

2022 Otsukimi Moon Viewing Festival Sponsorship Packages

About the Otsukimi Moon Viewing Festival



Otsukimi is an annual Japanese autumn festival, and the term translates as “moon-viewing.” It celebrates the Harvest Moon that typically falls on the fifth day of the eighth month of the traditional Japanese calendar. In both Japan and North Texas, we now celebrate Otsukimi in September and typically the Japan-America Society chooses a Saturday evening close to the date of a full moon.

Traditionally, Otsukimi festivals in Japan involve crafts of making rabbit masks, decorating with seasonal pampas grass, and eating dango, which is a sweet confection made from rice flour. Today, our celebration includes music performances and demonstrations, vendors selling Japanese festival food and collectibles, family-friendly art and cultural activity booths, haiku reading inspired by the season, and telescopes for visitors to explore the beauty of the moon. There are also opportunities in the future for Japanese companies with offices in the Dallas/Fort Worth region to highlight their products and positive impact on the community.

Our event in North Texas grew from a small gathering over 20 years ago in a donor’s yard to now become a gathering attended by thousands. In 2019, the festival moved to the Dallas suburb of Frisco, therefore establishing a strong connection with American, Japanese, Japanese American, and Asian American families. Frisco earned the title of the fastest growing city in the country after the most recent census, now topping over 215,000 residents, and becoming increasingly diverse with a 26% of its population indicating Asian ancestry. This year’s event in 2022 will mark our 23rd annual Otsukimi Moon Viewing Festival, and we deeply believe here is a bright future for this celebration and Japanese cultural events in North Texas.

Important Information

- Estimated attendance is 2,000 – 2,500
- Now is largest annual Japanese cultural event in Dallas suburbs
- Sponsors can gain exposure in Frisco, the fastest growing city in the U.S.
- Sponsorship commitment deadline is **Wednesday, August 31**
- Read articles and view past recap videos at these links:
 - 2019 article: <https://jasdfw.org/blog/20th-annual-otsukimi-moon-viewing-festival-marks-an-exciting-new-chapter-in-the-events-history/>
 - 2019 recap video: <https://www.youtube.com/watch?v=M9ySbR8eiTk>
 - 2021 recap video: <https://www.youtube.com/watch?v=j7dMADl1ILl>

Sponsorship

Presenting sponsorship (\$4,000)

- Large company logo on event website, flyer, signage, promotional items, and t-shirt
- Verbal thanks at event
- Free booth at event
- Listed in social media promotion

Pavilion sponsorship (\$2,000)

- Small company logo on event website, flyer, signage, and promotional items
- Verbal thanks at event
- Free booth at event
- Named area at event at one of these areas:
 - Family Zone (activities and games for all ages)
 - Japan Business and Innovation Showcase (interactive booths for Japanese companies in North Texas)
 - Marketplace (vendors selling non-food items)
 - Performance and Demonstration Stage (martial arts, music, and dance)
 - Taste of Japan Pavilion (food trucks and vendors selling food)

Community sponsorship (\$1,000)

- Company name on event website, flyer, and signage
- Verbal thanks at event
- Discounted booth at event

Additional support (\$250 to \$999)

- Company name on event website, flyer, and signage

How to Sponsor

Complete the information below or contact Executive Director Paul Pass –
email paul.pass@jasdfw.org or phone 469-573-6880

Sponsorship commitment deadline is **Wednesday, August 31**

I would like to sponsor the 2022 Otsukimi Moon Viewing Festival (circle)

Presenting sponsorship - \$4,000

Additional support - \$500 to \$999

Pavilion sponsorship - \$2,000

Other amount _____

Community sponsorship - \$1,000

Method of payment

Check (please make payable to Japan-America Society of Dallas/Fort Worth)

Credit Card (circle) VISA MasterCard American Express

Name on card _____

Card number _____

CSC/CVV on back _____ Expiration (month/year) _____

Billing address _____

City/State/Zip code _____

Signature _____ Date _____

Please retain a copy for your records and send a scanned copy to paul.pass@jasdfw.org

If you wish to send via standard mail, please send to the address below

Japan-America Society of Dallas/Fort Worth

500 North Central Expressway, Suite 201, Plano, TX 75074 | www.jasdfw.org | 469-573-6880