

Janm  
Benefit &  
Online Auction

janm  JAPANESE AMERICAN  
NATIONAL MUSEUM

# Unlocking *the* FUTURE

2025 BENEFIT & ONLINE AUCTION  
Sponsorship Opportunities

Saturday, April 12, 2025 | 5–8 p.m.

JW MARRIOTT LOS ANGELES  
900 West Olympic Boulevard, Los Angeles, California, 90015

For more information visit

[janm.org/benefit2025](https://janm.org/benefit2025)

Tel 213.306.5676 | Email [specialevents@janm.org](mailto:specialevents@janm.org)

# Unlocking *the* FUTURE

## 2025 BENEFIT & ONLINE AUCTION

### About the 2025 Benefit

Join us on Saturday, April 12, at the JW Marriott in the heart of downtown Los Angeles for *Unlocking the Future*, JANM's annual benefit and online auction.

Experience a night that transcends the ordinary with exquisite dining, signature cocktails, complimentary valet parking, and splendid live performances. Enjoy our special program and embark on a major renovation with us to amplify our stories, inspire a more just future, and honor the legacy of the Japanese American community.

Exclusive after-party invitations will be extended to Presenting, Signature, and Diamond sponsors, offering a space to continue the night's celebration and conversations.

This year, we're thrilled to present captivating musical performances and honor extraordinary individuals. Each moment is crafted to inspire and delight.

Stay up to date by visiting our website. Register online at [onecau.se/janm2025](https://onecau.se/janm2025) for real-time updates and exclusive event information. We look forward to welcoming you and your distinguished guests at this year's Benefit.

### Benefit Highlights

#### Special Live Performance

##### Judith Hill

Grammy Award-Winning  
Singer-songwriter

##### Honorees

##### Toshizo "Tom" Watanabe

Philanthropist

##### Nobuko Miyamoto

Dancer, artists, and activist

##### Judi Oyama

World Champion Slalom Skateboarder

#### Bid for Education

A dedicated fundraising moment for JANM's vital educational initiatives.

#### Live Stream

Join us on the evening on JANM's YouTube channel, [janmdotorg](https://www.youtube.com/channel/UCjnmD0rg)

#### Contact

Please reach out to us at

**Email:** [specialevents@janm.org](mailto:specialevents@janm.org)

**Tel:** (213) 306-5676



Register  
on OneCause

# 2025 SPONSORSHIP OPPORTUNITIES



## Presenting Sponsor (\$100,000)

- ◆ 20 Invitations to 2025 Benefit
- ◆ 20 Invitations to the Board & Sponsor After-Party
- ◆ Invitation to make special remarks during the 2025 Benefit
- ◆ Prominent recognition as Presenting Sponsor on Benefit program materials and social media posts\*
- ◆ Reserved priority table
- ◆ Name or logo on step-and-repeat banner
- ◆ Logo and weblink on Benefit website
- ◆ Two full-page color ads in the Annual Benefit booklet
- ◆ Premium digital ad with name/logo and weblink on OneCause mobile bidding site
- ◆ Special mention in our press release and an ad in the *Rafu Shimpō*
- ◆ Opportunity to set up a branded vendor booth at the event

## Signature Sponsor (\$50,000)

- ◆ 20 Invitations to 2025 Benefit
- ◆ 20 Invitations to the Board & Sponsor After-Party
- ◆ Reserved priority table
- ◆ Name or logo on step-and-repeat banner
- ◆ Logo and weblink on Benefit website
- ◆ One full-page color ad in the Benefit booklet shared with all attending guests
- ◆ Premium digital ad with name/logo and weblink on OneCause mobile bidding site
- ◆ Prominent recognition as a Signature sponsor on all Benefit materials and in a social media post\*
- ◆ Special mention in our press release and an ad in the *Rafu Shimpō*
- ◆ Opportunity to set up a branded vendor booth at the event

## Diamond Sponsor (\$25,000)

- ◆ 10 Invitations to 2025 Benefit
- ◆ 10 Invitations to the Board & Sponsor After-Party
- ◆ Reserved priority table
- ◆ Name or logo on step-and-repeat banner
- ◆ Logo and weblink on Benefit website
- ◆ One full-page color ad in the Benefit booklet shared with all attending guests
- ◆ Premium digital ad with name/logo and weblink on OneCause mobile bidding site
- ◆ Recognition as a Diamond sponsor on all materials and in a social media post\*
- ◆ Special mention in our press release and an ad in the *Rafu Shimpō*
- ◆ Opportunity to set up a branded vendor display at the event

## 2025 SPONSORSHIP (cont.)



### **Emerald Sponsor (\$15,000)**

- ◆ 10 Invitations to 2025 Benefit
- ◆ 6 Invitations to the Board & Sponsor After-Party
- ◆ Logo and weblink on Benefit website
- ◆ Premium digital ad with name/logo and weblink on OneCause mobile bidding site
- ◆ Recognition in Benefit booklet shared with all attending guests
- ◆ Recognition as an Emerald sponsor on all Benefit materials and in a social media post\*

### **Platinum Sponsor (\$10,000)**

- ◆ 10 Invitations to 2025 Benefit
- ◆ 4 Invitations to the Board & Sponsor After-Party
- ◆ Weblink on Benefit website
- ◆ Premium digital ad with name/logo and weblink on OneCause mobile bidding site
- ◆ Recognition in Benefit booklet shared with all attending guests
- ◆ Recognition as a Platinum sponsor on all Benefit materials and in a social media post\*

### **Gold Sponsor (\$5,000)**

- ◆ 10 Invitations to 2025 Benefit
- ◆ 2 Invitations to Board & Sponsor After-Party
- ◆ Standard digital ad with name/logo and weblink on OneCause mobile bidding site
- ◆ Recognition in Benefit booklet shared with all attending guests
- ◆ Recognition as a Gold sponsor on all Benefit materials



*Live performance by Grammy Award-winning jazz and soul singer-songwriter, Judith Hill (Photograph by Joelle Martinec | at Ginger Sole Photography)*

\* Sponsorship commitments must be received by Friday, February 14, 2025, to ensure inclusion in the Benefit booklet.

*All contributions are tax-deductible except \$175 per person for a seated dinner and \$250 per person for a seated dinner and the after-party. The Japanese American National Museum is a nonprofit 501(c)(3) organization. Federal Tax ID #95-3966024*

## Additional Sponsorship Opportunities

### Board & Sponsor After-Party Host Exclusive Sponsorship Opportunity (\$20,000)



- ◆ Opportunity to welcome guests from the podium during the Board & Sponsor After-Party
- ◆ Recognition as Board & Sponsor After-Party Host in Benefit materials and in one JANM social media post
- ◆ 10 invitations to Board and Sponsor After-Party (does not include dinner)
- ◆ Recognition in Benefit booklet\* shared with all attending guests
- ◆ Premium digital ad

## Bid for Education Leader (\$10,000)



Bid For Education Program enables on-site and virtual visits to JANM and JANM school visits to serve more than 12,000 primary and secondary school students and teachers. Funds raised are earmarked to support transportation, museum admission, and school and virtual visit fees for students from Title I schools, or schools qualifying for Title I services or free/reduced lunch.

- ◆ Recognition as Bid for Education Leader during program, including sponsor name and/or logo shown on event screens, and website, and Benefit booklet\*
- ◆ Mention in one JANM social media post
- ◆ Premium digital ad

## Valet Parking Sponsor (\$10,000)

- ◆ Recognition as Valet Parking Sponsor in Benefit materials and in one JANM social media post
- ◆ Recognition in Benefit booklet shared with all attending guests\*
- ◆ Recognition on Benefit website
- ◆ Logo or recognition added on event valet signage (optional)
- ◆ Premium digital ad

## Centerpiece Sponsor (\$7,500)

- ◆ Recognition as Centerpiece Sponsor in Benefit materials and in one JANM social media post
- ◆ Recognition on Benefit website
- ◆ Sponsor name on each Benefit table
- ◆ Premium digital ad

## Community Sponsor (\$3,000)

*For nonprofit organizations only*

- ◆ 5 Invitations to 2025 Benefit
- ◆ 2 Invitations to Board & Sponsor After-Party
- ◆ Standard digital ad with name/logo and weblink on OneSmart mobile bidding site
- ◆ Recognition in Benefit booklet shared with all attending guests\*
- ◆ Recognition as a Community sponsor on all Benefit materials

\* Sponsorship commitments must be received by Friday, February 14, 2025, to ensure inclusion in the Benefit booklet.



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# 2025 Advertising Opportunities

Want to be seen by our diverse community members? We offer Premium and Standard advertising opportunities. All sponsor ads will be featured on our online mobile bidding website at [onecau.se/janm2025](https://onecau.se/janm2025), which will be viewable by all Bid For Education and online auction participants as well as the general public and printed in the Benefit booklet.



## Premium Tier Print & Digital Ad (\$1,500)

### Printed Ad:

- ◆ One full-page color ad in the Benefit booklet

### Digital Ad:

- ◆ Digital ads displays before Standard Tier ads
- ◆ Will be displayed on the home page of JANM's OneCause site
- ◆ Will be integrated among the auction package listings
- ◆ Will scroll on-screen during the Bid for Education portion of the program

### Digital Ad Features:

- Sponsor name recognition
- Logo image (optional)
- Webpage link to sponsor website (optional)

## Standard Digital Ad Only (\$750)

### Digital Ad:

- ◆ Digital ads displays after Premium Tier ads
- ◆ Will be displayed on the home page of JANM's OneCause sites

### Ad Features:

- Sponsor name recognition
- Logo image (optional)
- Webpage link to sponsor website (optional)

Information Card No. D0512 Issued pursuant to Los Angeles Municipal Code, Chapter IV, Article 4, Philanthropy. For information about this appeal, call 213.625.0414. This is not an endorsement; for public information only. Person in charge of appeal: Doug Van Kirk. Annual Benefit and Online Auction Fundraiser through June 30, 2025. Net proceeds to benefit the Museum's exhibitions, educational programs, and operations. Previous 2023-2024 activity collected a total of \$1,162,184, of which \$638,938 (55.0% was applied to expenses and \$523,246 was used for charitable purposes. Cardholder registered with the Los Angeles Police Commission Charitable Services Section, Commission Investigation Division at 213.996.1260, [pccharity@lapd.org](mailto:pccharity@lapd.org), and [www.lapdonline.org](http://www.lapdonline.org). Date issued: 7/25/2024. Scott Moffitt, Commanding Officer, Commission Investigation Division. Federal Tax ID #95-3966024



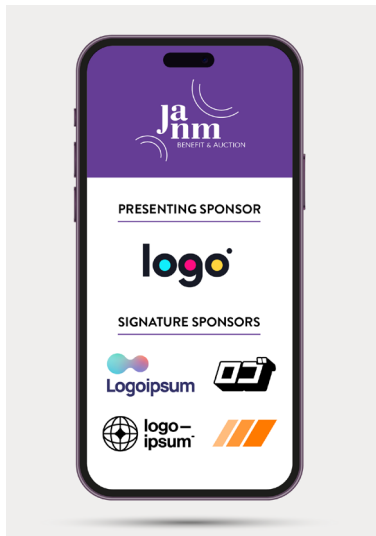


## Full Page Ad Specs:

- Artwork size: 6"×9" with 0.25" bleed, all sides
- Safe zone: 0.75" type safety
- Color ads should be 300 dpi CMYK print quality PDF, JPEG, TIFF, or EPS with crop marks
- Black and white ads should be 300 dpi print quality PDF, JPEG, TIFF, or EPS with crops.
- No spot colors.

\* Sponsorship commitments must be received by February 14, 2025, to ensure inclusion in the Benefit booklet. Artwork must be received no later than February 28, 2025.

## Digital Ad Specs:



- 580W × 286H pixels
- White or transparent background
- 300 dpi

Acceptable file formats:

- JPEG (.jpg), GIF (.gif), PNG (.png)

Logo image, webpage link, and sponsorship recognition title must be received by Friday, March 8, 2025, in order to guarantee ad placement by Benefit date. Ads will be added on a rolling basis. Please allow up to one week upon receipt for processing.

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# Janm



# Sponsorship Reply Form

Company/Organization \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Business Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_ (required) Home Phone (\_\_\_\_) \_\_\_\_\_

Please recognize my sponsorship in all Benefit-related materials as: \_\_\_\_\_

## Benefit Sponsorship Levels

Presenting Sponsor \_\_\_\_\_ @ \$100,000 = \$ \_\_\_\_\_

Signature Sponsor \_\_\_\_\_ @ \$50,000 = \$ \_\_\_\_\_

Diamond Sponsor \_\_\_\_\_ @ \$25,000 = \$ \_\_\_\_\_

Emerald Sponsor \_\_\_\_\_ @ \$15,000 = \$ \_\_\_\_\_

Platinum Sponsor \_\_\_\_\_ @ \$10,000 = \$ \_\_\_\_\_

Gold Sponsor \_\_\_\_\_ @ \$5,000 = \$ \_\_\_\_\_

## Additional Sponsorship

Board & Sponsor After Party Host \_\_\_\_\_ @ \$15,000 = \$ \_\_\_\_\_

Bid for Education Leader \_\_\_\_\_ @ \$10,000 = \$ \_\_\_\_\_

Valet Parking Sponsor \_\_\_\_\_ @ \$10,000 = \$ \_\_\_\_\_

Centerpiece Sponsor \_\_\_\_\_ @ \$7,500 = \$ \_\_\_\_\_

## Advertising

Premium Tier \_\_\_\_\_ @ \$1,500 = \$ \_\_\_\_\_

Standard Tier \_\_\_\_\_ @ \$750 = \$ \_\_\_\_\_

## Other

I would like to make a donation to the Bid for Education in the amount of \$ \_\_\_\_\_

I would like to donate to the Auction. Please contact me.

I am interested in other sponsorship opportunities.

TOTAL \$ \_\_\_\_\_

## Payment Information

\_\_\_\_ Please send an invoice

\_\_\_\_ Enclosed is my check made payable to the Japanese American National Museum

\_\_\_\_ Please charge my credit card:  Visa  MasterCard  American Express  Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_ CVV# \_\_\_\_\_

Signature \_\_\_\_\_

*\*\* All contributions are tax-deductable except \$175 per person for a seated dinner and \$250 per person for a seated dinner and the after-party. The Japanese American National Museum is a non-profit 501(c)(3) organization. Federal Tax ID #05-3066024*