



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 ENGAGEMENT
2. ARTISTIC EXCELLENCE
3. ACCESSIBILITY
4. HERITAGE
5. FINANCIAL SUSTAINABILITY



UNKNOWN PHOTOGRAPHER, 2012



PEAK PHOTOGRAPHY, 2013



JEANIE OW, 2014



JEANIE OW, 2014



LUCAS LAU, 2016

WE ALSO PRODUCE AN ANNUAL
SEASON OF CULTURAL AND ARTISTIC
PROGRAMMING, INCLUDING
SPATIAL POETICS:
AN ANNUAL EVENING OF EXPERIMENTAL
PERFORMANCE PIECES, FOUNDED IN 2001.



LUCAS LAU, 2016



NOAH PHOTOGRAPHY, 2016



KRISTIN FUCHIHARA, 2016



SHANNON MILLER, 2017

THE 42ND ANNUAL
FESTIVAL IS ON
AUGUST 4+5, 2018



DIVERSE MULTI-GENERATIONAL AUDIENCE

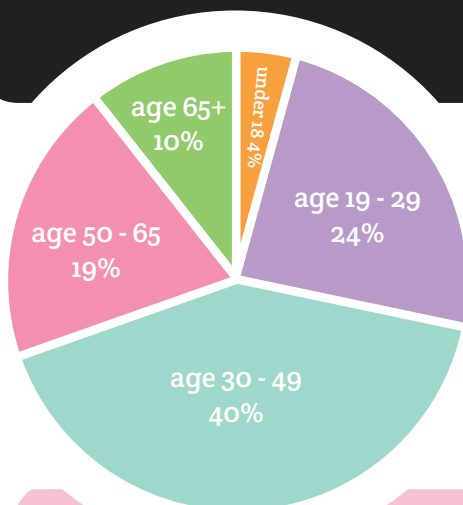
IN 2017 **17,242** PEOPLE

ATTENDED THE FESTIVAL

5658 ATTENDED OTHER PSFS EVENTS

70,000 REACHED OUR WEBSITE +
48,600 ON SOCIAL MEDIA

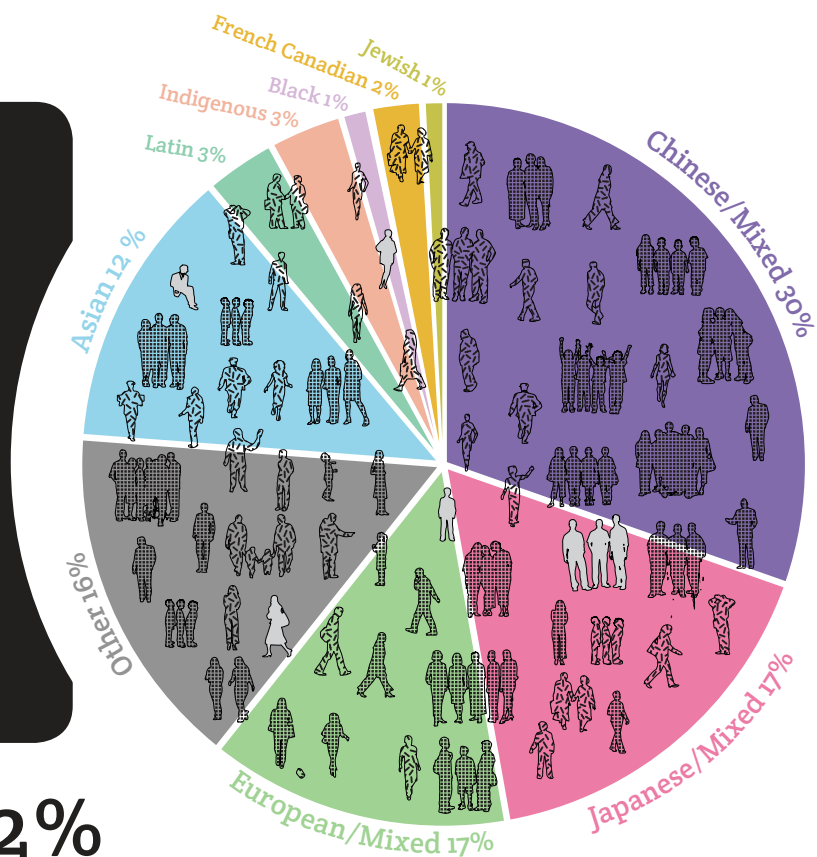
551 MEMBERS + 281 VOLUNTEERS



22%

identify as
members of the

**Japanese Canadian
community**



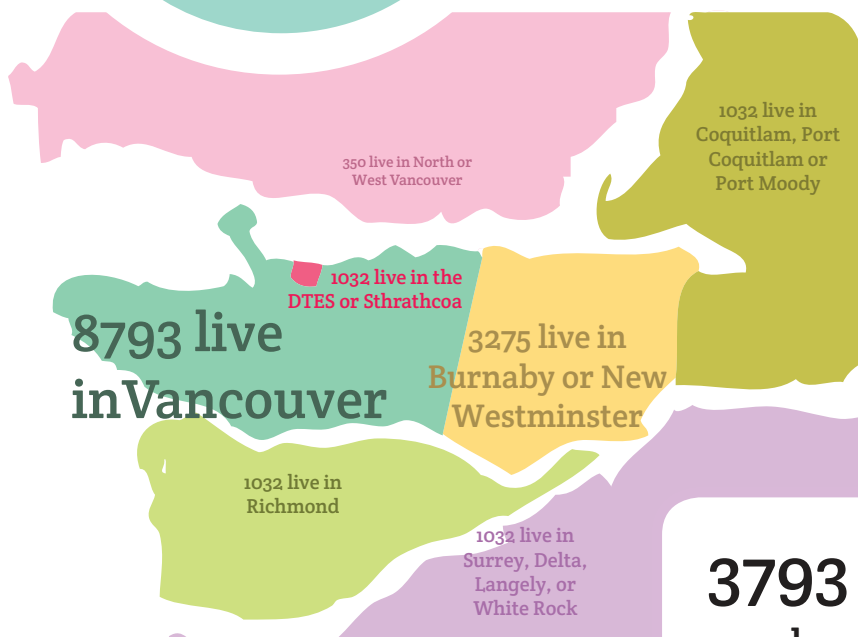
women 53%



men 41%



chose to not disclose 6%



**41% earn over
\$40,000 per year**



14% earn \$90,000 +



8% earn \$20-40,000



8% earn \$20,000 -



**81% attended
college or university**

3793 primarily
speak a language
other than English

including
1724
Japanese speakers

こんにちは



ARTISTS ENRICHING COMMUNITIES



KATIE MALIA



GEORGE + NORIKO



TATSUYA NAKATANI



JOY KOGAWA



JODAIKO



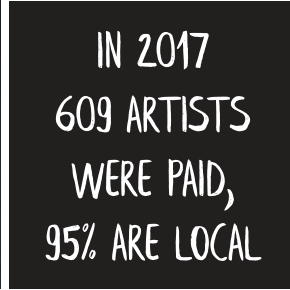
MIYAMA MCQUEEN TOKITA



BERNIE ARAI



DIYET



DAVID SUZUKI



GRMLN



KOKORO DANCE



AGAINST THE CURRENT



RACHEL KIYO IWASA



KYTAMI

THE DESIGN COMPETITION



The Design Competition, in partnership with Revery Architects and Abaton Projects challenges students to design interactive structures for the Powell Street Festival. Entrants are asked to consider civic engagement, cultural relevance, environmental sustainability and practical design limitations in their proposals. In 2016, The Koinobori was an interactive installation inspired by traditional carp streamers. In 2017, Macro Maki invited festival goers to don pillow-sized sushi costumes and stage photographs on a stage designed as an oversized wooden sushi tray. Sponsored by Hapa Collaborative, PFS Studio, the Haebler Group, WSP, AME Group, Heatherbrae, RDH Building Science, LMDG Building Code Consultants, AES, Stantec and supported by BCIT, University of British Columbia, Abaton Projects, & Revery Architects.



25 UNIQUE JAPANESE FOOD VENDORS



36 CRAFT + MARKETPLACE VENDORS

LOTTERY



\$12,000 RAISED IN 2017
2775 TICKETS SOLD

SPONSORED BY JAPAN AIRLINES + HAPA IZAKAYA!

CHILDREN'S ACTIVITIES

SUPPORTED BY 4CATS,
OPUS ART SUPPLIES,
DAISO, + FRESHPOINT.



ZERO WASTE

- * BINNERS PROJECT SEPARATED BOTTLES + CANS FOR SMALL ENTERPRISE AND WASTE REDUCTION
- * 598 BICYCLES PARKED AT OUR VALET OVER 2 DAYS
- * 60% OF ATTENDEES WALKED, BIKED, OR USED PUBLIC TRANSIT TO GET TO THE FESTIVAL
- * 2228 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
620 MEALS SERVED
THROUGH A.O.C. INITIATIVES



KRISTIN FUCHIHARA, 2016

AN ESTIMATED
1016 PEOPLE ENGAGED
THROUGH 17 FREE AND ACCESSIBLE
WORKSHOPS + EVENTS

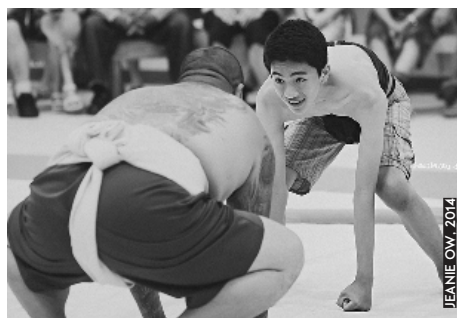


KRISTIN FUCHIHARA, 2016



KRISTIN FUCHIHARA, 2016

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.



JEANIE OW, 2014

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.



	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	✉ e-newsletter 📍 sign at festival tent	✉ e-newsletter 📍 signs x2: large sign in park and festival tent sign	✉ e-newsletter 📍 signs x2: large sign in park and festival tent sign	✉ e-newsletter 📍 signs x2 🖨 poster 🖨 postcard 🌟 print ads (where space permits)	✉ e-newsletter 📍 signs x2 🖨 poster 🖨 postcard 🌟 print ads (where space permits) 🚊 transit shelter advertisement	✉ e-newsletter 📍 signs x2 🖨 poster 🖨 postcard 🌟 print ads (where space permits) 🚊 transit shelter advertisement
WEBSITE PRESENCE		🖨 logo on website	🖨 logo on website	🖨 logo on website	🖨 featured post on our website's news feed 🖨 logo on website	🖨 featured post on news feed 🖨 logo on website 🖨 slider on website up for negotiation
FESTIVAL PROGRAM		📺 logo 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
SOCIAL MEDIA			📘 group social media	📘 group social media	📘 individual social media	📘 individual social media
ANNOUNCEMENTS				💬 emcee announcement	💬 emcee announcement	💬 opening ceremony speech
TO BE NEGOTIATED						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
✉ e-newsletter	345 subscribers	🌟 print advertisements	3,642,000 distro, up to
📍 signage	17,500 attendees, up to	🖨 website	103,758 pageviews over 1 yr
📺 festival program	15,000 distribution	📘 social media	48,600 social media reach
🖨 poster + postcard	3550 posted; 3500 distributed	💬 announcements	12,023 attendees, up to
🚊 transit shelter ad	1,893,918 circulation	booth space	17,500 attendees, up to

