

# 2009 Japan Film Festival Sponsor Kit



For sponsorship information please contact:

Aki Mizuno  
(424)229-0093//[amizuno@jffla.org](mailto:amizuno@jffla.org)

Presented by the  
Japan America  
Media Association

[www.jffla.org](http://www.jffla.org)  
[www.jamaonline.org](http://www.jamaonline.org)

# Prospectus

---

The Japan Film Festival – Los Angeles originally started out in 2003 as the Chanoma Film Festival, and has been a vanguard event dedicated to strengthening the general understanding of Japanese culture by providing American and Japanese audiences in Los Angeles cutting-edge, original films depicting authentic representations of contemporary Japan.

This festival was originally based on the theme of “Chanoma” – a family gathering place in the living room, and showcased heart warming films that portray the everyday life of a Japanese family. But through time the festival has evolved to include a wider variety of genres for audiences to enjoy, all of which portray a different aspect of Japanese culture. To reflect these changes and highlight the festival’s evolution, the name of the festival has been changed to “Japan Film Festival – Los Angeles” since 2008.

The 2009 Japan Film Festival will provide a significant opportunity for American audiences to come and see what Japan is all about and for Japanese people themselves to look at their own culture from different perspectives and reflect upon what it means to be Japanese.

Cinema is the bridge that connects us all! We are convinced that through this festival, we can help strengthen the understanding of contemporary Japanese culture within American shores as well as encourage communication and the exchange of ideas between Japan and the U.S.

Japan Film Festival – Los Angeles will hold its second annual festival in 2009. The committee members and volunteers for the Festival are mainly in their 20s and 30s with passion and energy dedicated to this event. Although the festival is still young, it is an up and coming festival supported by its members with unlimited potential. We hope to continue this event, not only for 2009, but for the coming years as well.

We hope to uncover new talent in the Japanese film industry through this festival, develop and grow together, and promote the cultural exchange between the US and Japan. With these hopes in mind, we will be holding the Japan Film Festival – Los Angeles 2009.

In order to make this festival a continued success, we ask that you please consider becoming a sponsor or making a charitable contribution. On behalf of the 2009 Japanese Film Festival Committee, we’d like to thank you in advance for your time and consideration.

**Aki Mizuno**

Japan Film Festival 2009 Executive Director

---

# 2009 General Information

---

## KEYSTONE

*A motion picture festival offering original Japanese films that portray authentic renditions of contemporary Japanese culture to American audiences.*

<b>Date</b>	<b>Irvine:</b> March 28 <sup>th</sup> & 29 <sup>th</sup> (Sat. & Sun.) April 4 <sup>th</sup> & 5 <sup>th</sup> (Sat. & Sun.) <b>Los Angeles:</b> April 10 <sup>th</sup> (Fri.) to April 18 <sup>th</sup> (Sat.)
<b>Venue</b>	<b>Downtown Los Angeles</b> <u><i>Downtown Independent (250 seats)</i></u> 251 South Main Street Los Angeles, California 90012 <a href="http://www.iacenterla.com/la">http://www.iacenterla.com/la</a>  <b>Santa Monica</b> <u><i>Monica 4-Plex (217 seats)</i></u> 1332 2 <sup>nd</sup> Street Santa Monica, California 90401 <a href="http://www.laemmle.com/viewtheatre.php?thid=3">http://www.laemmle.com/viewtheatre.php?thid=3</a>  <b>Irvine</b> <u><i>Starplex Cinema (210 seats)</i></u> 4626 Barranca Parkway Irvine, California 92604 <a href="https://starplex.tstickets.com/starplex.aspx?theatreid=1013">https://starplex.tstickets.com/starplex.aspx?theatreid=1013</a>
<b>Purpose</b>	<ol style="list-style-type: none"><li>1. To promote the cultural exchange between the US and Japan by showcasing high quality Japanese films of various genres.</li><li>2. To help promote Japanese films and film makers to Hollywood.</li><li>3. To educate the American audience and improve the image of Japanese films which are currently thought to be limited to J-horror and Anime.</li><li>4. To help revitalize the Japanese community in Los Angeles..</li></ol>

# Report from JFF 2008

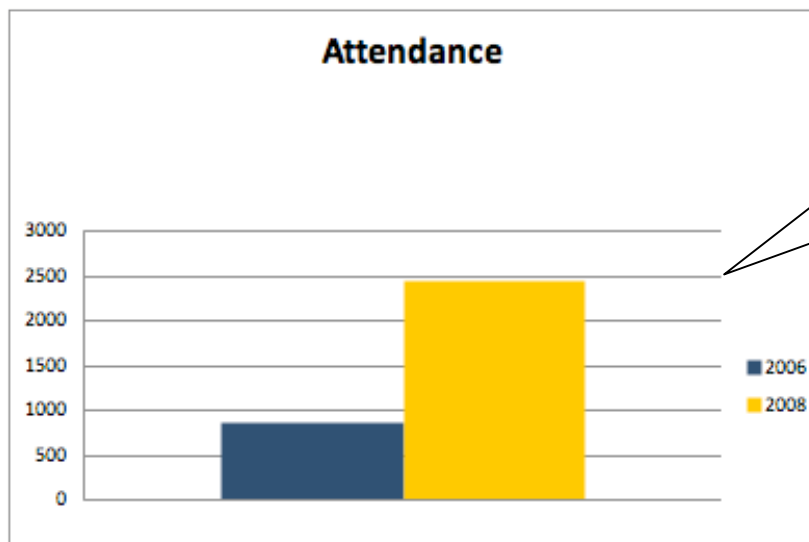
---

**Date** April 11, 2008 (Fri) – April 20, 2008 (Sun)

**Venue** April 11, 2008(Fri) – April 17, 2008 (Thu)  
ImaginAsian Center (Downtown Los Angeles)  
April 18, 2008 (Fri) – April 20, 2008 (Sun)  
Starplex Cinema (Irvine)

**Other Events** April 4, 2008 (Fri)  
Japan Film Festival Pre Party (Cabana Club, Hollywood)  
April 5, 2008 (Sat)  
Japan Film Festival Symposium co-hosting with UCLA-JABA  
(UCLA School of Management Korn Hall)  
Theme: Japanese Films in the US: Past, Present, and Future.  
April 10, 2008 (Thu)  
Japan Film Festival Gala (

**Total Attendance: 2,448**



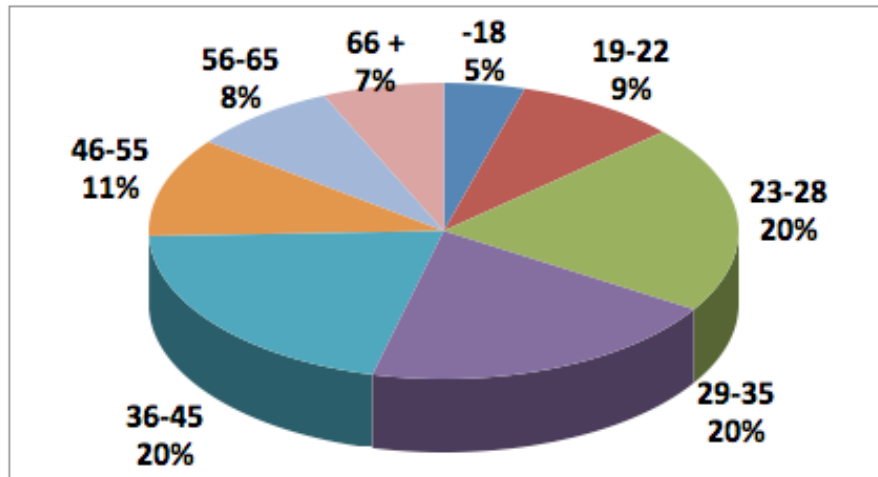
**183% Increase**  
comparing with the  
last Chanoma Film  
Festival

Attendance	
2006	2008
<b>863</b>	<b>2448</b>
	<b>+183%</b>

Including all the attendees of related events such as JFF Pre Party, Symposium, and Gala, we got **more than 6,000** in attendance.

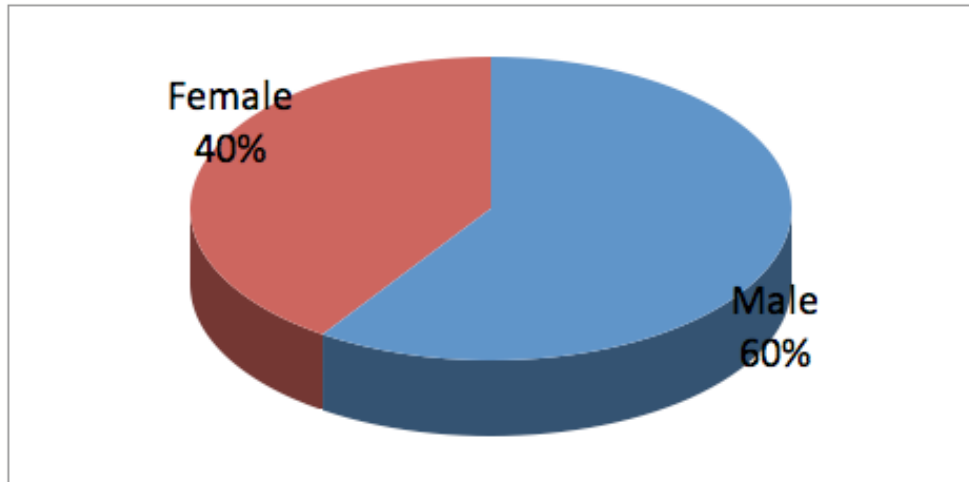
**AGE**

-18	5%
19-22	9%
23-28	20%
29-35	20%
36-45	20%
46-55	11%
56-65	8%
66+	7%



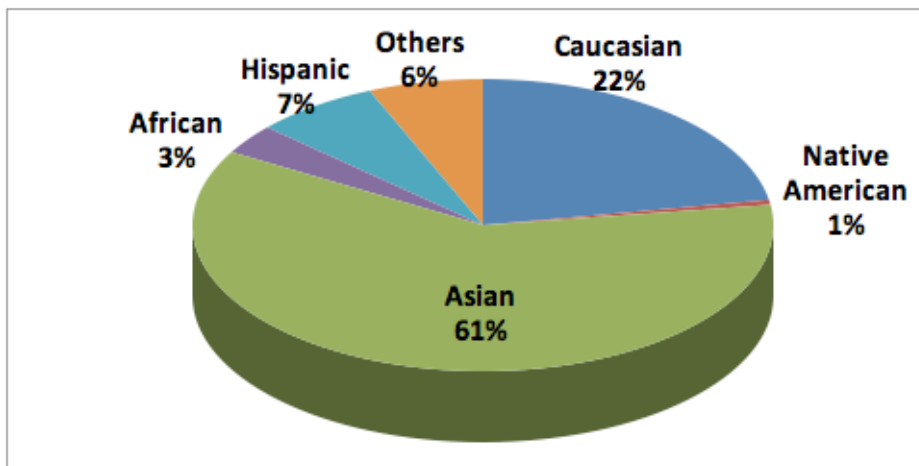
**GENDER**

Male	60%
Female	40%



**Ethnicity**

Asian	61%
Caucasian	22%
Hispanic	7%
African	3%
Native American	1%
Others	6%



# Sponsorship Benefits

*As an honored sponsor your company will be integrated into the Festival's natural environments, printed materials, online and on-screen ad space, as well as special events to maximize exposure. For your convenience, we have developed a number of customized packages at different commitment levels, all of which consist of high-impact brand awareness and marketing elements. In addition to targeting the Japanese/Japanese-American community, marketing efforts for the JFF 2009 will reach broader audiences, taking full advantage of the remarkable diversity found in Los Angeles and surrounding areas.*

		Platinum Title	Gold Title	Silver	Bronze	JFF Fun	Friendship	Film	
	Benefit	\$10,000	\$5,000	\$3,000	\$1,000	\$500	\$200	\$1,000	
<b>PRINT</b>	2 Page Color Ad	x							
	Festival Program	1 Page Color Ad		x					
		1 Page B/W Ad			x				
		1/2 Page B/W Ad				x			x
		1/4 Page B/W Ad					x		
		Thank you Credit						x	
Posters and Flyers	Logo Credit	x	x	x	x	text credit		x	
T-shirts	Logo Credit	x	x	x	x				
<b>ONLINE</b>									
JFF2009 Homepage	Banner Ad	x	x	x	x			x	
	Feature Ad					x			
<b>CM</b>	120 sec commercial	x							
	Before the screening (during seating period)	60 sec commercial		x					
		30 sec commercial			x			x ※1	
	In between screenings	15 sec commercial				x			
<b>DIRECT MARKETING</b>									
	Banner at Venue Lobby	x							
	Promotional Event	x	x						
	On-Site Promotion	x	x					x ※2	
<b>PASSES/ TICKETS</b>	IVIP Pass/Regular Tickets	\$3,000	\$1,500	\$1,000	\$500	\$200	\$200	\$500	

※1 Before the screening of the film you sponsored.

※2 During the screening of the film you sponsored.

*Besides that, we would like to promote your company in various ways. We will offer effective publicity methods according to your products or services.*

*Any profits generated through this event will be used for the following activities through JAMA, a non-profit organization.*

- Scholarship funds to help filmmakers create their films.
- Create or screen films to help serve the local community.

# Media Sponsorship

---

## Requirements

### Television

A complimentary commercial **totaling one (1) minute or longer** in length (e.g., 30 seconds x2, 15 seconds x4, etc.)

### Radio

A complimentary commercial **totaling two (2) minutes or longer** in length

### Print

A complimentary ad **equivalent to one (1) page** (e.g., half page x2, quarter page x4)

### Web

A complimentary banner ad on index page for one (1) month or longer

We would also welcome the inclusion of our event information in your official newsletter

## Benefits

1. **Your company name on all printed promotional materials like flyers and event programs.**
2. **Priority to interview celebrity VIP guests.**
3. **Citation of your company name as a Media Sponsor on our printed program.**
4. **Your company name with a link to your homepage on the JFF official sponsor website.**
5. **Specially discounted advance ticket price for your company staff.**
6. **Advance tickets (\$300 value)**

If you are interested in becoming a media sponsor, or have any questions regarding this event, please contact us via telephone or email. We will gladly satisfy interviews, photos and information requests.