

NAGOYA DAY 2019 – EXPLORE NAGOYA AND CENTRAL JAPAN



Los Angeles-Nagoya



Sister City Affiliation
1959-2019



Saturday, October 26, 2019

The Atrium at the Westfield Century City, 10250 Santa Monica Blvd., Los Angeles, California USA

Time: open at 10:00 a.m. and close at 6:00 p.m. followed by a VIP dinner from 5:30 p.m.

The Los Angeles Nagoya Sister City Affiliation (LANSCA) is celebrating the 60th Anniversary of the sister city relationship between Los Angeles and Nagoya by holding a “Nagoya Day” event to showcase the culture and businesses of Nagoya to the people of Los Angeles. This is a full-day event, free to the public, at the premier shopping center in Los Angeles and provides a unique opportunity to companies from Nagoya to become an event sponsor and promote their brands and sell their products to the thousands of shoppers from LA and around the world who will visit the high end shops at the Westfield Century City center.

LANSCA is seeking one (1) Presenting Sponsor which will have the most prominent messaging at the event and in the marketing before the event. If the Presenting Sponsor level does not fit your plans, please consider whether there is a level which is appropriate, such as a Major Sponsor (limited to two), Contributing Sponsor or Event Sponsor. Sponsorship details follow.

ABOUT THE EVENT

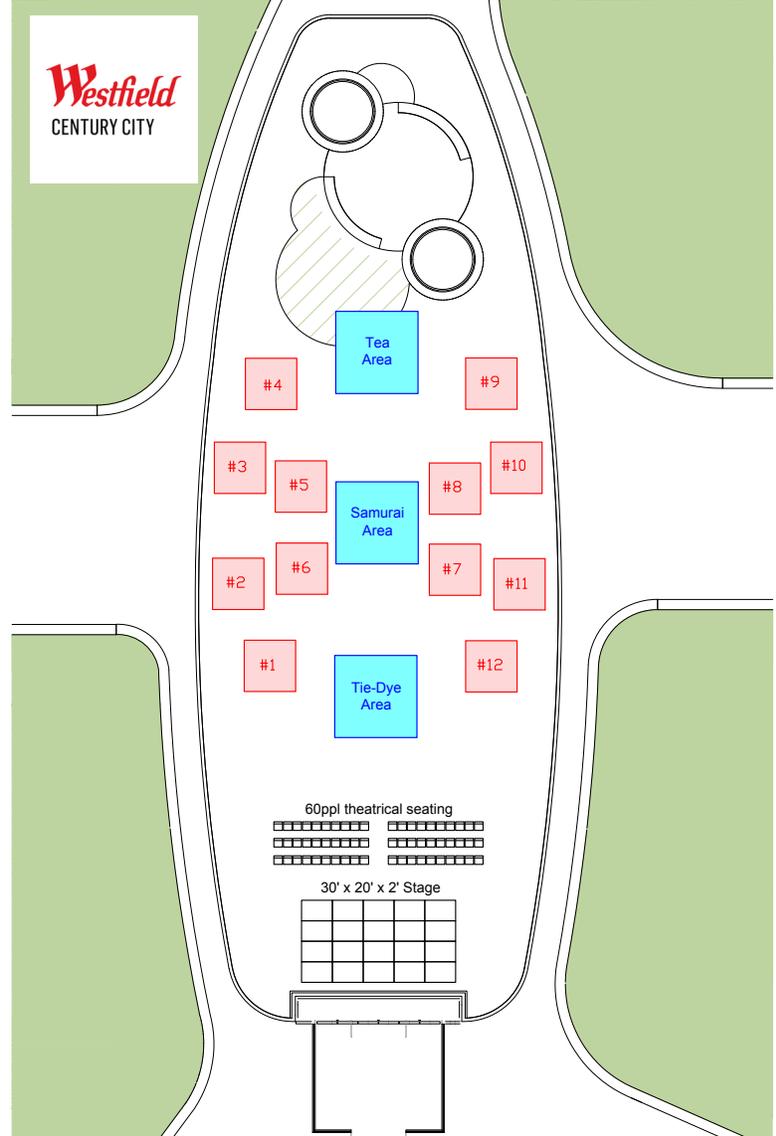


“Nagoya Day” celebrates the culture, both modern and traditional, and businesses of Nagoya. There will be a stage under a giant video screen which will present live and video entertainment showing the traditional as well as modern culture of Nagoya and Central Japan, such as performances by samurai warrior groups (historically from Nagoya), Cosplay performers, music videos, and more. There will be spaces for companies from Nagoya to display and sell their products. Exhibits will highlight traditional “monozukuri” (craftsmanship) that Nagoya and Central Japan offer today, for example Arimatsu Shibori tie-dye, Tokoname pottery, Toyoda washi paper, and more. The event is being professionally produced by first-class event planning companies in Los Angeles and Nagoya.

About the Event Location:

The event will be held in the Atrium at Westfield Century City shopping center. Westfield is an open-air, a 1.2 million square foot (111,484m²) shopping center with approximately 230 stores on three floors, including major luxury and international brands, approximately 50 restaurants, major department stores, and a cinema. It recently completed a \$1 billion upgrade. More at www.Westfield.com/centurycity.

The Atrium is a large open space (8,688 square feet (807m²)) in the center of the main floor at Westfield, with room for 1,000 persons (standing) under the shade of an overhead trellis, featuring a 16x9 foot (4.8m x 2.7m) video screen and audio/visual/lighting equipment that has been used to stage rock concerts as well as other events. The space gives flexibility to design the layout of the event.



MARKETING STATISTICS FROM WESTFIELD CENTURY CITY INCLUDE:

- Annual visitors: **18 million persons**
- Weekend visitors: **65,000 each day (6,000 per hour)**
- 46% of visitors** come to the center 1x per week or more
- 60%** are women, **40%** are men
- Average household income: **\$153,290**
- Average consumer age: **38.5 years**
- Average number of visits: **4 per month**
- Average time in the center: **93 minutes**
- Westfield Century City has **2.5 times more visitors** than Disneyland per month.
- It has become a **destination for visitors** to Los Angeles



SPONSORSHIP LEVELS



PRESENTING SPONSOR 將軍 SHOGUN (1 ONLY):

\$40,000 CONTRIBUTION

All benefits of Major Sponsor below **plus:**

- First priority in selecting a location at the event site
- Prominent signage at the entrance/exit (sponsor to provide signage)
- Ability to utilize stage for company promotions
- Inclusion of company name/brand on all items which LANSCA may create for the event
- 1 table of 10 persons at the VIP reception and sit-down dinner¹ with priority seating
- 2 full page (portrait orientation) color ads in VIP dinner program

MAJOR SPONSOR 大名 DAIMYO (2 ONLY):

\$20,000 CONTRIBUTION

All benefits of Supporting Sponsor below **plus:**

- Reserved standard presentation space² – second priority in selecting a location at the event site
- Integration of your company's brand at your presentation area
- Looping of company video on LED screen by stage
- Access to LANSCA media promotions (local Los Angeles TV coverage where available)
- 1 table of 10 persons at the VIP reception and sit-down dinner¹ with reserved seating
- 1 full page (portrait orientation) color ad in VIP dinner program
- Introduction of company representatives to participating Los Angeles and/or Japanese political dignitaries attending the event (including Mayor Kawamura of Nagoya. Names of other dignitaries is pending.)

SUPPORTING SPONSOR 旗本 HATAMOTO:

\$10,000 CONTRIBUTION

All benefits of Event Sponsor below **plus:**

- Reserved standard presentation space² – third priority in selecting a location at the event site
- On-stage mention of company during event welcome and closing remarks
- Company logo displayed on stage monitors
- Inclusion of company name/brand on select branding materials
- 6 tickets to the VIP reception and sit-down dinner¹ with general seating
- Half page (portrait orientation) color ad in VIP dinner program

EVENT SPONSOR 侍 SAMURAI:

\$5,000 CONTRIBUTION

- Reserved standard presentation space² – fourth priority in selecting a location at the event site
- Company logo displayed on stage backdrop
- Inclusion of company name/brand in all LANSCA PR releases and marketing messages, including social media outlets, with emphasis on sponsorship level
- Inclusion of company name/brand in LANSCA website promotions for the event, with emphasis on sponsorship level
- 4 tickets to the VIP reception and sit-down dinner¹ with general seating
- Quarter page (portrait orientation) color ad in VIP dinner program
- Sponsor acknowledgement at opening and closing of dinner

1. VIP reception/dinner is on first floor of Del Frisco's Double Eagle Steakhouse in Westfield Century City mall (level 2).

2. Standard presentation space: 10' x 10' (9.29m²) with exhibition table: 3x8 feet (2.4m x 0.9m), and two chairs.

VIP RECEPTION/DINNER SPONSOR:

\$15,000 CONTRIBUTION

- 1 table of 10 persons at the VIP reception and sit-down dinner¹ with reserved seating
- 1 full page (portrait orientation) color ad in the dinner program
- Sponsor acknowledgement at opening and closing of dinner
- Introduction of company representatives to participating Los Angeles and/or Japanese political dignitaries attending the event (including Mayor Kawamura of Nagoya. Names of other dignitaries is pending.)

LANSCA will work with any donor who wishes to make a lesser but still significant donation for the event to provide appropriate recognition of the sponsorship. We also appreciate in-kind donations, such as giveaway items, packaged food and beverages and other consumable products.

ABOUT LANSCA:



LANSCA is an all-volunteer nonprofit organization that represents the City of Los Angeles in conducting civic, educational, cultural and business programs with the City of Nagoya. **LANSCA** receives no financial support from the City of Los Angeles. It depends on the financial support of people and companies who believe in the benefit of citizen diplomacy and want closer ties to Los Angeles and Nagoya. All funds raised by **LANSCA** go directly to its programs and events.



Full detail about this event can be found at the LANSCA website, including

- Benefits of Supporting Nagoya Day Event
- LANSCA's history of holding large events
- Background of the sister city relationship
- Sponsorship details
- Reason for holding the "Nagoya Day" event
- Use of sponsorship funds
- Event Plans, site description
- Event Planning

Please visit www.lansca.org

For further information, please contact
Teruko Weinberg (Japanese or English) at
tweinberg@twinc.com
Peter Langenberg (English) at
peter.langenberg@hugheshubbard.com





EXPLORE CENTRAL JAPAN/NAGOYA DAY 2019 SPONSORSHIP AND DONATION FORM

I would like to support the Los Angeles Nagoya Sister City Affiliation by sponsoring or contributing to the “Explore Central Japan/Nagoya Day 2019” event to be held at the Westfield Century City shopping center in Los Angeles on Saturday, October 26, 2019 to mark the 60th anniversary of the sister city relationship.

SPONSORSHIPS

- | | |
|---|-----------------------|
| <input type="checkbox"/> PRESENTING SPONSOR 將軍 SHOGUN (1 ONLY): | \$40,000 CONTRIBUTION |
| <input type="checkbox"/> MAJOR SPONSOR 大名 DAIMYO (2 ONLY): | \$20,000 CONTRIBUTION |
| <input type="checkbox"/> SUPPORTING SPONSOR 旗本 HATAMOTO: | \$10,000 CONTRIBUTION |
| <input type="checkbox"/> EVENT SPONSOR 侍 SAMURAI: | \$5,000 CONTRIBUTION |
| <input type="checkbox"/> VIP RECEPTION/DINNER SPONSOR: | \$15,000 CONTRIBUTION |
| <input type="checkbox"/> INDIVIDUAL DINNER TICKET: | \$175 PER TICKET |

If interested in a sponsorship in one of these categories, please contact Ms. Teruko Weinberg at 310-787-7475 or 213-700-6837 or email at tweinberg@twic.com for details about a sponsorship.

DONATIONS

I cannot be a sponsor, but I would like to donate \$ _____ in support of the Nagoya Day event.

Enclosed is my check payable to “LANSCA”

I am paying via PayPal at the LANSCA website www.lansca.org

My sponsorship or donation should be recognized in print and promotional materials as follows:

SPONSOR/DONOR INFORMATION

NAME: _____

ADDRESS: _____

TEL: _____ E-MAIL: _____

ORGANIZATION _____ CONTACT PERSON _____

MAIL CHECKS TO:

Peter Langenberg
1310 Milan Avenue
South Pasadena, CA 91030
TEL: 213-613-2827
EMAIL: langenbe@hugheshubbard.com

For tax purposes, the Los Angeles Nagoya Sister City Affiliation is a qualified 501(c)(3) nonprofit, tax exempt, charitable organization whose Federal tax identification number is 23-7259501. Please consult with your tax advisor regarding deductibility of your contribution.

THANK YOU FOR YOUR SUPPORT OF LANSCA!

どうもありがとうございます



EXPLORE CENTRAL JAPAN/NAGOYA DAY 2019 IN-KIND DONATION FORM

I would like to support the Los Angeles Nagoya Sister City Affiliation (LANSCA) by donating food, beverage or other consumable products for the “Explore Center Japan/Nagoya Day 2019” event at the Westfield Century City shopping center in Los Angeles on Saturday, October 26, 2019 to mark the 60th anniversary of the sister city relationship between Los Angeles and Nagoya, Japan.

IN-KIND DONATION

	ITEM	VALUE

No donated items will be sold. Please contact Ms. Teruko Weinberg at 310-787-7475 or 213-700-6837 or email at tweinberg@twic.com to make arrangements for your in-kind donation.

RECOGNITION

In appreciation for your in-kind donation, LANSCA will acknowledge your support on its website and in its other advertising and promotion for these events. Please let us know how you wish to be acknowledged:

company name only

individual name only

other:

DONOR INFORMATION

NAME: _____

ADDRESS: _____

TEL: _____ E-MAIL: _____

ORGANIZATION _____ CONTACT PERSON _____

LANSCA may request your tax identification number if it must file IRS Form 8282 in connection with your in-kind donation.

For tax purposes, the Los Angeles Nagoya Sister City Affiliation is a qualified 501(c)(3) nonprofit, tax exempt, charitable organization whose Federal tax identification number is 23-7259501. Please consult with your tax advisor regarding deductibility of your contribution.

THANK YOU FOR YOUR SUPPORT OF LANSCA!

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