



Japan Festival 2022

- Reconnect for Tomorrow -

Sponsorship Proposal



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Foreword



Since its inception in 1997, the Japan Festival in Amstelveen has grown to become one of the important Dutch-Japanese cultural exchange events in the Netherlands, attracting visitors from all over the Netherlands and even abroad. Since 2016 the festival has been organized annually by the Japan Festival Foundation, a non-profit organization that aims to strengthen the ties between the Japanese and Dutch communities.

Unfortunately, due to the Covid-19 outbreak, the festival could not be held in 2020 and 2021 but as the situation in the Netherlands is gradually improving, including the vaccination rates, we see the possibility to get together again to "reconnect" through the festival (based on situation of September 28, 2021). Therefore, the Japan Festival Foundation Board of Directors is now steadily making preparations to hold the festival on Sunday, **June 19, 2022**. The venue will be Stadsplein in the center of Amstelveen, the same location as the previous festival in 2019.

In this sponsorship proposal you will find basic information about the Japan Festival 2022, as well as information on how you can become a sponsor.

The Japan Festival is made possible by the support of the City of Amstelveen, amsterdam inbusiness, and other Dutch government organizations, as well as the sponsorship of companies and other kinds of organizations.

The theme for the Japan Festival 2022, which will be held for the first time in 2 years and 9 months, is "Reconnect for tomorrow". We would like to share with you the joy of being reconnected through this festival, and we hope that you will join us in strengthening the ties between Japan and the Netherlands further into the future.

With warm regards,

Kentaro Kubota

Chairman of the Japan Festival Foundation

Japan Festival 2022



Japan and the Amsterdam area have a rich shared history that goes back more than 400 years. And especially in the past 60 years the ties between the region and Japan have strengthened and intensified with many Japanese companies coming to the area. As a result of the presence of so many companies, the community of Japanese origin has become one of the largest expat communities with approx. 4.000 people in the Amsterdam area.

The typical Japanese expat works and stays in the Netherlands from anywhere between one to five years, while some have built their homes here. Although most stay temporarily, it is important that when they move location, they not only have a sense of belonging and community spirit but are also 'ambassadors' of the Netherlands. The Japan Festival strives to give Japanese expats the feeling that the Netherlands is their home away from home while at the same time it introduces the culture of Japan to the various other nationalities visiting and living in the Amsterdam area.

It is therefore that the Japan Festival Foundation - a non-profit organization - has been organizing one of the biggest Japan Festivals in Europe.



Floorplan Image (Partly)

The Japan Festival has been an outstanding success and in recent years attracts around 20.000 visitors in just one day!. Thanks to outdoor advertising, social media, flyering and last but not least, word of mouth, not only people from the Amsterdam Area but also from all over the country and even abroad come to Amstelveen to enjoy the festival.

Moreover, the festival is anticipated not only by the Japanese businesses and the expat community but very much also by the Dutch community. And this is exactly what the festival is aiming for: to strengthen the relations between Japanese business and the local and regional community by introducing the local residents, the Japanese



community and companies to one another. Furthermore, due to the many expats in the Amsterdam Area, visitors from all kinds cultural backgrounds visit the festival providing the Japan Festival with a unique international character.

The past several editions of the Japan Festival took place in autumn but for upcoming edition we have chosen a different season: on **Sunday 19 June 2022** the city centre of Amstelveen will again be transformed into an area where local residents and the Japanese community can share a unique festival experience.

With a different timing of the festival also comes a different appearance: the upcoming festival will take the form of an open-air event giving the festival more of a 'summer matsuri' feel to it (some measures will be taken to take the Dutch weather into account). The festival terrain will be set up in such a way that visitors can step inside and experience Japan through all their senses.

Thanks to the Japanese community and their network, a spectacular and authentic program will be presented with Japanese music, dance, entertainment and workshops. Next to cultural activities and workshops, the Japan Festival of course also presents a variety of Japanese cuisine brought to you by some of the best Japanese restaurants in the Netherlands.

Authentic performances and demonstrations of martial arts are held throughout the day, representing the many colors and art expressions of the Japanese culture. Various local and expat communities are encouraged to get involved to share similarities and differences between cultures, encouraging interaction between all visitors.

For an impression of past editions please have look at the photo gallery at www.japanfestival.nl



Japan Festival Sponsorship Information



In order to keep the event freely accessible to as many people as possible, the Japan Festival is realized through and depends on the generous contributions of sponsors and we invite you to be part of upcoming festival by becoming one of our supporters. The festival offers various sponsor packages (resp. platinum, gold, silver, and bronze packages. Please see below for further details) but each sponsor of the Japan Festival:

- Receives exposure of its company logo to 20.000 visitors (mostly expats, young professionals and families)
- Gets access to the large Japan-related business community
- Has the opportunity to invite employees to a unique Japanese Festival
- Receives an invitation(s) to the exclusive Japan Festival Network Reception with all other sponsors and Japanese and Dutch government officials.

Publicity and promotions

An extensive communications campaign will promote the Japan Festival in the Amsterdam area, using;

- Outdoor advertising (restaurants and public areas)
- A0 triangle boards in Amstelveen (20 places)
- Publicity on a tailor-made 'Japan Festival' website www.japanfestival.nl
- Social Media campaigns (Facebook, IG, Twitter)
- Newsletters of the JCC, Japanese related companies, amsterdam inbusiness
- Newsletters of related Japanese organizations in The Netherlands

Japan Festival Network Reception

Each edition a Japan Festival Network Reception is especially arranged for our sponsors, their clients or colleagues to experience just a taste of what is to come at the festival. During this Network Reception, sponsors can meet other sponsors in a more intimate atmosphere, giving them an ideal opportunity to network and to get a pre-taste of the authenticity of the Japan Festival.

Sponsor packages



As sponsor you can choose the sponsor package that best fits your preference from below sponsor packages:

Platinum: EUR 10,000

The Platinum Sponsor package offers key involvement and brand visibility as it includes the following opportunities:

- Full name/brand identification during the event throughout the festival terrain and on stage
- Full name/brand identification during the Japan Festival Network Reception
- Company logo (extra-large) on media publicity, such as: Posters / flyers
- Company logo (extra-large) in local newspapers
- Company logo (extra-large) on the Japan Festival website
- Company logo (extra-large) on billboards on the festival terrain and stage
- Company name will be included in social media
- 6 invitations to the Japan Festival Network Reception
- Platinum sponsors are also offered to have a free booth at the festival area to promote their products or services. Furthermore, they have the possibility to adopt one of the acts in the entertainment program. The name as sponsor of a specific act is mentioned and visible to all visitors.

Gold: EUR 5,000

The Gold Sponsor package offers key involvement and brand visibility as it includes the following opportunities:

- Full name/brand identification during the event throughout the festival terrain and on stage
- Full name/brand identification during the Japan Festival Network Reception
- Company logo (large size) on media publicity, such as: posters / flyers
- Company logo (large size) in local newspapers



- Company logo (large size) on the Japan Festival website
- Company logo (large size) on billboards on the festival terrain and stage
- Company name will be included in social media
- 4 invitations to the Japan Festival Network Reception
- Similar to platinum sponsors, gold sponsors are also offered to have a free booth at the festival area to promote their products or services.

Silver: EUR 3,000

The Silver Sponsor package offers larger exposure opportunities and includes the following:

- Full name/brand identification during the event throughout the festival terrain and on stage
- Full name/brand identification during the Japan Festival Business Event
- Company logo (medium size) on media publicity, such as: posters / flyers
- Company logo (medium size) in local newspapers
- Company logo (medium size) on Japan Festival website
- Company logo (medium size) on billboards on the festival terrain and stage
- Company name will be included in social media
- 2 invitations to the Japan Festival Network Reception

Bronze: EUR 1,500

The Bronze Sponsor package offers exposure opportunities and includes the following:

- Company logo (small size) on billboards on the festival terrain and stage
- Company name on Japan Festival website
- 1 invitation to the Japan Festival Network Reception

* All prices are excluding VAT.

If you have other suggestions or ideas for tailor made sponsoring, please let us know. All sponsorship arrangements will be formalized in a contract between the sponsor and Japan Festival Foundation.

Sponsorship Details List



	Platinum 10,000 Euro	Gold 5,000 Euro	Silver 3,000 Euro	Bronze 1,500 Euro
Full name/brand identification during the event	✓	✓	✓	
Complimentary booth at the festival	✓	✓		
Full name/brand identification during the Japan Festival Network Reception	✓	✓	✓	
Company logo on media publicity, such as: Posters / flyers	✓ Extra-large	✓ Large	✓ Medium	
Company name will be included in social media	✓	✓	✓	
Company logo in local newspapers	✓ Extra-large	✓ Large	✓ Medium	
Company logo on the Japan Festival website	✓ Extra-large	✓ Large	✓ Medium	✓ Company name
Company logo on billboards in the terrain and stage	✓ Extra-large	✓ Large	✓ Medium	✓
Invitations to the Japan Festival Network Reception	6	4	2	1

Contact details



For more information, please contact:

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*Number of the visitors will subject to change depending on Covid-19 measurement



Japan Festival Foundation 2022



Chairman:

Mr. Kentaro Kubota* (Vice Chairman of the JCC, Managing Director of Nomura Financial Products)

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Mr. Motohisa Nakagawa (Managing Director of MUFG Bank (Europe) N.V.)

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Mr. Julien Rikkoert* (Head of Japan Desk of Amsterdam inbusiness)

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Mrs. Ikuko Osada (Former Assistant Secretary General of JCC)

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H.E. Mr. Hidehisa Horinouchi (Ambassador of Japan to The Netherlands)

Ms. Hilde van der Meer (Commissioner of NFIA)

Project Management:

Ms. Kazuko Suzuki* secretarial support (Secretary General of JCC)

Ms. Akiko Oshima Observer (Third Secretary of Embassy of Japan in The Netherlands)

*Members program committee

The members of the board of the Japan Festival Foundation do not receive any remuneration whatsoever for their activities for the foundation.