



# The JACL

## *About The*

## Japanese American Citizens League

Founded in 1929, the JACL is the largest Asian American civil and human rights organization with over 10,000 members, 105 active chapters, and six offices located throughout the United States and Japan. The formation of the local San Jose Chapter dates back to 1923, when it was called the American Loyalty League. Through the years, the JACL has participated in landmark cases and issues, such as an *amici* in *Brown et. al. v. The Board of Education of Topeka, Kansas* (school segregation) and *Loving v. Virginia* (interracial marriage), the historic Jobs and Freedom March on Washington, D.C. in 1963 and on the 50th anniversary of the March on Washington, D.C. this past summer. The most significant campaign spearheaded by the JACL is the successful passage of the Civil Liberties Act of 1988 granting Redress and Reparations for Japanese Americans incarcerated during World War II.

Understanding that Japanese Americans have an important role to play in the larger framework of the Asian American Pacific Islander (AAPI) community, the current leadership of the National JACL headed by the National President David Lin and Executive Director Priscilla Ouchida, continues its civil rights advocacy by addressing current issues including: health care reform, immigration, environmental justice, historic preservation, and much more.





## SUPPORT THE JACL AS A SPONSOR OR ADVERTISER



### WHY SPONSOR JACL? A FEW QUICK FACTS...

- Asian American buying power continues to increase and is projected to reach \$1 trillion by 2017.<sup>1</sup>
- There are currently nearly 19 million Asian Americans living in the U.S., and Asian Americans are the fastest growing ethnic minority group at a 58% growth rate over the past 3 years.<sup>2</sup>
- In 2012, Asian American households spent 19% more than overall households.<sup>3</sup>
- Asian American consumers are especially brand loyal and prefer to do business with companies that support their community.



### WHY SPONSOR CONVENTION?

- Connect directly with hundreds of Japanese Americans and Asian Americans from across the United States
- Reach an under-served market of Asian American consumers loyal to brands in support of the JACL
- Increase brand visibility by associating your business with the oldest and largest AAPI civil and human rights organization in the United States.
- Receive complimentary tickets to Convention events
- Receive acknowledgement in the Convention booklet, the *Pacific Citizen* newspaper (reaches over 25,000) the *JACL Digest* (reaches over 10,000) and on the JACL National website.



### ADVERTISE WITH THE JACL CONVENTION

- Reach thousands of JACL members from across the nation as well as AAPI community leaders, influencers and consumers by placing an ad in the JACL Convention booklet and being recognized in JACL media outlets.
- Increase visibility and awareness of your company, business or organization.
- Show support for your local JACL chapter or district.
- Honor or recognize a member or individual from your JACL chapter or district.
- Promote upcoming programs or events.

<sup>1</sup> UGA Selig Center Multicultural Economy, Economy Study 2012  
<sup>2</sup> 2013 Nielsen Pop-Facts Update Demographics  
<sup>3</sup> U.S. Chamber of Commerce Foundation, The Millennial Generation Research Review, November 2012







# 2015 CONVENTION SPONSORSHIP LEVELS

## DIAMOND: \$35,000

- Full-page ad in a prominent location in the Convention booklet
- Opportunity to make 3-minute welcoming remarks at the Convention Banquet.
- Main homepage logo/graphic on the JAACL website.
- Special acknowledgement at all events.
- Full convention registration for two (2) people.
- Reserved seating at the Convention Banquet (up to a maximum of ten (10) people, including full convention registrants).
- Invitation to the VIP Reception for up to ten (10) people.
- Logo displayed at all major events.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JAACL website.

## PLATINUM: \$25,000

- Full-page ad in a prominent location in the Convention booklet.
- Special acknowledgement at all events.
- Full convention registration for two (2) people.
- Reserved seating at the Convention Banquet (up to a maximum of eight (8) people, including full convention registrants).
- Invitation to the VIP Reception for up to eight (8) people.
- Logo displayed at all major events.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JAACL website

## GOLD: \$15,000

- Full-page ad in the Convention booklet.
- Opportunity to make 3-minute welcoming remarks at the Welcome Reception.
- Full convention registration for two (2) people.
- Reserved seating for six (6) at the Convention Banquet including full convention registrants.
- Invitation to the VIP Reception for up to six (6) people.
- Logo displayed at the event sponsored.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JAACL website.

## SILVER: \$10,000

- Full-page ad in the Convention booklet.
- Full convention registration for two (2) people.
- Reserved seating for four (4) at the Convention Banquet including full convention registrants.
- Invitation to the VIP Reception for up to four (4) people.
- Acknowledgement at the Convention Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JAACL website.

## BRONZE: \$5,000

- Half-page ad in the Convention booklet.
- Reserved seating for four (4) at the Convention Banquet.
- Invitation to the VIP Reception for up to four (4) people.
- Acknowledgement at the event sponsored.
- Logo displayed at the event sponsored.
- Acknowledgement in the convention booklet, the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JAACL website.

## CONVENTION BENEFACTORS: \$2,500–\$4,999

- Four (4) tickets to the Convention Banquet.
- Invitation to the VIP Reception for up to four (4) people.
- Acknowledgement in the Convention booklet, the *JACL Digest* and on the National JAACL website.

## CONVENTION SUPPORTERS: \$1,000–\$2,499

- Two (2) tickets to the Convention Banquet.
- Invitation to the VIP Reception for up to two (2) people.
- Acknowledgement in the Convention booklet, the *JACL Digest* and on the National JAACL website.

## CONVENTION FRIENDS: \$500–\$999

- One (1) ticket to the Convention Banquet.
- Invitation to the VIP Reception.
- Acknowledgement in the convention booklet, the *JACL Digest* and on the National JAACL website.





# 2015 CONVENTION SPONSORSHIP FORM

*JACL is recognized as a 501(c)(3) non-profit corporation by the Internal Revenue Service.  
Contributions are tax-deductible to the extent permitted by law.*

## 1. SPONSORSHIP LEVEL

- \$35,000 Diamond                       \$15,000 Gold                       \$5,000 Bronze
- \$25,000 Platinum                       \$10,000 Silver                       \$\_\_\_\_\_ Benefactor, Supporter, Friend

## 2. CONTACT INFORMATION

Name to appear on Convention materials	
Contact Name	
Address	
City	
State	Zip
Phone	Fax
E-mail address	
Website	

## 3. PAYMENT METHOD

Enclosed is a check for \$ _____		
Payable to <i>Japanese American Citizens League</i> .		
<b>- OR -</b>		
Please bill \$ _____ to my credit card		
<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard <input type="checkbox"/> American Express	
Card Number		
Cardholder Name		
Exp Date (MM/YY)	Security Code	
Credit Card Billing Address		
City	State	Zip
Cardholder Signature		

**Mail payment with form by June 19, 2015 to:  
2014 JACL National Convention *Attn: Sponsorship*  
1765 Sutter Street  
San Francisco, CA 94115**





# 2015 CONVENTION EXHIBITOR DETAILS

## EXHIBITOR DATES

TUESDAY, JULY 14  
WEDNESDAY, JULY 15



### GOVERNMENT / CORPORATE \$1,000

- One 8'x10' exhibit booth space
- Two chairs and one 6' skirted table
  - One Convention registration
  - Listing in the Convention booklet
- Opportunity to provide items in registration welcome gift bags
- Acknowledgment in the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JACL website

### SMALL BUSINESS \$500

- One 8'x10' exhibit booth space
- Two chairs and one 6' skirted table
  - Listing in the Convention booklet
- Opportunity to provide items in registration welcome gift bags
- Acknowledgment in the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JACL website

### NON-PROFIT / COMMUNITY \$250

- One 8'x10' exhibit booth space
- Two chairs and one 6' skirted table
  - Listing in the Convention booklet
- Opportunity to provide items in registration welcome gift bags
- Acknowledgment in the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JACL website

### OPTIONAL ELECTRICITY \$35/DAY

Please note that if you would like to request access to electricity for your booth, there will be a fee of \$35.00 per day for each show day.  
Questions? (408) 295-1250 or email: [2014exhibits@jacl.org](mailto:2014exhibits@jacl.org)





# 2015 CONVENTION EXHIBITOR FORM

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Contributions are tax-deductible to the extent permitted by law.*

## 1. EXHIBIT TYPE

- \$1,000 CORPORATE       \$500 SMALL BUSINESS       **Optional:** Add electricity line drop (\$35.00 per day)
- \$1,000 GOVERNMENT       \$250 NON-PROFIT

## 2. CONTACT INFORMATION

Name to appear on Convention materials	
Contact Name	
Address	
City	
State	Zip
Phone	Fax
E-mail address	
Website	

## 3. PAYMENT METHOD

Enclosed is a check for \$ _____		
Payable to <i>Japanese American Citizens League</i> .		
<b>- OR -</b>		
Please bill \$ _____ to my credit card		
<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard <input type="checkbox"/> American Express	
Card Number		
Cardholder Name		
Exp Date (MM/YY)	Security Code	
Credit Card Billing Address		
City	State	Zip
Cardholder Signature		

**Mail payment with form by June 19, 2015 to:**  
**2014 JACL National Convention *Attn: Sponsorship***  
**1765 Sutter Street**  
**San Francisco, CA 94115**





## WITH GRATITUDE

Thank you for your support!  
We anticipate a successful 2015 National Convention and appreciate your generosity.  
Please feel free to contact me if you have any questions.

***Toshiko Hasegawa***  
***Fund Development Manager***  
***(206) 992-7156***  
***[thasegawa@jacl.org](mailto:thasegawa@jacl.org)***

### JACL NATIONAL BOARD OF DIRECTORS

National President <b><i>David Lin</i></b>	Chair-National Youth Council <b><i>Nicole Gaddie</i></b>	PNW District Governor <b><i>Sheldon Arakaki</i></b>
VP General Operations <b><i>Miko Sawamura</i></b>	Youth Representative <b><i>Michelle Yamashiro</i></b>	PSW District Governor <b><i>David Kawamoto</i></b>
VP Public Affairs <b><i>Jeffrey Moy</i></b>	CCDC District Governor <b><i>Robert Shintaku</i></b>	Midwest District Governor <b><i>Colleen Morimoto</i></b>
VP Planning & Development <b><i>Chip Larouche</i></b>	EDC District Governor <b><i>Michelle Amano</i></b>	NCWNP District Governor <b><i>David Unruhe</i></b>
VP Membership <b><i>Toshi Abe</i></b>	IDC District Governor <b><i>Jeanette Misaka</i></b>	Legal Counsel <b><i>Brandon Mita</i></b>
Secretary/Treasurer <b><i>Matthew Farrells</i></b>		Pacific Citizen Editorial Board Chair <b><i>Carol Kawamoto</i></b>

### NATIONAL STAFF

Executive Director • ***Priscilla Ouchida***  
Midwest Regional Director • ***Bill Yoshino***  
Northern California - Western Nevada/Pacific Regional Director • ***Patty Wada***  
Pacific Southwest Regional Director • ***Stephanie Nitahara***  
Assistant Program Director • ***Christine Munteanu***  
Fund Development Manager • ***Toshiko Hasegawa***  
Business Manager • ***Clyde Izumi***  
Business Clerk • ***Tomiko Ismail***  
Membership Coordinator • ***Matthew Walters***  
Bookkeeper • ***Mei Kuang***

