

Introduction

Thank you for considering a sponsorship opportunity with the Powell Street Festival! In 2011, Powell Street Festival Society celebrates its 35th anniversary with performances, demonstrations, displays, crafts, and Japanese food on Saturday July 30th, and Sunday, July 31st at Oppenheimer Park.

A Festival Sponsorship offers you the unique opportunity to show the community your support of this well-attended cultural event. We offer a variety of sponsorship opportunities, and packages are fully customizable.

Support us in our mission to bring an outstanding cultural experience to thousands of people from the Lower Mainland for another 35 years.

Please look over the quick breakdown of benefits for our sponsors. If you have any questions or concerns, feel free to contact us.

Julia Aoki, General Manager and Programming Director



Festival Overview

The Powell Street Festival Society's mission is to celebrate the arts and culture of Japanese Canadians and to encourage Asian Canadians to take a leadership role in the development of the arts in Canada. We accomplish this goal through the production of the annual Powell Street Festival (PSF), Canada's largest Japanese Canadian Festival and Vancouver's oldest community-based festival, and by presenting and co-presenting Japanese and Asian Canadian arts events year-round.

Since our first festival in 1977 we have remained committed to the heritage of the community by holding the festival in an area (Oppenheimer Park on Powell Street) which was once Japantown before Japanese Canadians were uprooted and interned by the Canadian government in 1942. We are also always looking toward the future - the Festival remains a platform for new and unheard voices, including some of Canada's most talented contemporary and traditional artists and performers.

The Festival's appealing mix of entertaining, educational, and provocative performances; tasty, traditional Japanese food; fun activities for children; community displays; and craft vendors draw individuals, families, and groups of diverse backgrounds and our attendance figures average at over 12,000 during the two-day event. The Festival is a not-for-profit event run entirely by one full time staff, 3 seasonal staff, an army of volunteers, and the generous support of sponsors and various government funders.

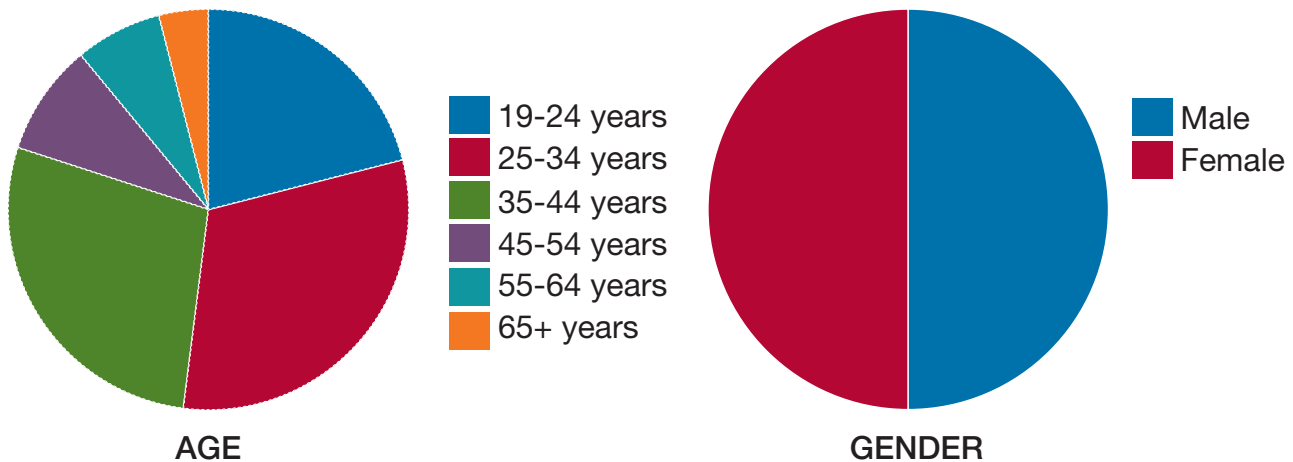
Festival Growth

Over the last decade, PSF has shown extraordinary growth to become the most vibrant community festival in Lower Mainland, as well as Canada and highly regarded for our quality programming. The number of annual events and partnerships increased and we have over 12,000 visitors and 500 volunteers at the Festival.

2010 FESTIVAL FACTS	
Visitors	12,000
Performers	100
Volunteers	500
Number of Events in 2010 Season (Incl. Festival and partnerships)	5

Demographics

Every year PSF conducts an Audience Survey that covers a range of questions, including demographics. This helps us better understand our patrons and provide them with the best possible festival experience. The graphs below represent the 2010 survey results. Our mission is to continue providing high quality events and provide platforms for local artists and we will only achieve this with the support of our loyal audience.



- Majority of visitors are age between 25 and 44 (56.3%)
- About 4 out of 10 people are visiting to the Festival to see performances (40.8%)*, specifically Taiko (12.6%)
- *performances include: main stage, demo area, off-venue shows, omikoshi
- Majority of people hear about the festival through word of mouth (50.7%) and print media (32.3%)
- Programs are picked up at the Festival site (61.9%)
- Majority of visitors are from Vancouver area (57.74%)

Festival Sponsorship Opportunities

Festival sponsors and donors receive special benefits and privileges depending on the level of sponsorship.

This year's Festival will be held in Oppenheimer Park on July 30th and 31st and will feature festival favorites like taiko drumming, Japanese traditional dance and martial arts demonstrations. And new and original productions such as SEI TRIO, A collaboration of 3 very musically skilled and diverse musicians. SEI TRIO is comprised of Yuki Isami (Japan) on shamisen, shino-bue, koto, and voice, Keiko Devaux (QC) on koto, keys, and percussion, and Vivien Nishi (BC) on taiko drum, percussion, and shamisen.

We invite community and corporate sponsors to support the Festival's 35th Anniversary Event with financial and in-kind donations.

INVESTMENT	MORE THAN \$2,000	\$1,000-\$1,999	Up to \$999
ENTITLEMENT	Festival Sponsor	Performance Sponsor Lottery Sponsor (in-kind)	Volunteer Sponsor (In-kind) Lottery Sponsor (In-kind)
LOGO PLACEMENT			
Festival Postcard	✓	✓	
Festival Poster	✓	✓	
Festival Banner	✓		
Festival Display at Volunteer Booth			✓ *Volunteer Sponsor
Festival Display at Volunteer Party			✓ *Volunteer Sponsor
Sample Giveaway Opportunity			✓ *Volunteer Sponsor
Festival Website	✓	✓	✓
Festival Website - Lottery Page		✓ *Lottery Sponsor	✓ *Lottery Sponsor
Festival Press Release	✓		
Festival Hard-copy Newsletter (2 issues/yr)	✓		
Festival E-newsletter (monthly)	✓	✓	✓
OTHER ACKNOWLEDGEMENT			
Announcements by Stage MCs	✓	✓	✓
ADVERTISING			
Festival Program (Bulletin Magazine)	Half Page*	Qtr Page*	
TICKETS			
Spatial Poetics X (July TBA, 2011)	2	2	
The 35th Powell Street Festival Double Bill Show (July 30, 2011)	2	2	2

*Subject to change

Sponsorship confirmation deadline: May 15

Advertisement artwork submission deadline: July 15

Festival Media Sponsorship

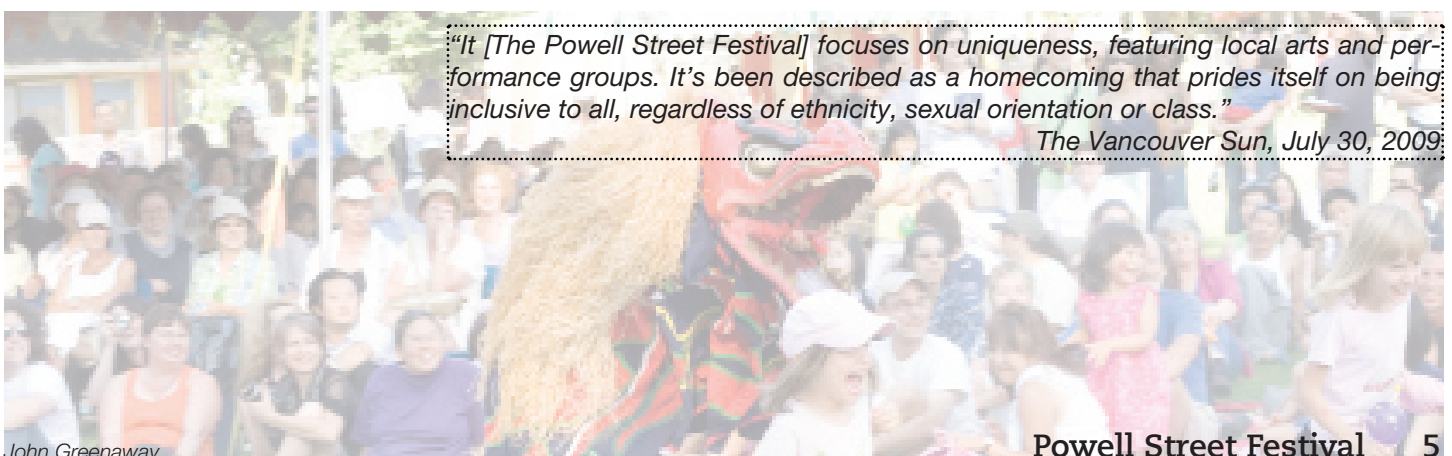
Powell Street Festival Society is established, trusted, and high-profile organization; Powell Street Festival 2010 enjoyed press coverage and media sponsorship from publications representing millions of viewers/readers, including official media sponsors CTV, Georgia Straight, as well as community media sponsors Co-op Radio.

INVESTMENT	MORE THAN \$5,000	\$4,999-\$1,000	Up to \$999
ENTITLEMENT	Official Festival Media Sponsor	Contributing Media Sponsor	Community Media Sponsor
LOGO PLACEMENT			
Festival Postcard	✓	✓	
Festival Poster	✓	✓	
Festival Banner	✓		
Festival Website	✓	✓	✓
Festival Website - Media Page	✓	✓	✓
Festival Website - Sponsor Page	✓	✓	✓
Festival Press Release	✓	✓	
Festival Hard-copy Newsletter (2 issues/yr)	✓		
Festival E-newsletter (monthly)	✓	✓	✓
OTHER ACKNOWLEDGEMENT			
Announcement by Stage MCs	✓	✓	✓
ADVERTISING			
Festival Program (Bulletin Magazine)	Half Page*	Qtr Page*	
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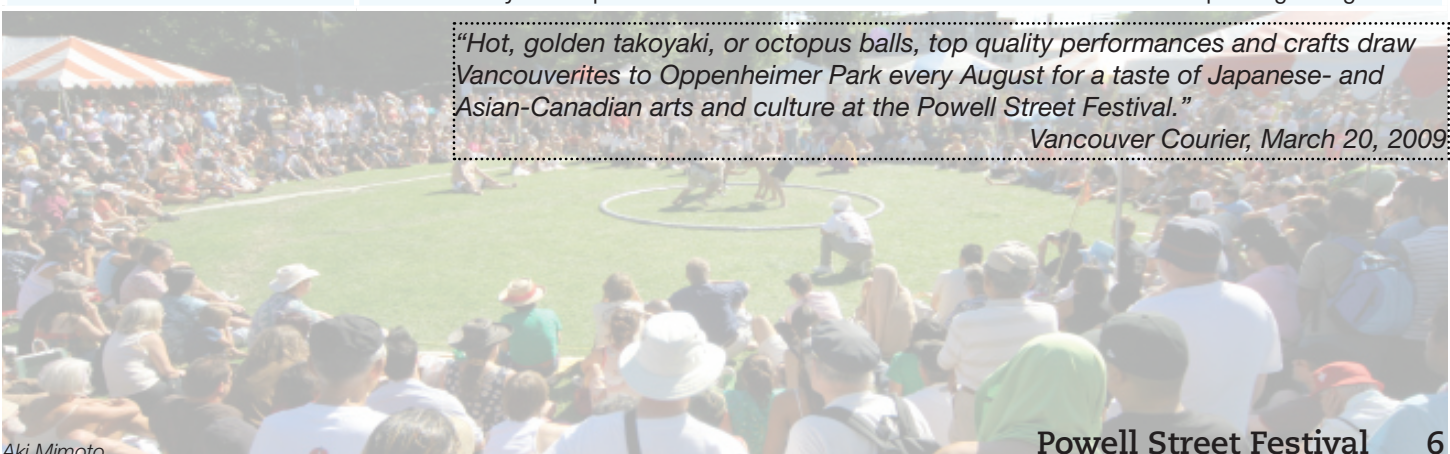
"It [The Powell Street Festival] focuses on uniqueness, featuring local arts and performance groups. It's been described as a homecoming that prides itself on being inclusive to all, regardless of ethnicity, sexual orientation or class."

The Vancouver Sun, July 30, 2009

2011 Calendar of Events

*subject to change

March 10	Annual General Meeting Tonari Gumi
May 17 - October (TBC)	Pow! the art of the festival Japanese Canadian National Museum Graphic designers and artists over the years have contributed to the unique Powell Street Festival aesthetic. For its 35th anniversary, PSFS looks back at its history through Pow! the art of the festival, providing a review on the impact of these posters on the Powell Street Festival identity.
May	Mini Kibatsu Cinema Pacific Cinémathèque The Powell Street Festival Society, DOXA and Pacific Cinémathèque are pleased to present "Kibatsu Cinema," a two-day celebration of the odd and the eccentric in Japanese pop culture and contemporary Japanese film.
June (TBA)	Hard-copy Newsletter mail out
June 15	KANPAI! (Cheers!), the 35th Anniversary Fundraiser Performance Works
June 30	Yota Kobayashi The Cultch Powell Street Festival and RedShift Music present new works by Yota Kobayashi. Kobayashi an electroacoustic composer.
July (TBA)	Spatial Poetics X and Jukkai Book Launch An evening of experimental and collaborative readings and performances. In this tenth year, PSFS will publish <i>Jukkai</i> (ten times in Japanese), a commemorative publication of the Spatial Poetics event.
July (TBA)	<ul style="list-style-type: none"> •Festival Guide published on Bulletin Magazine •Festival Website - New Program launched
July 30 and 31	The 35th Annual Powell Street Festival Oppenheimer Park
July 29 - August 28	Made in Japan: Jeremy Isao Speier BLIM Artist Jeremy Isao Speier heralds consumer electronics of 1970's and the pre-digital age.





Powell Street Festival 2010

2010年 パウエル祭

THANK YOU to Our 2010
Funders, Sponsors and Supporters

協賛御礼



To discuss sponsorship opportunities, contact:

In-kind donation

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