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 JAACL?
A FEW QUICK FACTS...

- Asian American buying power continues to increase and is projected to reach $1 trillion by 2017.1
- 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.2
- In 2012, Asian American households spent 19% more than overall households.3
- 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.

1 UGA Selig Center Multicultural Economy, Economy Study 2012
2 2013 Nielsen Pop-Facts Update Demographics
## 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 JACL 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 JACL 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 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 (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 JACL 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 JACL 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 JACL 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 JACL 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 JACL 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 JACL 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**

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>$35,000</td>
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<td>Bronze</td>
</tr>
<tr>
<td>$_______</td>
<td>Benefactor, Supporter, Friend</td>
</tr>
</tbody>
</table>

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 *Japanese American Citizens League*.  
OR -  
Please bill $________ to my credit card  
☐ Visa ☐ Mastercard ☐ 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
2015 Convention Exhibitor Form

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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 Japanese American Citizens League.
- OR -
Please bill $ ________________ to my credit card
☐ Visa    ☐ Mastercard    ☐ 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

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