

WakamatsuFest150 Festival Sponsorship Options

Festival Dates: June 6, 7, 8, 9 of 2019





Please Sponsor WakamatsuFest150

Support the One-and-Only Japanese-American Sesquicentennial Festival

Where: A couple of miles south of gold discovery in Coloma, California, this festival location is the site where the first Japanese colony settled in America.

Landmark **Wakamatsu Farm**, 941 Cold Springs Road, Placerville, CA

- Site of the 1st Japanese colony in America
- Birthplace of 1st Japanese-American
- Gravesite of 1st Japanese immigrant woman in America

What: WakamatsuFest150 is a one-time-only celebration of 150 years of Japanese-American heritage, arts, and cuisine. The festival will showcase the landmark site of the *Wakamatsu Tea & Silk Farm Colony* and 150 years of Japanese-American heritage, arts, and cuisine. As a celebration of Japanese-American culture and history, this festival will also draw the world's attention to Northern California's abundant agricultural, natural, and cultural resources.

When: June 6, 7, 8, 9 of 2019, exactly 150 years after the colonists' arrival on June 8, 1869.

Become a Part of History

Sponsoring WakamatsuFest150 is a fantastic way to be part of the festival experience. Generous sponsors will help WakamatsuFest150 build lasting memories that honor the past 150 years of Japanese-American culture and history.

Sponsorship Levels

- **\$500 *Wakamatsu Fan* level** – 1-year ARC membership (\$35 value), 2 one-day festival tickets (\$40 value), signed copy of the book, *Keiko's Kimono*, by Herb Tanimoto (\$20 value), and more
- **\$1,000 *Tea Spirit* level** – Same benefits as \$500, plus name plate on Wakamatsu Honor Wall
- **\$2,500 *Silk Legacy* level** – Same benefits as \$1,000, plus 2 four-day festival passes (\$120 value), and private Farm tour for 10 visitors scheduled outside of festival dates (\$100 value)
- **\$5,000 *Samurai Honor* level** – Same as \$2,500, plus 4 VIP special event tickets (\$200 value)
- **\$10,000 *Okei-san Memory* level** – Same as \$5,000, plus total of 4 four-day festival passes (\$240 value), total of 8 VIP event tickets (up to \$400 value), festival memorial package
- **\$20,000 *California Landmark* level** – Same as \$10,000, plus total of 10 four-day festival passes (\$600 value), total of 12 VIP special event tickets (\$600 value), and the exclusive WakamatsuFest150 commemorative package (instead of the memorial package)
- **\$50,000 or more *National History* level** – Same as \$20,000, plus custom promotion package

Please pledge your sponsorship at the festival website: www.ARConservancy.org/wakafest150/.

email wakamatsu@ARConservancy.org or call 530-621-1224





WakamatsuFest150 Business and Organizational Sponsorship

Your Share of the Japanese-American Sesquicentennial Festival

The American River Conservancy is prepared to host at least 4,000 local, national, and international visitors during the WakamatsuFest150 four-day festival on June 6, 7, 8, 9 of 2019.

Please don't miss connecting your business or organization to this monumental Japanese-American celebration!

Sponsor sooner rather than later! The *sooner* your business or organization sponsors WakamatsuFest150, the *longer* your support will be associated with this festival. The *larger* your sponsorship level, the *more* recognition your business or organization will be offered.

Business or organization sponsors will receive the same benefits of private sponsorship at each level. Depending on your business or organizational sponsorship level, you will also receive:

- Recognition in ARC's *The Current* newsletter for 6 months (800+ distribution quarterly)
- Business logo and link on WakamatsuFest150 web page (5,000+ expected reach)
- Advertisement in festival brochure – ad size depends on sponsorship level (4000+ printed)
- Business booth during festival – up to \$100 value
- Options for sponsorship recognition in media and advertising (see below)

Customized options are available to meet the specific needs of your business or organization. Please contact the American River Conservancy to explore your sponsorship options.

Festival Media & Advertising*

As a supporter of WakamatsuFest150, your business or organization can share in any or all of the festival media and advertising channels, including:

- Print: Sacramento Bee, Mountain Democrat, Sacramento News & Review, Nichi Bei Weekly, SF Weekly, Associated Press
- Internet: WakamatsuFest150 website, Facebook, Twitter, numerous community calendars
- Collateral: Business advertisement in 1,000's of posters and postcards distributed prior to and during the festival dates

The American River Conservancy gratefully accepts business and organizational sponsorship in the form of financial donations, materials, items, services, and volunteer commitments.

Be part of history by sponsoring WakamatsuFest150.

Please pledge your sponsorship at the festival website: www.ARConservancy.org/wakafest150/.
email wakamatsu@ARConservancy.org or call 530-621-1224

*Sample ads are available by contacting American River Conservancy.





Become the Ultimate WakamatsuFest150 Sponsor

National History Level Festival Sponsorship

Support something good in every way. WakamatsuFest150 is a sesquicentennial experience, so it will happen only once. Ever. Just one place in the world can host the celebration of 150 years of Japanese-American heritage, arts, and cuisine while honoring the first Japanese immigrants at their historic colony site. On **June 6, 7, 8, 9, 2019**, Wakamatsu Farm is the right place and time to look forward to a marvelous, far-reaching commemoration linking the past to present and future. Sponsoring WakamatsuFest150 supports the collective American experience now and for years to come.

Be a front-runner. Supporting the Wakamatsu Farm sesquicentennial experience means your company or cause values a one-of-a-kind place, people, and time in American history. Promoting your organization during this festival proves you champion grassroots efforts to preserve and share the American experience. Sponsorship means inviting the world into the historic Gold Hill community so people of all ages and nations can learn, play, and appreciate living history unique to the Japanese-American legacy.

Benefit from your sponsorship.

- Entice media attention to your company or cause during an impressive celebration of Japanese-American culture, history, and cuisine.
- Declare your generous support of the Japanese-American legacy from the first immigrants to present times.
- Share with the world Northern California's vast agricultural, natural, and cultural resources.

Some way to distinguish your company or cause as a National History Level festival sponsor:

- Advertisement and promotions
- Web and social media
- Event personnel and their apparel
- Signage and decorations
- Branded merchandise
- Festival documentary
- Stages and festival structures
- Entertainers and performers

A limited number of major sponsorships are available. Befitting the auspicious occasion, a grand festival cannot happen without generous supporters. **Beginning at \$50,000**, become a *National History Level* sponsor sooner rather than later to maximize this rare opportunity. Please contact Melissa Lobach or Alan Ehr Gott at the American River Conservancy to explore sponsorship options that will benefit your cause or company.

Please contribute to the **past, present, and future** of the Japanese-American legacy.
Please sponsor generously.

web: www.ARConservancy.org/wakafest150
email: wakamatsu@ARConservancy.org call: 530-621-1224



WAKAMATSUFEST150 BUSINESS OR ORGANIZATION SPONSORSHIP LEVELS & GIFTS

	NATIONAL History	CALIFORNIA Landmark	OKEI-SAN Memory	SAMURAI Honor	SILK Legacy	TEA Spirit	WAKAMATSU Fan
	\$50,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Recognition in ARC's quarterly newsletter, <i>The Current</i> , for 6 months	✓	✓	✓	✓	✓	✓	✓
Business logo and link on Wakamatsufest150 website	✓	✓	✓	✓	✓	✓	✓
Advertisement in festival program	✓	✓	✓	✓	✓	✓	✓
Booth at festival - up to \$100 value	✓	✓	✓	✓	✓	✓	✓
2 one-day festival tickets - \$40 value	✓	✓	✓	✓	✓	✓	✓
Signed copy of book, <i>Keiko's Kimono</i> , by Herb Tanimoto - \$20 value	✓	✓	✓	✓	✓	✓	✓
One-year ARC membership - \$35 value	✓	✓	✓	✓	✓	✓	✓
Name plate on Wall of Honor at Wakamatsu Farm	✓	✓	✓	✓	✓	✓	
2 four-day festival passes - \$120 value				✓	✓		
Private Farm tour for up to 10 visitors (not during festival) - \$100 value	✓	✓	✓	✓	✓		
Festival media & advertising options	✓	✓	✓	✓			
4 tickets to exclusive VIP after-hours event - \$200 value				✓			
4 four-day festival passes - \$240 value			✓				
8 tickets to exclusive VIP after-hours event - \$400 value	✓	✓	✓				
Festival Memorial Package with special souvenirs - \$150 value			✓				
10 four-day festival passes - \$600 value	✓	✓					
12 tickets to exclusive VIP after-hours event - \$600 value	✓	✓					
Exclusive WakamatsuFest150 Commemorative Package with limited edition souvenirs & gifts - \$300 value	✓	✓					
Custom business/organization promotion package - At least \$750 value	✓						



Wakamatsu Farm Legacy Fund

Please Support Wakamatsu Farm's Long-Term Sustainability

What is Wakamatsu Farm? The 272-acre property is the landmark site of the *Wakamatsu Tea & Silk Farm Colony*. Within a few miles of California gold discovery in Coloma, CA, the first Japanese immigrant group settled and planted their roots at Wakamatsu Farm on June 8, 1869.

Landmark **Wakamatsu Farm**, 941 Cold Springs Road, Placerville, CA

- Site of the 1st Japanese colony in America
- Birthplace of 1st Japanese-American
- Gravesite of 1st Japanese immigrant woman in America

Keep history alive. Since purchasing the property in 2010, the Conservancy has been conserving and stewarding the land, repairing and improving the Farm's structures, and educating and welcoming visitors of all ages from around the world. Every year, the number of visitors and volunteers who benefit from the Farm's resources steadily grows. Over time, more and more people will continue to appreciate and join the unfolding American story of this Farm. Financial support is needed to sustain and build on the Farm's momentum.

Wakamatsu Farm is not yet self-sustaining. Managing an historic, operational farm requires more than world-wide recognition and heartfelt sentiment. As it stands today, the future of the Farm is gravely uncertain. This valuable acreage has reached its "tipping point" when it must become 100% sustainable or face dire changes. Moving into the future requires further investment in repairs and infrastructural improvements to bolster the Farm's potential while meeting the growing public demand.

Profitable projects will secure the Farm's future. Several projects have been evaluated to increase the Farm's income potential. Uniquely suited to the Wakamatsu site, these projects are designed to maximize their collective value to the property while providing a return on each investment.

- Outdoor classroom complex
- Commercial kitchen
- Historic Veerkamp barn restoration
- Historic Graner House updates

Every dollar of your Legacy Fund contribution directly benefits Wakamatsu Farm. With your donation, you can indicate a project preference from the list above or suggest your own idea. Donations of \$1,000 or more will secure your name plate on the Wakamatsu Farm *Wall of Honor* at the Farm.

Please contribute to the **past, present, and future** of Japanese-American history.
Please give generously.

web: www.ARConservancy.org/wakamatsu
email: wakamatsu@ARConservancy.org call: 530-621-1224





AMERICAN RIVER CONSERVANCY

CONSERVATION EDUCATION STEWARDSHIP

www.arconservancy.org



WakamatsuFest150 Sponsorship Agreement

This Sponsorship Agreement [known hereafter as the "Agreement"] is executed on this date of _____ by and between _____, known hereafter as the "Sponsor," and the American River Conservancy, hereafter known as "Event Manager."

Terms of Agreement

1. Obligations of Event Manager

The Event Manager will give the Sponsor benefits as listed under the _____ Sponsorship Category listed under Exhibit A of this Agreement (attached).

2. Sponsor Obligations

The Sponsor agrees to pay the amount of \$ _____ made payable to the American River Conservancy and due on _____.

3. Sponsor Trademarks and Materials

Subject to the terms and conditions of this Agreement, the Sponsor grants the Event Manager the right to use the Sponsor's trade name, logo designs, trademarks and company descriptions as provided in Sponsor's marketing materials. These assets may be used in any medium of advertising, promotional products, marketing materials and video productions distributed solely in connection with the WakamatsuFest150 Farm Festival held June 6 through 9, 2019. Event Manager agrees to use materials according to Sponsor's trademark usage guidelines.

The Sponsor agrees to offer the following materials for marketing and promotional purposes:

4. Indemnity

- 4.1 The Sponsor will indemnify, defend, and hold the Event Manager harmless from and against any claims relating directly or indirectly to, or arising out of, content posted on the Sponsor's respective website, use of Sponsor's materials, or use of Sponsor's logos and trademarks.
- 4.2 The Event Manager will not be responsible for damage to or loss of property belonging to the Sponsor, its employees, contractors, or agents or for personal injury to the Sponsor's employees, contractors, agents, directors, or invitees except to the extent that claims may be solely and directly attributed to willful misconduct or gross negligence of the Event Manager and its employees, directors or officers.
- 4.3 Sponsor will give Event Manager prompt written notice of any suit or claim that comes within the purview of these indemnities.

5. Limitation of Liability

In no event shall either party be liable to the other party for any consequential, incidental, indirect, or punitive damages regardless of whether such liability results from breach of contract, breach of warranties, tort, strict liability or otherwise.



Wakamatsu Tea & Silk Farm Colony
Site of the 1st Japanese Colony in the USA
Established June 8, 1869

American River Conservancy
ARConservancy.org/wakamatsu



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Sponsorship Agreement
Page 2

6. Term and Termination

- 6.1 This Agreement will be valid for the period of _____ (start date) to _____ (end date).
- 6.2 The Event Manager may terminate this Agreement at any time for any reason. In the event that the Event Manager terminates this Agreement for any reason other than Sponsor's breach of Agreement, the Event Manager shall refund any fees received from the Sponsor and return any materials, equipment, hardware, or software loaned by the Sponsor for the event, at the Sponsor's expense.
- 6.3 The Sponsor may terminate this Agreement for breach of Agreement by the Event Manager after giving the Event Manager at least ten (10) days prior written notice specifying the nature of the breach and giving the Event Manager at least ten (10) days to resolve such breach. If breach occurs less than ten (10) days before the event, Sponsor may terminate this Agreement if breach is not resolved by the first day of the event.

7. Disagreement

In the case of disagreement at any point, the parties will refer the matter to an independent arbitrator appointed by mutual agreement.

8. Miscellaneous

- 8.1 This Agreement will supersede any or all prior written forms of understanding between the Sponsor and Event Manager. This Agreement may not be amended or modified except when one or both parties execute amendments in writing and amendments are signed by both parties.
- 8.2 This Agreement shall be governed by and executed in accordance with the laws of the State of California applicable to agreements made and to be performed entirely within this state.
- 8.3 The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

IN WITNESS WHEREOF, the Event Manager and Sponsor hereby agree to enter into this Agreement on the day and year first written above by affixing their respective signatures below.

Sponsor Company or Organization

Sponsor's Printed Name & Title

Sponsor Signature

Date

Event Manager, American River Conservancy

Executive Director, American River Conservancy

Date



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