



2024 Partnership Prospectus

Partner with the oldest & largest Asian American
civil rights organization in America



2024 JACL
NATIONAL
CONVENTION
PHILADELPHIA



National Convention
July 10 -14, 2024
Philadelphia, PA



Our Mission

With our first chapter founded in 1921 and the National Organization in 1929, our mission is to secure and maintain the civil rights of Japanese Americans and ALL others who are victimized by injustice and bigotry.

JACL leaders and members also promote cultural, educational and social values and preserve the heritage and legacy of the Japanese American community.

The First

Since 1929, we are the nation's oldest & largest Asian American civil rights group and founding members of America's major justice coalitions with the NAACP and ACLU.

The Largest

We have over 20,000 subscribers & 100 chapters in 27 states, DC, and Japan, with local, national, and international programs for social justice, youth, and education.

100 Years of Leadership in America

Our track record: we overturned every discriminatory law towards Asians in America from immigration to marriage, landownership to housing, and we continue to positively change America today.

Japanese American Citizens League
Masao W. Satow Headquarters Building
1765 Sutter Street
San Francisco, CA 94115

www.jacl.org

2024 Convention Highlights

Join us for the 54th JACL National Convention at the Sheraton Philadelphia Downtown from July 10 to 14, 2024!

View the Full Schedule at jacl.org/2024-convention-schedule



AAPI PRESIDENTIAL TOWNHALL

With OCA-National, APIAVote, and more, we come together in Philly for joint programming to uplift the AAPI community. On Saturday, July 13, join a special election-year APIAVote Presidential Townhall, a forum for AAPIs to push our issues in political campaigns and media.

JACL'S UPCOMING CENTENNIAL

2024 marks just five years until JACL's 100-year anniversary in 2029! This convention will feature our once-in-a-lifetime campaign, the Centennial Education Fund, and our theme "LIFT: Looking Into The Future Together" to help us envision the next chapters of JACL's journey.



SAYONARA GALA & VIP RECEPTION

Over 500 community members, partners, elected officials, and business leaders will gather at our annual Sayonara Gala. Enjoy an inspiring night of dinner, awards, and entertainment!

PRESIDENTS COUNCIL

On Friday, July 12, join the JACL President, Executive Board, and our council of corporate advisors and partners for an intimate meal to discuss JACL's future together.



2024 Sponsor Levels

Sponsor Deadline:
May 1, 2024

	Diamond \$75,000	Ruby \$50,000	Sapphire \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Sayonara Gala remarks	✓						
Remarks at reception, plenary, or National Council	✓	✓					
Special recognition on the JACL homepage and in newspaper	✓	✓	✓				
Partner with programming or meals	✓	✓	✓	✓			
Program Book Ad Size *Ad deadline: May 13	FULL Premium	FULL Premium	FULL	FULL	1/2	1/2	1/4
Sayonara Gala Reserved Seats (includes VIP Reception)	10	10	10	5	3	2	1
Full Convention Registrations	5	4	3	2	1	1	1
Acknowledgement in Convention Materials, JACL Digest, and Pacific Citizen	✓	✓	✓	✓	✓	✓	✓
Exhibitor Table at Community Fair	✓	✓	✓	✓	✓	✓	✓
Merch in Convention Bags *Please ship by July 1	✓	✓	✓	✓	✓	✓	✓

Add Ons:

- Welcome Reception: \$20,000
- Awards Luncheon: \$20,000
- Baseball Outing: Please inquire
- Breakfast (1 of 3): \$7,500 each
- Coffee Break (1 of 3): \$5,000 each
- Wifi: \$5,000
- Whova App: \$3,000
- Convention Bag: \$3,000
- Lanyards: \$1,000
- More Opportunities: Please inquire

Contact: Phillip Ozaki pozaki@jacl.org (773) 816-1318

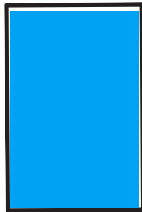
[Online Sponsor Link](#)

Or fill out and return the form at the end of this packet

Program Book Ads

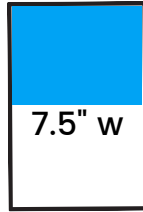
Feature your ad in the 2024 Program Book - print & digital formats!
Complementary for sponsors otherwise rates are as follows:

Full Page
\$2,000



7.5" wide
x
9.75" tall

Half Page
\$1,000



4.875" t

7.5" w

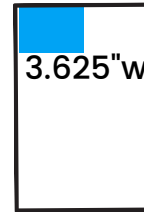
1/4 Page
\$500



4.75" t

3.625"w

1/8 Page
\$250



2.375"t

3.625"w

Artwork Deadline: May 13 to ads@jacl.org

Online Payment

Pay online with the above button or send check to "JACL" with memo "[Ad Size] Conv. Ad" to JACL Convention 1765 Sutter St. San Francisco, CA 94115



Ad specs (please send to your designer):

- Our ideal format is high-quality PDF, JPEG, PNG, TIFF (in that order)
 - Email to ads@jacl.org (or share Drive/Dropbox/WeTransfer)
 - Please name file: JACL_Ad_2024_NAMEOFCOMPANY
- Photos minimum resolution of 300ppi
- No crop marks or trim marks
- No borders around the ad
- Please DO NOT add any security to the PDF
- The 2024 National Convention logo and hex colors can be found [here](#), and the theme is "Looking into the Future Together"



**2024 JACL
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Exhibitors/Community Outreach Fair



Date: Friday, July 12, 2024 | 5PM - 6:30PM ET

New this year, the Community Outreach Fair is an opportunity for you to network with hundreds of convention attendees from both OCA and JACL. Promote you or your company/organization's work, programs, opportunities, or sell non-food/drink items or do giveaways.

Rates (complimentary for sponsors):

- Large Business & Corporation \$1500
- Government Agencies/Military \$1000
- Small Business \$200
- Non-profit /JACL \$100

Exhibitor Features (Tentative)

- Booth: 6-foot table, Two chairs, WiFi.
- Listing in convention materials
- Add merchandise, flyers, etc. to the convention bag (ship by July 1)
- Please Note: Meals, workshops, and receptions are not included. Additional storage, display, etc. charges may be added based on exhibitor/hotel specifics

Application Process

Application does not mean acceptance into the fair. Payment is not required until after you are accepted as a fair participant. If accepted, you'll receive one draped table (booth), two chairs, and printed table tents with the name of you/your company. You are welcome to bring your own tablecloth, signs, handouts, power strips, etc. **The deadline to apply is May 5, 2024.**

[Apply as an Exhibitor](#)
([Online Form](#))

For any questions please email pozaki@jacl.org

Centennial Education Fund



In July 2021, JACL launched the **Centennial Education Fund** campaign to 1) educate the public about the WWII incarceration and its future lessons, 2) enhance educational resources, and 3) combat AAPI hate.



Timeline: 100 Years of Leading American Civil Rights

JACL National Founded!

In 1929, **JACL National** was founded to fight over 100 anti-Japanese and anti-Asian statutes that prevented our community from full civil & human rights



1929

1930s

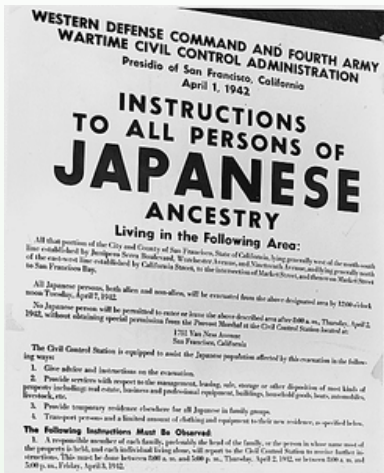
125,000 Japanese American were forcibly removed from their homes and into **U.S. incarceration camps.**

JACL won the Walter McCarran Act for naturalization rights

1940s

During wartime, JACL advocated for the formation of the **442nd Regimental Combat team** and guided the community.

1950s



After WWII, JACL changed America by:

- Defeating alien land laws
- Founding America's top coalitions like the **Leadership Conference**
- Marching with **MLK**
- Co-sponsoring the **Civil Rights Act of 1964**
- And passing the **Immigration Act of 1965**



1960s



JACL won the impossible: Redress and Reparations payments of \$20,000 per survivor!

1970s

After years of debate, JACL launched the Redress campaign.

1980s

1988: President Ronald Reagan signs reparations, the Civil Liberties Act of 1988

1990s

JACL fights for broader civil rights for all AAPIs, LGBTQ people, and women.



JACL leads as a strong voice against discrimination to Muslim Americans after 9/11.

2000s

1994: JACL becomes the first non-LGBT civil rights group along with the ACLU to publicly support marriage equality.



Congressional Gold Medal awarded to Nisei WWII veterans & resisted racist policies from the Trump Administration

2010s

2011: President Obama signs the Congressional Gold Medal bill (Photo by Pete Souza)

2020s

In 2023, JACL led the passage of the "**Norman Mineta Japanese American Confinement Education Act**" for over \$40M in funding for education projects about the incarceration.

TODAY!



Commemorate 95 Years of Social Change by Investing in the JACL Centennial Education Fund Today!

Thank you!

We cherish our partners!

Let's connect about partnerships:



Phillip Ozaki

Development Director

pozaki@jacl.org
(773) 816-1318



David Inoue

Executive Director

dinoue@jacl.org
(202) 223-1240

2024 Sponsor Checklist:

- Today:** Email to discuss with JACL Staff
- May 1:** Sponsorship Deadline
- May 5:** Exhibitor/Outreach Fair Confirmation
- May 13:** Ad Artwork Deadline
- June 14:** Send gala & registration names
- July 1:** Ship Merch/Materials
- July 10-14:** See you in Philadelphia!

www.jacl.org/2024-sponsors



2024 Sponsorship Form

[Click for Online Form](#)



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First Name: _____ Last Name: _____

Title (for namebadge): _____

Company: _____

Email: _____ Phone: _____

Sponsor Level

- Diamond \$75,000
- Ruby \$50,000
- Sapphire \$25,000
- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,500
- Extra Gala Ticket \$200
- Other:

Add On(s):

- Welcome Reception: \$20,000
- Awards Luncheon: \$20,000
- Breakfast (1 of 3): \$7,500 each
- Coffee Break (1 of 3): \$5,000 each
- Wifi: \$5,000
- Whova App: \$3,000
- Convention Bag: \$3,000
- Lanyards: \$1,000
- Other:

Program Book Ad (comp. for Sponsors)

Artwork deadline to ad@jacl.org: **May 13**

- Full Page \$2,000
- Half Page \$1,000
- 1/4 Page \$500
- 1/8 Page \$250

Exhibitor/Outreach Fair Table ([application](#))

- Sponsors: Check if you'd like a complimentary table
- Large Biz \$1500 Small Biz \$200
- Government /Military \$1000
- Non-profit / JACL Members \$100

Do you plan to send merch/flyers to include in the Convention Bag?

Please ship by **July 1**. Shipping address TBD.

- No Yes we will provide _____

Payment:

- ACH electronic payment (we will email you bank details)
- Credit Card (please pay online at www.jacl.org/2024-sponsors)
- Check, please mail to "JACL":

JACL Convention c/o Phillip Ozaki
1765 Sutter St.
San Francisco, CA 94115

Total Payment: \$ _____

Signature: _____ Date: _____

For questions, please contact Phillip Ozaki at pozaki@jacl.org or (773) 816-1318