



TAMIO WAKAYAMA, 1977



TAMIO WAKAYAMA, 1984

IN 1977, PSF WAS INITIATED BY A MEMBER OF THE JAPANESE CANADIAN VOLUNTEERS ASSOCIATION (TONARI GUMI). IN THE SPIRIT OF THE MATSURI OR FESTIVALS OF JAPAN, PSF CELEBRATES THE HISTORY OF JAPANESE CANADIANS IN VANCOUVER.



TAMIO WAKAYAMA, 1981



TAMIO WAKAYAMA, 1982

THE POWELL STREET FESTIVAL SOCIETY'S MISSION IS TO CULTIVATE JAPANESE CANADIAN ARTS AND CULTURE TO CONNECT COMMUNITIES. OUR MAIN ACTIVITY IS PRODUCING THE POWELL STREET FESTIVAL.



TAMIO WAKAYAMA, 1992



UNKNOWN PHOTOGRAPHER, CIRCA 1995



UNKNOWN PHOTOGRAPHER, CIRCA 1995



UNKNOWN PHOTOGRAPHER, CIRCA 1995



KATE BRAUN, 2007



GREG MASUDA, 2009

OUR CORE VALUES ARE:

1. COMMUNITY
2. ARTISTIC EXCELLENCE
3. INCLUSIVITY AND DIVERSITY
4. HERITAGE
5. RESILIENCE



UNKNOWN PHOTOGRAPHER, 2012



PEAK PHOTOGRAPHY, 2013



JEANIE OW, 2014



SHANNON MILLER, 2017



NOAH PHOTOGRAPHY, 2016

WE ALSO PRODUCE AN ANNUAL SEASON OF CULTURAL + ARTISTIC PROGRAMMING



SHANNON MILLER, 2017



KRISTIN FUCHIHARA, 2016



HAMMER, 2018



TRACY MOROMISATO, 2019

THE 44TH ANNUAL FESTIVAL IS ON AUGUST 1+2, 2020



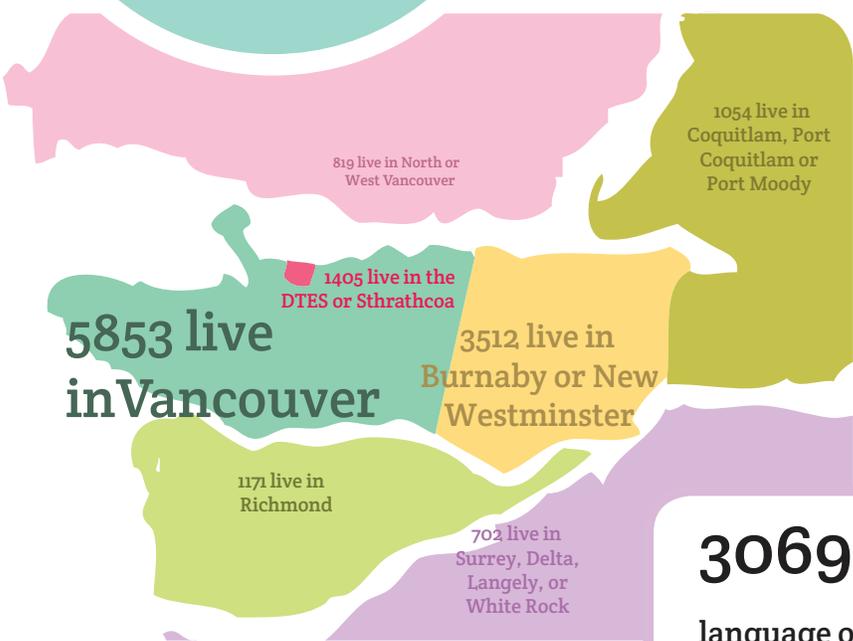
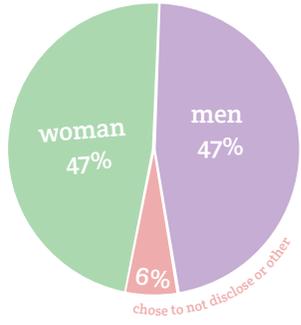
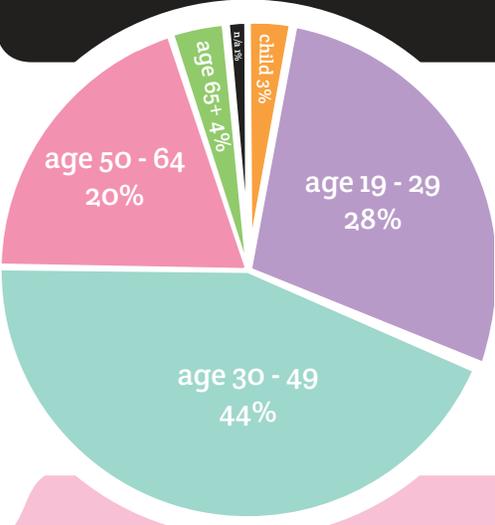
DIVERSE MULTI-GENERATIONAL AUDIENCE

IN 2019 **16,155** PEOPLE ATTENDED THE FESTIVAL

5704 ATTENDED OTHER PSFS EVENTS

128,235 REACHED OUR WEBSITE + 393,965 ON SOCIAL MEDIA

553 MEMBERS + 438 VOLUNTEERS



1171 live outside of the Lower Mainland

Powell Street Festival attendees identified as...



12% identify as members of the Japanese Canadian community

22% identify as of mixed heritage

- 1 50% earn over \$40,000 per year
- 1 18% earn \$90,000 +
- 1 8% earn \$20-40,000
- 1 7% earn \$20,000 or less

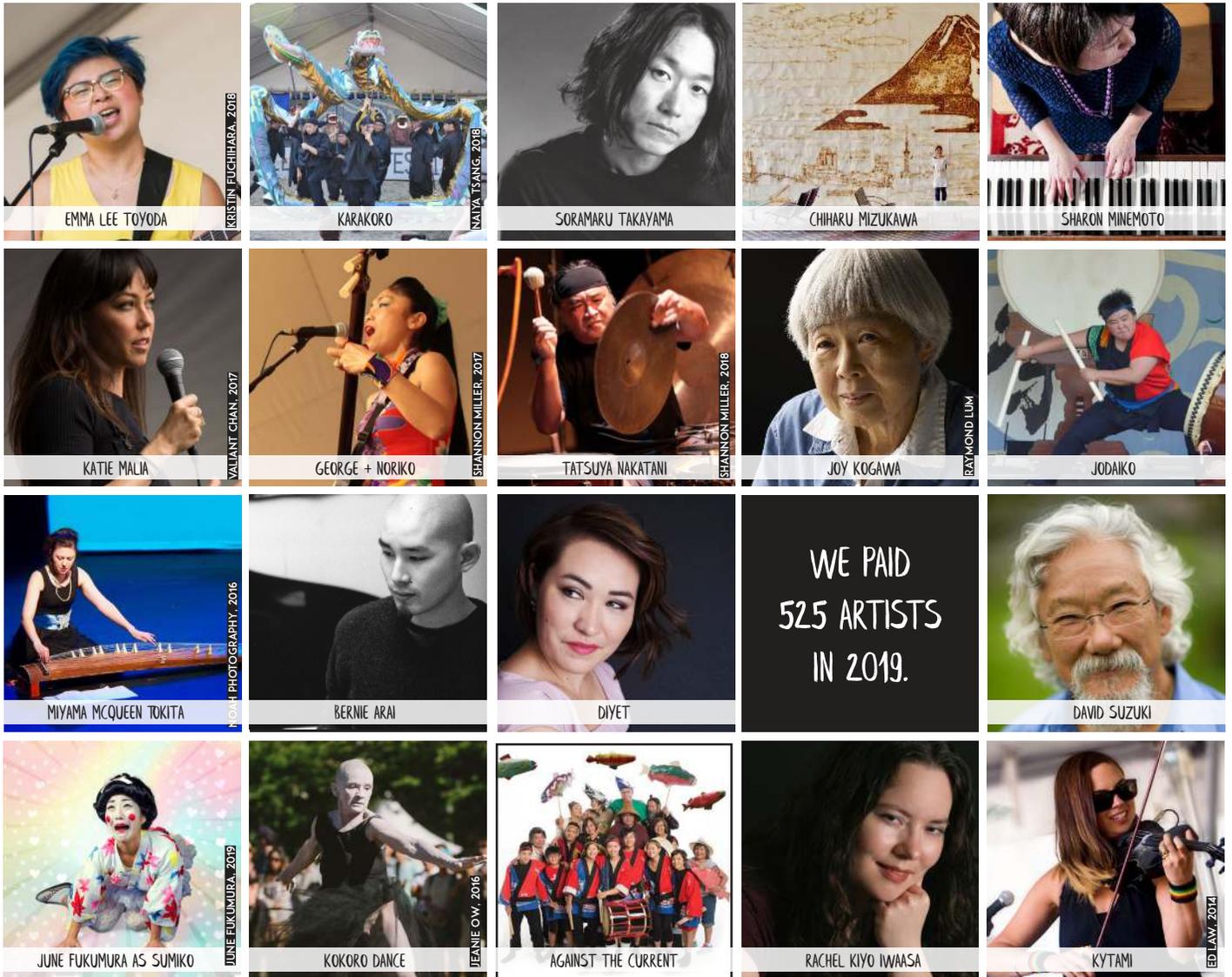
80% attended college or university

3069 primarily speak a language other than English including 969 Japanese speakers

こんにちは



ARTISTS ENRICHING COMMUNITIES



THE PUBLIC ART COMPETITION

The Public Art Competition, in partnership with Revery Architecture and Abaton Projects challenges students to design interactive installations for the Powell Street Festival. Entrants are asked to consider civic engagement, cultural relevance, environmental sustainability and practical design limitations in their proposals.

The Koinobori, 2016



Karakasa Obake, 2018



Macro Maki, 2017



Ashi Ato, 2019



23
UNIQUE
JAPANESE
FOOD
VENDORS



39 CRAFT +
MARKETPLACE
VENDORS

LOTTERY



CHILDREN'S
ACTIVITIES

SUPPORTED BY
OPUS ART SUPPLIES,
DAISO, + FRESHPOINT.

\$11,132 RAISED IN 2019
2683 TICKETS SOLD
SPONSORED BY JAPAN AIRLINES, HAPA IZAKAYA!,
VANCOUVER INTERNATIONAL FILM FESTIVAL, AND EMILY
CARR CONTINUING STUDIES



ZERO WASTE

- * DIVERTED 90.9% OF FESTIVAL WASTE AWAY FROM THE LANDFILL, WITH THE HELP OF GREEN CHAIR RECYCLING
- * 613 BICYCLES PARKED AT OUR VALET OVER 2 DAYS
- * 63% OF ATTENDEES WALKED, BIKED, OR USED PUBLIC TRANSIT TO GET TO THE FESTIVAL
- * 2372 PEOPLE USED REUSABLE WATER SOURCES TO DRINK WATER AT OUR WATER WAGON



GRASSROOTS CONNECTION TO NEIGHBOURHOOD

THE ADVOCACY + OUTREACH COMMITTEE PROMOTES THE PROFILE OF POWELL STREET FESTIVAL TO CULTURAL, SOCIAL, POLITICAL AND MAINSTREAM COMMUNITIES.

- * PARTICIPATE IN DOWNTOWN EASTSIDE COMMUNITY-BUILDING EFFORTS.
- * LIAISES WITH OTHER ARTS AND COMMUNITY ORGANIZATIONS TO FOSTER AWARENESS AND PARTNERSHIPS
- * LIAISES WITH LOCAL AND NATIONAL

- JAPANESE CANADIAN CULTURAL AND SOCIAL ORGANIZATIONS
- * WORKS COOPERATIVELY WITH OTHER DOWNTOWN EASTSIDE ORGANIZATIONS TO PROMOTE CHANGE AND SUPPORT TO RENEW THE AREA



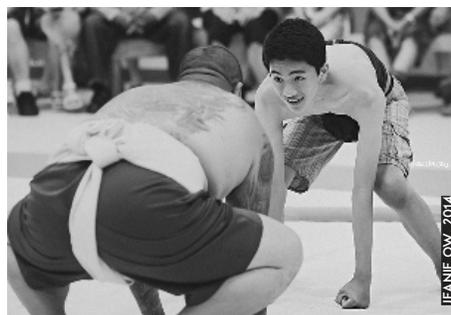
THIS SEASON, OVER 1525 MEALS SERVED THROUGH A.O.C. INITIATIVES



AN ESTIMATED 6130 PEOPLE ENGAGED THROUGH 92 FREE OR ACCESSIBLE OUTREACH EVENTS



EVERY AUGUST, WE PLAY BASEBALL TO HONOUR THE LEGENDARY VANCOUVER ASAHI BASEBALL, A JAPANESE CANADIAN TEAM THAT PLAYED IN THE POWELL STREET AREA FROM 1914 TO 1941. THEIR HOME FIELD WAS OPPENHEIMER PARK.



THE A.O.C. COMMITTEE HOSTS WORKSHOPS IN THE DTES, INCLUDING ART-MAKING, ORIGAMI, + SUMO IN COLLABORATION WITH ORGANIZATIONS SUCH AS OPPENHEIMER PARK, HOMEGROUND, HEART OF THE CITY FESTIVAL, AND WEPRESS COMMUNITY ART SPACE.





JEANIE OW, 2012
**SPATIAL POETICS XI:
SOME MONSTER
2012**



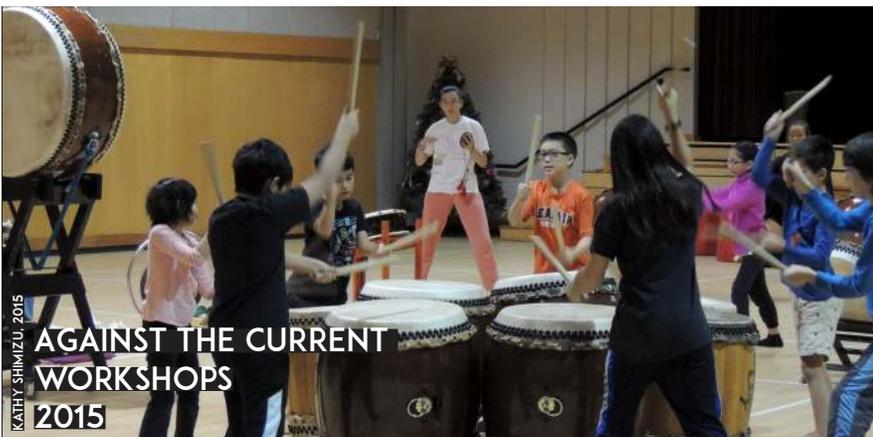
TRACY MOROMISATO, 2018
**WILD SALMON CARAVAN
NINGYO
2018**



JULIA WONG, 2019
**CHILDREN'S SUMO WORKSHOP
2019**



LEANNE DUNIC, 2019
**MARK TAKESHI MCGREGOR AT
HONOLULU FESTIVAL
2019**



KATHY SHIMIZU, 2015
**AGAINST THE CURRENT
WORKSHOPS
2015**

Powell Street Festival Society's programming includes a season of events and partnerships with other organizations throughout the year outside of the Festival. This expansion of programs allows us to collaborate with other organizations, artists and communities that we wouldn't normally have the capacity to during our festival weekend. We are also able to present in other venues and areas of the city and outreach to new audiences.



IMAGE BY BRUCE HUNNERSON, 2017
**SPATIAL POETICS XVI:
KIYO 生き残り
2017**



IMAGE BY SHANNON MILLER, 2018
**SPATIAL POETICS XVII:
ONCE LOST
2018**



VISION

A society enriched and interconnected through Japanese Canadian arts and culture.

MISSION

We cultivate Japanese Canadian arts and culture to connect and empower diverse communities. Our main activity is producing the Powell Street Festival in Vancouver's historic Japanese Canadian neighbourhood, Paueru Gai.

VALUES

Community:

We foster engagement, collaboration and accessibility.

Artistic Excellence:

We cultivate and support artists and cultural producers.

Inclusivity and Diversity:

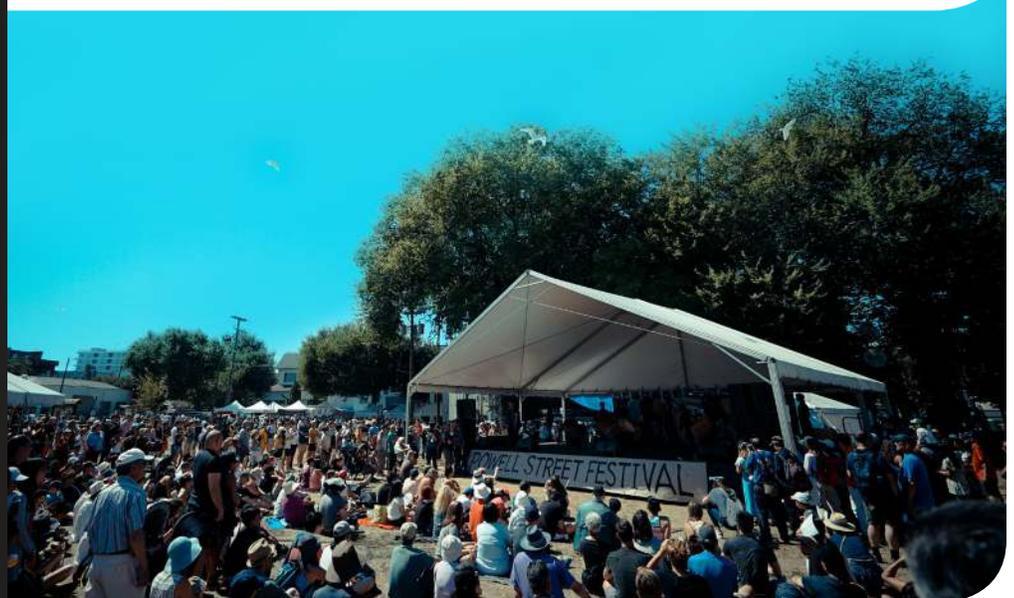
We program events and activities that welcome a wide range of participants, striving towards barrier free experiences.

Heritage:

We honour the location of Paueru Gai and Japanese Canadian history. Through this, we acknowledge a larger narrative of displacement and colonization.

Resilience:

We protect and maintain the financial and operational viability of the organization.



	CONTRIBUTING PARTNER \$300	VOLUNTEER PARTNER \$1,000	COMMUNITY PARTNER \$3,000	PERFORMANCE PARTNER \$5,000	FESTIVAL PARTNER \$10,000	PRESENTING PARTNER \$25,000
LOGO PLACEMENT	<ul style="list-style-type: none"> e-newsletter sign at festival tent 	<ul style="list-style-type: none"> e-newsletter signs x2: large sign in park and festival tent sign 	<ul style="list-style-type: none"> e-newsletter signs x2: large sign in park and festival tent sign 	<ul style="list-style-type: none"> e-newsletter signs x2 poster postcard print ads (where space permits) 	<ul style="list-style-type: none"> e-newsletter signs x2 poster postcard print ads (where space permits) transit shelter advertisement 	<ul style="list-style-type: none"> e-newsletter signs x2 poster postcard print ads (where space permits) transit shelter advertisement
WEBSITE PRESENCE		<ul style="list-style-type: none"> logo on website 	<ul style="list-style-type: none"> logo on website 	<ul style="list-style-type: none"> logo on website 	<ul style="list-style-type: none"> featured post on our website's news feed logo on website 	<ul style="list-style-type: none"> featured post on news feed logo on website slider on website up for negotiation
FESTIVAL PROGRAM		<ul style="list-style-type: none"> logo in program 	<ul style="list-style-type: none"> logo in program 1/6 pg b&w ad 	<ul style="list-style-type: none"> logo in program 1/4 pg b&w ad 	<ul style="list-style-type: none"> logo in program 1/2 pg b&w ad 	<ul style="list-style-type: none"> logo in program full pg b&w ad
SOCIAL MEDIA			<ul style="list-style-type: none"> group social media 	<ul style="list-style-type: none"> group social media 	<ul style="list-style-type: none"> individual social media 	<ul style="list-style-type: none"> individual social media
ANNOUNCEMENTS				<ul style="list-style-type: none"> emcee announcement 	<ul style="list-style-type: none"> emcee announcement 	<ul style="list-style-type: none"> opening ceremony speech
TO BE NEGOTIATED						<ul style="list-style-type: none"> booth space exclusive festival or street stage naming rights

ALL SPONSORSHIP BENEFITS ARE UP FOR NEGOTIATION. WE WANT TO CREATE A PARTNERSHIP THAT SUITS YOUR UNIQUE NEEDS.

Sponsor Benefit	Reach	Sponsor Benefit	Reach
<ul style="list-style-type: none"> e-newsletter 	373 subscribers	<ul style="list-style-type: none"> print advertisements 	3,642,000 distro, up to
<ul style="list-style-type: none"> signage 	16,155 attendees, up to	<ul style="list-style-type: none"> website 	128,235 pageviews over 1 yr
<ul style="list-style-type: none"> festival program 	15,000 distribution	<ul style="list-style-type: none"> social media 	393,965 social media reach
<ul style="list-style-type: none"> poster + postcard 	3550 posted; 3500 distributed	<ul style="list-style-type: none"> announcements 	6,439 attendees, up to
<ul style="list-style-type: none"> transit shelter ad 	1,893,918 circulation	<ul style="list-style-type: none"> booth space 	16,155 attendees, up to

