

Support the 2021 “A Taste of Omatsuri”



Saturday, August 14th, 2021

<https://calgaryjapanesefestival.com>



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The **Calgary Japanese Festival “Omatsuri”** is proudly presented by the Calgary Japanese Community Association (CJCA). It is dedicated to promoting an understanding and appreciation of the unique Japanese heritage and traditions in this culturally diverse city. The first Calgary Japanese Festival “Omatsuri” was held in 2011. Over the years, this family-friendly event has grown and attracted more than 5,000 people annually. It is supported by close to 400 volunteers and performers from all over.



Due to COVID, health restrictions and the overall uncertainty of the times, the 2020 and 2021 in-person festivals have been cancelled.

To be innovative and continue to remain engaged with the thousands of dedicated Omatsuri followers, volunteers, family and friends, we are thrilled to promote the **2021 “A Taste of Omatsuri”** on **Saturday, August 14th, 2021 from 1-2:30pm MST**. This will be an online event which will reach a much broader audience base. In the days leading up to the “taste”, there will be a Silent Auction and special cultural events featured.

We are extremely excited to be able to offer “A Taste of Omatsuri” which will be a virtual sampling of the annual festival to showcase the rich Japanese heritage, food and traditions as well as performers. We invite you to share in the realization.



Omatsuri – meaning a “festival” in Japanese – is a traditional community celebration giving thanks for a rich harvest, good health, community harmony and respect for their ancestors. It is an important cultural festival that originates back several hundred years and continues to this day in Japan.

2021 “A Taste of Omatsuri”

“A Taste of Omatsuri” is being organized by a dedicated group of volunteers to give a “taste” of what Omatsuri is all about and the splendor of the Japanese arts and culture.

This online festival will be made possible by the generous donations and support from our private, corporate and community sponsors. Through these strong relationships, we will be able to provide “A Taste of Omatsuri” to a broader audience while maintaining the authenticity of traditions.

One of the positive outcomes of COVID is that it has brought people together. “A Taste of Omatsuri” can bring some joy into people’s lockdown lives by broadcasting online which makes it easier to reach a wider audience. Attendees don’t have any geographic obstacles so people can tune in from all around Alberta, Canada, or the world!

Feature Performance

The 2021 “A Taste of Omatsuri” will feature a collaborative performance by Mr. Yukichi Hattori and Midnight Taiko Kai which has been specially choreographed for our event. **Yukichi Hattori** is a renowned Japanese-Canadian ballet dancer, dance teacher and choreographer who is a former principal dancer with the Alberta Ballet Company. **Midnight Taiko Kai** a talented community group of performance-based Taiko drummers based in Calgary and who love to spread the art of Japanese drumming.



This will be an incredible performance that local, national and international audiences will want to see!

Ways to Support

1. **Event Sponsorship** for our Corporate and Community Sponsors
2. **Vendor Opportunities** for our Restaurant and Business Partners
3. **Donations-in-Kind** - For the Silent Auction, new products or items, or services are welcome. This is another wonderful way to be involved or to promote a business!
4. **Donations** - We will gratefully accept monetary donations.
5. **In Memory Donations** - As a way to remember and recognize someone special, consider making an “In Memory” donation.

Note: The Calgary Japanese Community Association (CJCA) is a Non-Profit Organization.

1. Event Sponsorship

2021 “A Taste of Omatsuri” will be held virtually and streamed on Facebook Live as well as posted to social media so the exposure possibilities are endless. We look forward to working with sponsors and focusing on a mutually successful outcome. Event Sponsors achieve:

- Promotion of the company name and services (including web, newsletters, direct notices, press releases, flyers or posters, social media, and more!)
- Increased brand recognition potential
- Opportunity to reach a larger target audience
- Business enrichment by honoring and preserving Canada’s multi-cultural diversity
- Acknowledgement of Culture and Community Support; contributing to a stronger community
- Uplifting of spirits through Japanese arts, culture, food, and entertainment

	Bronze \$250-\$499	Silver \$500-\$999	Gold \$1000 +
Corporate logo and link to your website on http://calgaryjapanesefestival.com	X	X	X
Corporate logo on all sponsorship and any event-specific signage including social media	X	X	X
Verbal recognition and corporate Logo during “A Taste of Omatsuri”	X	X	X
Opportunity to be part of the Daily Special Feature leading up to “A Taste of Omatsuri” by providing a demo or promotional video (provided by sponsor)		X	X
Opportunity to show a 60 second demo or promotional video (provided by sponsor) as part of “A Taste of Omatsuri”. NOTE: This option is First Come First Serve, limited by available time in the event.			X

Deadline for sponsorships & videos: Friday, June 25, 2021

2. Vendor Opportunities

The Calgary Japanese Festival “Omatsuri” also wished to promote professional businesses or vendors who recognize the benefits of being associated with our event. For the 2021 “A Taste of Omatsuri”, we look forward to vendors joining this exciting virtual event!

How vendors can participate:

1. Option 1: \$50

- a. Your business will be highlighted on a special Vendor tab of our Omatsuri website <http://calgaryjapanesefestival.com> with your logo and company name which links directly to your website, online store, etc. (vendor to provide logo and corresponding link)
- b. We will promote your company on our Omatsuri Social Media platforms such as Facebook and Instagram
- c. A listing of all our vendors will be part of the “A Taste of Omatsuri” recording

2. Option 2: \$100

- a. Everything included in Option 1 above plus be part of the Daily Special Feature leading up to “A Taste of Omatsuri” by providing a demo or promotional video (provided by vendor)

Please be aware that vendors are responsible for their own sales and payment processing including taxes, and shipping of any product.

Deadline for vendor application: Friday, June 18, 2021

Deadline for vendor video submission: Friday, June 25, 2021

We want to hear from you!

We are interested in your ideas and suggestions, so reach out to us! Together, we can make this event a success for everyone!

For inquiries and application to be **an Event Sponsor or a Vendor**, please contact:

Lucia Silman at vendors@calgaryjapanesefestival.com

For other **Donation** type inquiries, please contact:

Maureen Coleman at cjca.omatsuri@shaw.ca

Payment Options

1. By e-transfer, please send to: CJCAaccount@shaw.ca
Include the text “**CJCAF21**” as the reason for the e-transfer
2. By cheque, made out to CJCA and mail to:
CJCA
2236-29th Street SW
Calgary, AB
T3E 2K2
Include the text “**CJCAF21**” as the reason for the cheque

NOTE: After an e-transfer is completed or a cheque is mailed, as a confirmation, kindly notify us with an email to cjca.omatsuri@shaw.ca

Thank you so much for your kind consideration and generous support.

