



NISEI WEEK HISTORY

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.

SPONSORSHIP LEVELS & BENEFITS

PLATINUM SPONSOR - Contribution Required: \$10,000

- Platinum Sponsor logo/name on niseiweek.org website.
- Full-page color ad in the Commemorative Souvenir Booklet.
- One table of ten (10) of Platinum-level seating at the Coronation Golden Circle Dinner, Awards Dinner, and Pioneer Luncheon.
- Ten (10) tickets to the Coronation.
- Ten (10) guests to the Nisei Week Opening Ceremony.
- One signed Commemorative Souvenir Booklet and photo of the Queen and Court.

GOLD SPONSOR - Contribution Required: \$7,500

- Gold Sponsor logo/name on niseiweek.org website.
- Full-page color ad in the Commemorative Souvenir Booklet.
- One table of ten (10) of Gold-level seating at the Coronation Golden Circle Dinner and EITHER Awards Dinner or Pioneer Luncheon.
- Ten (10) tickets to the Coronation.
- Ten (10) guests to the Nisei Week Opening Ceremony.
- One signed Commemorative Souvenir Booklet and photo of the Queen and Court.

SPONSORSHIP LEVELS & BENEFITS

SILVER SPONSOR - Contribution Required: \$5,000

- Silver Sponsor logo/name on niseiweek.org website.
- Full-page ad in the Commemorative Souvenir Booklet.
- One table of ten (10) of Silver-level seating at ONE event: Coronation Golden Circle Dinner and Ball, Awards Dinner, or Pioneer Luncheon.
- Ten (10) tickets to the Coronation.
- Five (5) guests to the Nisei Week Opening Ceremony.
- One signed Commemorative Souvenir Booklet and photo of the Queen and Court.

BRONZE SPONSOR - Contribution Required: \$3,000

- Bronze Sponsor logo/name on niseiweek.org website.
- Half-page ad in the Commemorative Souvenir Booklet.
- One table of ten (10) of Bronze-level seating at ONE event: Coronation Golden Circle Dinner and Ball, Awards Dinner, or Pioneer Luncheon.
- Ten (10) tickets to the Coronation.
- Three (3) guests to the Nisei Week Opening Ceremony.
- One signed Commemorative Souvenir Booklet and photo of the Queen and Court.

DINNER & LUNCHEON TABLES

EVENT UNDERWRITING SPONSORSHIP

Contribution of \$5,000 or greater

- Event Sponsor logo/name on niseiweek.org website, Souvenir Booklet, promotional materials and press releases.
- Full-page ad in the Commemorative Souvenir Booklet.

Contribution of \$2,500 to \$4,999

- Event Sponsor logo/name on niseiweek.org website, Souvenir Booklet, promotional materials and press releases.
- Half-page ad in the Commemorative Souvenir Booklet.

Contribution under \$2,500

- Event Sponsor logo/name on niseiweek.org website, Souvenir Booklet, promotional materials and press releases.
- Quarter-page ad in the Commemorative Souvenir Booklet.

DINNER & LUNCHEON TABLES

OTHER OPPORTUNITIES

- **FLOAT SPONSOR**
 - \$6,000 (includes float participation & building fee)
 - Company name on float.

- **OPPORTUNITY DRAWING PRIZE -**
Conducted at Festival Closing Ceremony
 - Prize donor listed on the Nisei Week website.

- **QUEEN & COURT TREASURE CHEST**
 - Formal recognition as “Treasure Chest Sponsor” of Coronation.
 - Treasure Chest Sponsor logo/name on niseiweek.org website.
 - Treasure Chest sponsor listing in Commemorative Souvenir Booklet.
 - Two (2) tickets to the Coronation Ball.

- **COMMEMORATIVE SOUVENIR BOOKLET ADVERTISING**
 - Please see Nisei Week Sponsorship Form for advertisement costs.

- **CORONATION GOLDEN CIRCLE DINNER & BALL,
AWARDS DINNER AND PIONEER LUNCHEON**
 - One table of ten (10) at the Coronation Golden Circle Dinner* \$1,800
 - One table of ten (10) at the Awards Dinner \$1,000
 - One table of ten (10) at the Pioneer Luncheon \$ 700

Donor recognition on table tents

*Includes ten (10) tickets to the Coronation.