



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, 1982



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



XINYUE LIU, 2020

WE ALSO PRODUCE AN ANNUAL
SEASON OF CULTURAL +
ARTISTIC PROGRAMMING



SHANNON MILLER, 2017



KRISTIN FUCHIHARA, 2016



HAMMER, 2018



TRACY MOROMISATO, 2019

THE 45TH CELEBRATION
WILL TAKE PLACE
OVER THE BC DAY
LONGWEEKEND



DIVERSE MULTI-GENERATIONAL AUDIENCE

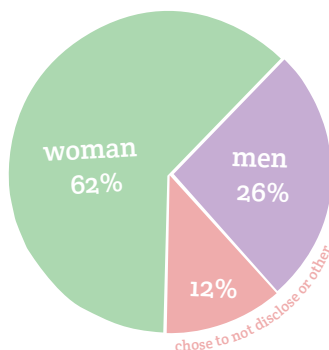
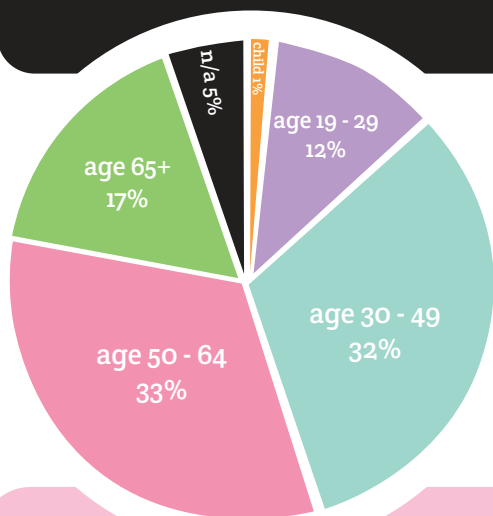
IN 2020 **649** HOUSEHOLDS

VIEWED THE ONLINE TELETHON.

COLLECTIVELY, THE TELTHON WAS
STREAMED FOR 73.7K MINUTES.

- 34 PERFORMERS + ENTERTAINERS
- 88 MINUTES OF PROGRAMMING

Powell Street
Festival telethon
viewers identified
as...



44%

identify as
members of the

Japanese
Canadian
community

20%

identify as of

mixed
heritage



53% earn over
\$40,000 per year



21% earn \$90,000 +



10% earn \$20-40,000



6% earn \$20,000 or less

87% attended

college  or university



ARTISTS ENRICHING COMMUNITIES



MCGREGOR-VERDEJO DUO



TETSURO SHIGEMATSU



ONIBANA TAIKO



CAROLYN NAKAGAWA + LAURA FUKUMOTO



KISYUU



COMPANY 605



KAYA KURTZ



ARETHA AOIKI



DE COUTO/SAY/ARAI ORGAN TRIO



BANANA BREAD



VANCOUVER TAIKO SOCIETY



YURIE HOYOYON



SHION SKYE CARTER



WE PAID
94 ARTISTS
IN 2020.



NIKKEI NATIONAL MUSEUM



THE DEEP COVE



RIOT 360



VANCOUVER OKINAAWA TAIKO



CLALA DANCE PROJECT



JEFF CHIBA STERNS

THE PAUERU GAI DIALOGUES

The Paueru Gai Dialogues is a new series of 9 online events featuring BIPOC artists and activists as they share their perspectives on current social issues. The project intends to inspire civic engagement and community building during the disruption of the enduring pandemic.

Paueru Gai Dialogues, 2021



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



IN 2020, WE DISTRIBUTED
OVER 1,750 CARE PACKAGES

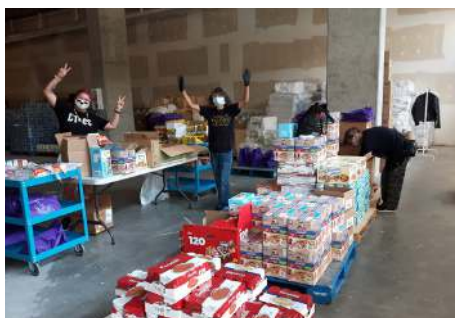


KRISTIN FUCHIHARA, 2016

THANKS TO OUR TELETHON DONORS,
WE HAVE RAISED \$64,389 TO
LAUNCH THE POWELLSTFEST
COMMUNITY KITCHEN PROGRAM

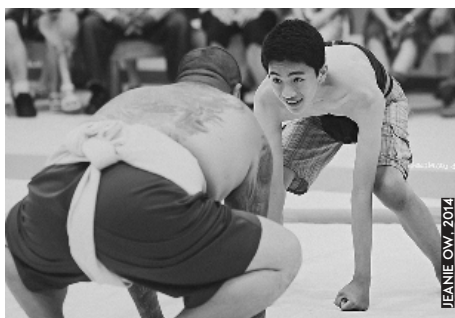


KRISTIN FUCHIHARA, 2016



LENEE SON, 2018

OUR WEEKLY MEALS BUILDS
COMMUNITY BY CREATING NEW JOB
OPPORTUNITIES, AND A SPACE WHERE
NEW SKILLS ARE LEARNED



JEANIE OW, 2014

WE'VE ALSO PARTNERED WITH
OTHER COMMUNITY PROGRAMS
AND HAVE CONTRIBUTED BY
CREATING ORIGAMI PROMPTS

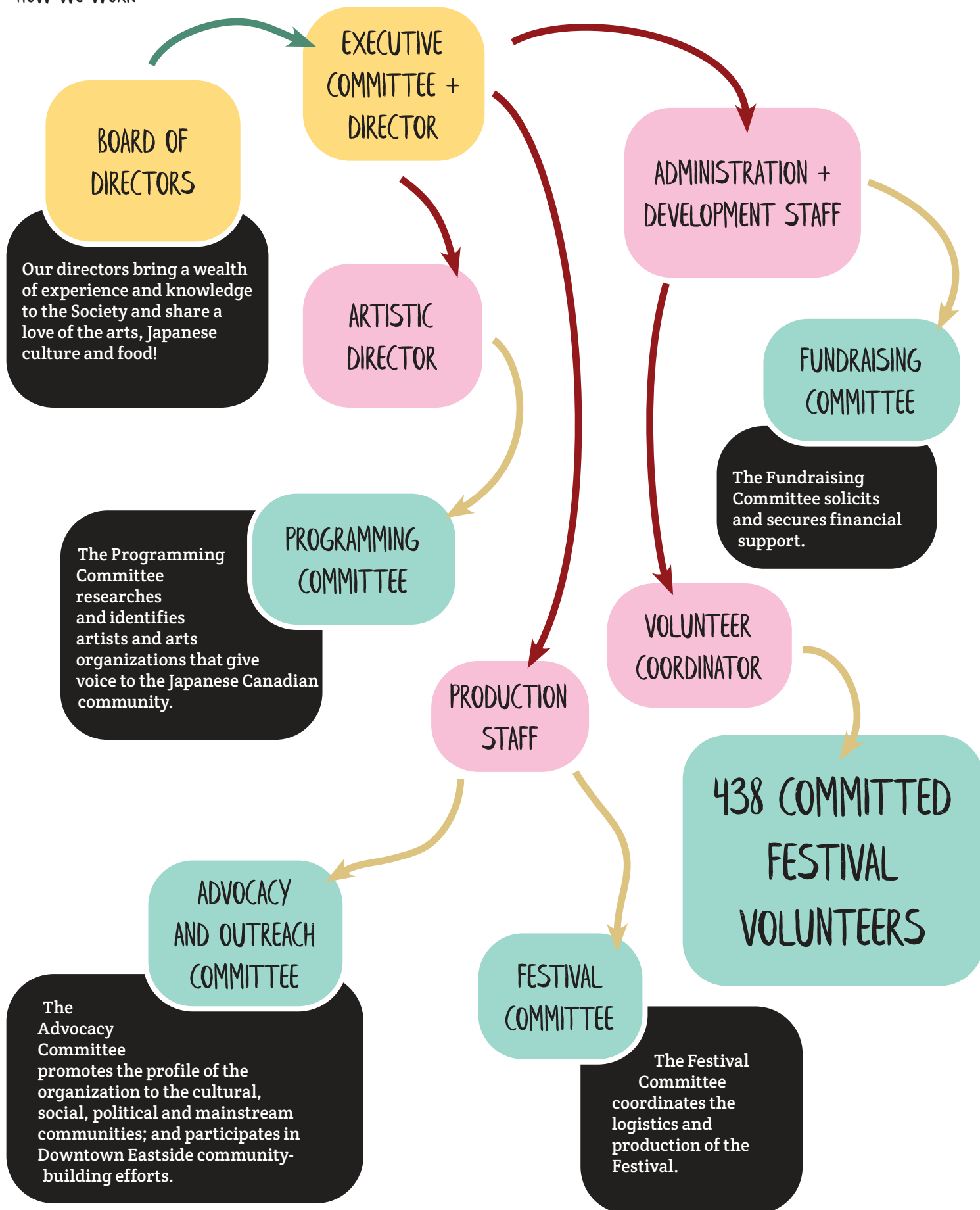




Powell Street Festival Society's programming includes a season of events and partnerships with other organizations throughout the year outside of the Festival. This expansion of programs allows us to collaborate with other organizations, artists and communities that we wouldn't normally have the capacity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



HOW WE WORK



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	✉ group social media x 2	fb individual social media post	fb individual social media post	fb individual social media post	fb individual social media post 🖼 poster 🚌 transit shelter advertisement	fb individual social media post 🖼 poster 🚌 transit shelter advertisement
E-NEWSLETTER	✉ name listed in e-newsletter	✉ name listed in e-newsletter	✉ logo in e-newsletter	✉ logo in e-newsletter	✉ logo in e-newsletter	✉ logo in e-newsletter 🖼 slider on website up for negotiation
WEBSITE	🖼 name listed on website	🖼 name listed on website	🖼 logo on website	🖼 logo on website	🖼 logo on website	🖼 logo on website 🖼 featured post on news feed 🖼 slider on website up for negotiation
PROGRAM		📄 name listed in program	📄 logo in program 📄 1/6 pg b&w ad	📄 logo in program 📄 1/4 pg b&w ad	📄 logo in program 📄 1/2 pg b&w ad	📄 logo in program 📄 full pg b&w ad
ANNOUNCEMENTS			💬 emcee announcement	💬 emcee announcement	💬 emcee announcement	💬 opening speech
TO BE NEGOTIATED					exclusive web or print acknowledgement	exclusive web or print acknowledgement

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

Sponsor Benefit

Reach

Sponsor Benefit

Reach

- ✉ e-newsletter1588 subscribers
- 🖼 website128,235 pageviews over 1 yr
- fb social media393,965 social media reach
- 📄 festival program15,000 distribution

- 🖼 poster1000 posted
- 🗨 print advertisements3,642,000 distro, up to
- 🚌 transit shelter ad1,893,918 circulation

