



IchiFuji-kai Dance Association, Ltd.

68-25 Clyde Street, Forest Hills, NY 11375 718-793-3117 www.ichifuji-kai.org

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Please help us celebrate our 50th Anniversary!!

Donation and Sponsorship Guidelines

Your kind donation will enable us to rent a theater for a special 50th Anniversary Gala Performance with reception, currently slated for September 25, 2011 at the Riverside Theatre. All Donors will be highlighted in our Anniversary program. For this once-in-a-lifetime 50th Anniversary performance:

We are trying to raise *at least* \$5,000.

Here are three different ways to help, depending entirely on your comfort level:

- 1. Monetary Donation or Grant**
- 2. Advertisements in our Anniversary Program**
- 3. In-kind donation**

50th Anniversary Gala Performance Event Logistics

- Estimated Audience: **250**
- Venue Capacity: **250**
- Program: **350 copies**; 8.5 x 11 size page/cover (white and black print inside)
- Flyer: **1000 copies** (postcard format) to be distributed to stores, restaurants, colleges and other schools, Japanese organizations, dance studios and professional offices in all five boroughs, Westchester county, Nassau county, New Jersey, and Connecticut
- Printing/Web: The event will be posted in all possible listings, free papers, magazines and websites aimed at Japanese, Japanese-Americans, and those interested in Japanese culture in the greater NY area.

1. Monetary Donation or Grant

Any donation -- no matter what size -- is very welcome! Those who give donations or grants will receive acknowledgments in a special Donor section of our Anniversary program, along with a letter for tax purposes stating the amount given. IchiFuji-kai is a New York State 501(c)3 not-for-profit organization. All charitable donations are tax deductible to the extent provided by law.

2. Advertisements in our Anniversary Program

We draw our audience from three basic groups: (1) Japanese living temporarily in NY; (2) Japanese-Americans; and (3) non-Japanese interested in Japanese culture. These groups include company workers with their families; professionals in their own businesses and owners of businesses; students, professors and other educators; artists and performers in all fields; Japanese cultural groups and their associates; and frequent travelers between Japan and the US. The ages represented in this audience range from 5 to over 80. If you wish to reach any segment of this audience, we urge you to consider advertising in our special Anniversary program.

Advertising Plan

PLAN 1: \$1000 sponsor advertisement

- Full page (8.5 x 11) advertisement in 50th Anniversary program (inside front / back cover)
- Your company name and logo will appear in our flyer
- One pair of complimentary tickets to the concert

PLAN 2: \$500 sponsor advertisement

- Full page (8.5 x 11) advertisement in 50th Anniversary program page
- One pair of complimentary tickets to the concert

PLAN 3: \$300 sponsor advertisement

- ½ page advertisement on program page
- One pair of complimentary tickets to the concert

PLAN 4: \$150 sponsor advertisement

- ¼ page advertisement on program page

PLAN 5: \$ 75 sponsor advertisement

- ⅛ page advertisement on program page

Camera-ready copy is ***due no later than August 25, 2011.***

3. In-kind Donation

What is in-kind donation? It is a donation of an *item(s) or services* instead of money. Items and services have a fair market value. Each donor will receive acknowledgments in a special section of our anniversary program, along with a letter for tax purposes listing the item or services donated and the fair market value of each.

In-kind Donation Examples

Food and beverage: (alcoholic/non-alcoholic)

Printing supplies: (8.5 x 11 paper, 11x17 paper) and printer inks

Services: Printing, Duplicating, Photography, Videography, PR on paper/website/other media

DONOR / SPONSOR INFORMATION FORM

Please fill out the Donor / Sponsor Information Form below for ALL types of donations or sponsorship. To send a monetary donation or advertisement fee directly to IchiFuji-kai, please make the check or money order payable to: **IchiFuji-kai Dance Association**

We will be happy to pick up any donation in person, or you can send it -- along with a completed copy of this Donor / Sponsor Information Form -- to our official address:

**IchiFuji-kai Dance Association
68-25 Clyde Street
Forest Hills, NY 11375**

Arrangements for In-kind Donations must be made individually, especially if shipping is necessary.

Donor / Sponsor Information				
Name <i>(last name, first)</i> :			Title:	
Name to appear in Program:				
Company:				
Address:				
Telephone(s):				
E-mail:				
Type of Donation / Sponsorship				
Monetary Donation / Grant		Amount:		
Advertisements	Plan #	Space size	Program	Other
			Page / Cover	
	Price :			
Payment method		<input type="checkbox"/> Cash <input type="checkbox"/> Company Check <input type="checkbox"/> Personal Check <input type="checkbox"/> Money Order <i>(There will be a \$30 charge for any returned check.)</i>		
In-kind Donation	Item(s)			Fair Market Value (\$)
Comment:				
IFK Contact:			Date:	