation.  
The Nisei Week Foundation is a 501(c)(3) nonprofit charitable organization with Tax ID #95-4715068*

## 1/2 PAGE Horizontal

7-1/2 (7.5)" X 4-7/8 (4.88)"

Graphic Ad Representations Not To Scale

## 1/4 PAGE Vertical

3-5/8 (3.62)" X 4-7/8 (4.88)"

## 1/8 PAGE Horizontal (Business Card)

3-5/8 (3.62)" X 2-3/8 (2.39)"



**NISEI WEEK™**  
Japanese Festival

## Full PAGE Vertical

7-1/2 (7.5)" X 10"

### ARTWORK REQUIREMENTS

#### FILE FORMATS WE ACCEPT (DIGITAL ONLY):

Preferred format is High Resolution/Press-Ready Acrobat PDF files, or we will accept TIF, EPS, High Resolution JPEG, Photoshop CS4-CS6 (PSD), Illustrator CS4-CS6 (Ai or EPS), InDesign CS4-CS6 (Indd). If you have InDesign CC please downsave as IDML file. We cannot accept Word, Powerpoint, Publisher or Printshop files.

We require that the file and all associated graphics/photographs be converted to CMYK unless the job will be printed as black & white.

#### FONTS:

Make sure to include all fonts that were used to create the artwork or if using a program such as Illustrator, convert all fonts to outlines.

#### GRAPHICS/PHOTOGRAPHS:

Ensure that all graphics are either included as separate files or that they are embedded in the file. Use 300dpi resolution for all photographs and other graphics as applicable.

#### AD BORDER:

Your ad will be placed into a frame with a border and it will fill the frame as much as possible.

#### FILE COMPRESSION:

When emailing files to us, it is recommended that you compress all the files into a Zip file. This will help bring the file size down, which will enable the file to travel via online faster.