



# 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 National JACL headed by National President David Lin and Executive Director Priscilla Ouchida, continues its civil rights advocacy by addressing current issues including: health care reform, immigration, education, historic preservation, and much more.



# BECOME A SPONSOR, ADVERTISER OR EXHIBITOR



## 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 OR EXHIBIT 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.



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





# 2016 CONVENTION SPONSORSHIP LEVELS

## DIAMOND: \$35,000

- Full-page ad in a prominent location in the Convention booklet
- Opportunity to make three-minute welcoming remarks at the Sayonara Banquet.
- Main homepage logo/graphic on the JACL website.
- Special acknowledgement at all events.
- Full convention registration for two people.
- Reserved seating at the Sayonara Banquet (up to a maximum of ten (10) people.
- Invitation to the VIP Reception for up to ten 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 JACL website.

## SILVER: \$10,000

- Full-page ad in the Convention booklet.
- Full convention registration for two people.
- Reserved seating for four at the Sayonara Banquet
- Invitation to the VIP Reception for up to four people.
- Acknowledgement at the Sayonara Banquet.
- Exhibit space if desired.
- Acknowledgement in the convention booklet, the *Pacific Citizen* newspaper, the *JACL Digest*, and on the National JACL 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 people.
- Reserved seating at the Sayonara Banquet (up to a maximum of eight people
- Invitation to the VIP Reception for up to eight 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 JACL website

## BRONZE: \$5,000

- Half-page ad in the Convention booklet.
- Reserved seating for four at the Sayonara Banquet.
- Invitation to the VIP Reception for up to four 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 JACL website.

## GOLD: \$15,000

- Full-page ad in the Convention booklet.
- Opportunity to make three-minute welcoming remarks at the Welcome Reception.
- Full convention registration for two people.
- Reserved seating for six at the Convention Banquet
- Invitation to the VIP Reception for up to six 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 JACL website.

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

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

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

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

## CONVENTION FRIENDS: \$500–\$999

- One ticket to the Sayonara Banquet.
- Invitation to the VIP Reception.
- Acknowledgement in the convention booklet, the *JACL Digest* and on the National JACL website.





# 2016 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> .		
- OR -		
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 May 16, 2016 to:  
Attn: Sponsorship  
JACL National  
1629 K Street NW, Suite 400  
Washington, D.C. 20006**





# 2016 CONVENTION EXHIBITOR DETAILS

## EXHIBITOR DATES

**TUESDAY, JULY 12**  
**WEDNESDAY, JULY 13**  
**THURSDAY, JULY 14**

### GOVERNMENT / CORPORATE \$1,000

- One 8' x 6' 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' x 6' 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' x 10' 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? (202) 223-1240 or email: [pouchida@jacl.org](mailto:pouchida@jacl.org)*





## 2016 CONVENTION EXHIBITOR

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### 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>		
- OR -		
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 May 16, 2016 to:**  
**Attn: Sponsorship**  
**JACL National**  
**1629 K Street NW, Suite 400**  
**Washington, D.C. 20006**





## WITH GRATITUDE

*Thank you for your support!  
We anticipate a successful 2016 National Convention and appreciate your generosity.*

*Please forward any questions to:*

*Priscilla Ouchida  
Executive Director  
[pouchida@jacl.org](mailto:pouchida@jacl.org)  
(202) 223-1240*

### JACL NATIONAL BOARD OF DIRECTORS

National President <b>David Lin</b>	National Youth Council Chair <b>Nicole Gaddie</b>	PNW District Governor <b>Sheldon Arakaki</b>
VP General Operations <b>Miko Sawamura</b>	National Youth Representative <b>Kenji Kuramitsu</b>	PSW District Governor <b>Michelle Yamashiro</b>
VP Public Affairs <b>Jeffrey Moy</b>	CCDC District Governor <b>Roberta Barton</b>	Midwest District Governor <b>Colleen Morimoto</b>
VP Planning & Development <b>Chip Larouche</b>	EDC District Governor <b>Michelle Amano</b>	NCWNP District Governor <b>David Unruhe</b>
VP Membership <b>Toshi Abe</b>	IDC District Governor <b>Janet Komoto</b>	Legal Counsel <b>Brandon Mita</b>
Secretary/Treasurer <b>Matthew Farrells</b>		Pacific Citizen Editorial Board Chair <b>Carol Kawamoto</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**  
Business Manager • **Matthew Walters**  
Membership Coordinator • **Mariko Fujimoto**  
Business Clerk • **Tomiko Ismail**  
Bookkeeper • **Mei Kuang**

