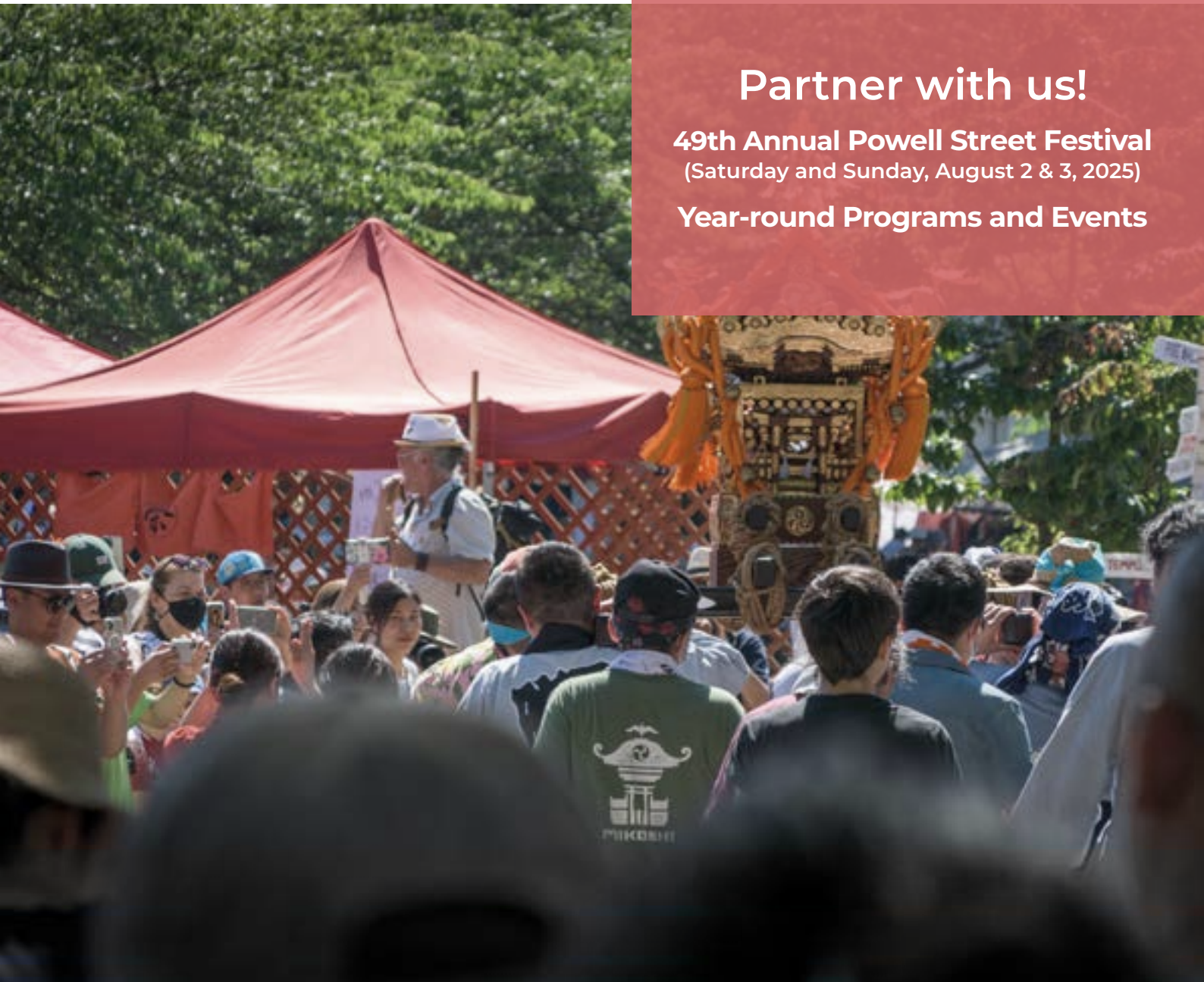


# SPONSORSHIP PACKAGE 2025

Partner with us!

49th Annual Powell Street Festival  
(Saturday and Sunday, August 2 & 3, 2025)

Year-round Programs and Events



powell street festival society  
パウエル祭協会

[www.powellstreetfestival.com/](http://www.powellstreetfestival.com/)



Photo by Andy Chan

Appare Yosakoi Vancouver  
2024 Powell Street Festival

Tanko Bushi Dance  
2024 Powell Street Festival



Photo by Matthew Chun

# ABOUT US

The Powell Street Festival first took place in 1977, and has since expanded to be one of the largest and longest-running community arts festivals in Canada. The Powell Street Festival Society now functions as a non-profit registered charity arts organization based in Vancouver and the Paueru Gai Area — today known as the Downtown Eastside - located on the unceded territories of the Skwxwú7mesh (Squamish), Səlilwətał (Tsleil-Waututh), and xʷməθkʷəy̍əm (Musqueam) Nations.

In addition to the Powell Street Festival, the Society offers year-round programs and collaborates with local, national, and international organizations, artists, and communities to advance equity and well-being for all.



Photo by Matthew Chun

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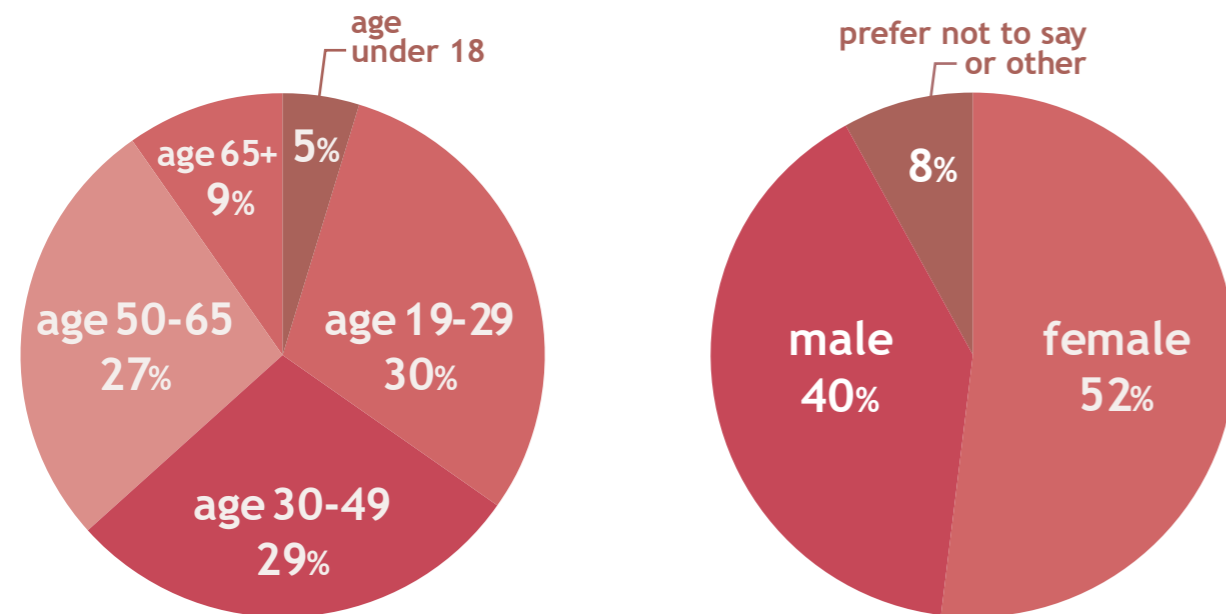
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**BECOME PART OF ONE OF THE  
LARGEST AND LONGEST-RUNNING  
COMMUNITY ARTS FESTIVALS  
IN CANADA!**

# OUR DIVERSE AND ENGAGED COMMUNITY

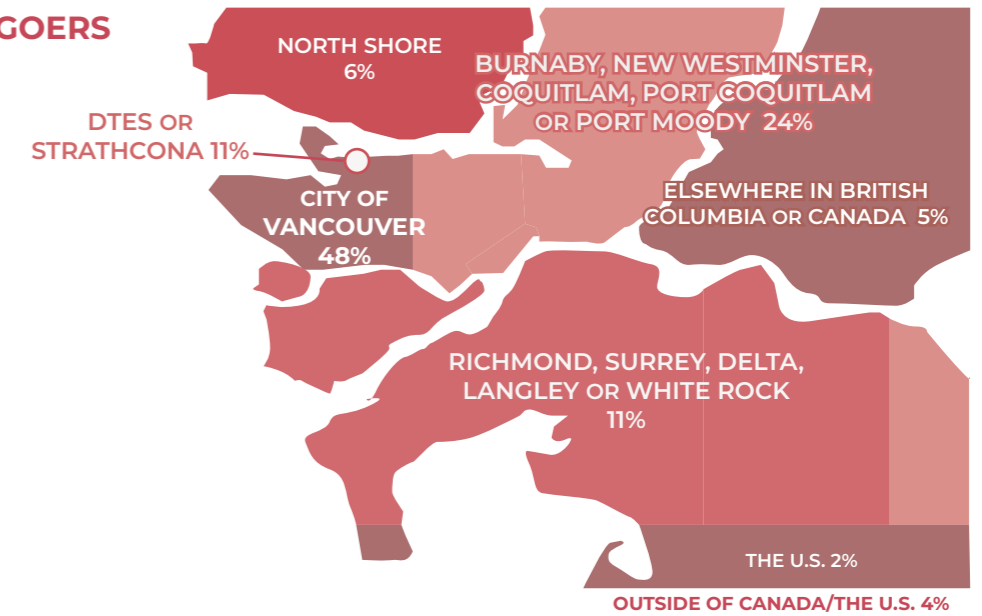
Contribute to outstanding cultural experiences that foster a community of diverse and committed festival-goers. Our festival survey reveals the breadth of our audiences and the reasons people come back year after year.

## OUR FESTIVAL GOERS ARE DIVERSE AND SELF-IDENTIFY AS:

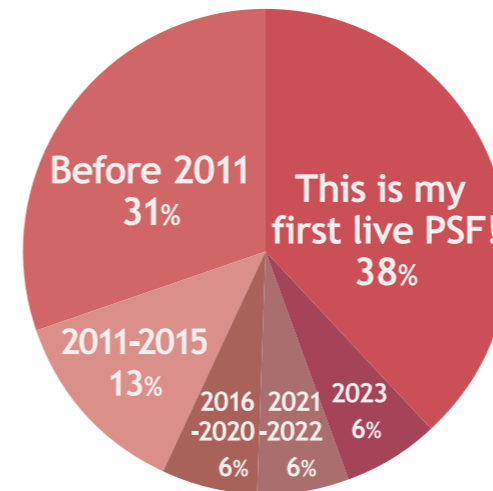


Japanese Southeast Asian Half Japanese  
 Mexican Turkish Taiwanese Italian Canadian British Korean  
 Vietnamese **Mixed Japanese** German  
 Scottish Filipino Indonesian Middle Eastern African Canadian  
 Chinese Hong Kongese European Half Chinese

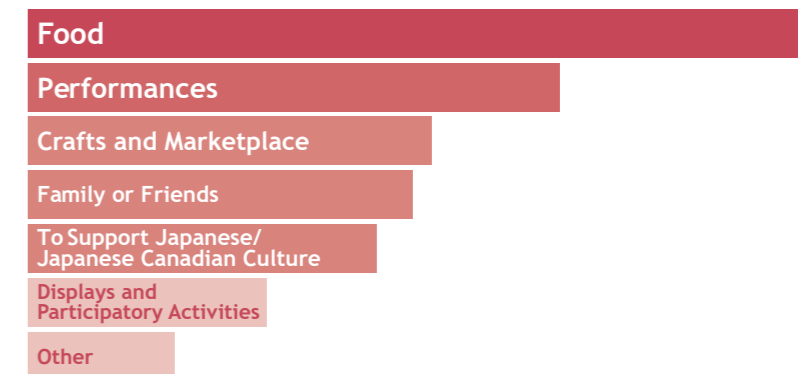
## OUR FESTIVAL GOERS ARE FROM:



## WHEN DID YOU ATTEND YOUR FIRST POWELL STREET FESTIVAL?

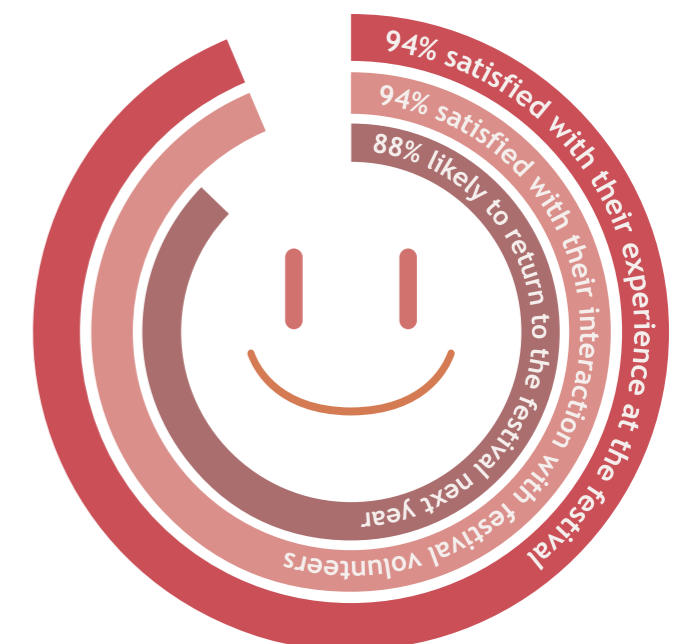


## WHY DID YOU ATTEND THE FESTIVAL?



"ALWAYS ENJOYABLE. EXCEPTIONALLY WELL ORGANIZED AND LOADED WITH INTERESTING, INFORMATIVE, ENGAGING AND FUN CONTENT."  
 -FESTIVAL SURVEY PARTICIPANT (ANONYMOUS)

"ALWAYS A PLEASURE TO ATTEND AND SEE THE WIDE ARRAY OF PERFORMANCES AND FOOD."  
 -FESTIVAL SURVEY PARTICIPANT (ANONYMOUS)



## 2024 HIGHLIGHTS:

- Over 23,000 Festival Attendees
- 90 Programs and Events
- 420 artists from 16 cities
- 387 Volunteers donating 4,891 hours
- \$63,016 invested in social enterprise & neighbourhood job creation



To have the unique opportunity to show the community your support.

## JOIN US AS A SPONSOR

Be a partner in bringing compelling cultural experiences to tens of thousands of people from the Lower Mainland and beyond.

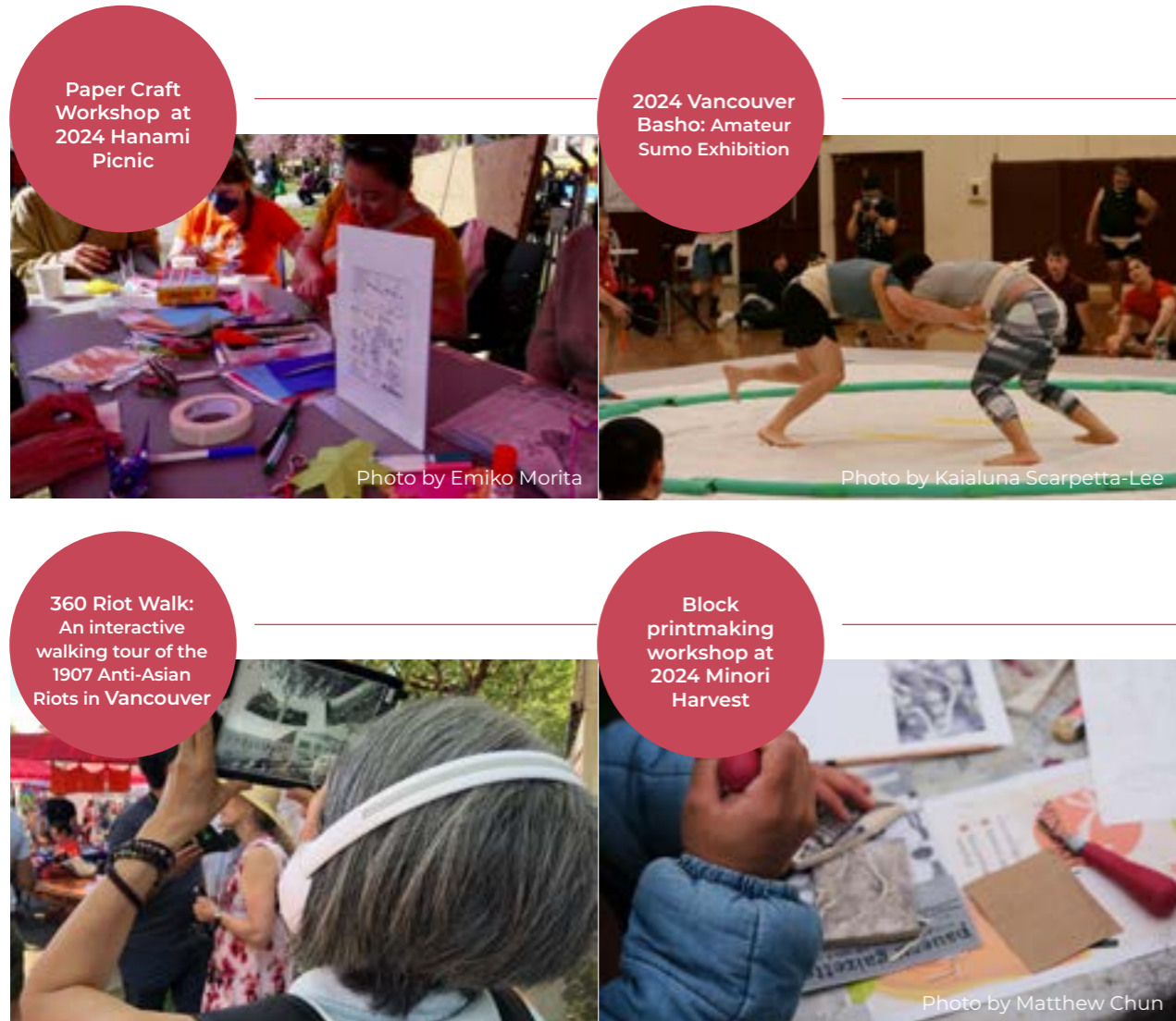
With the support of sponsors, we celebrated with a two-day festival in the historical Paueru Gai (Powell Street) area. For those unable to attend in person, our Festival Connect allowed viewers to enjoy the festival grounds from the comfort of their homes.

Committed to showcasing dynamic and diverse programming, Japanese Canadian and beyond, Powell Street Festival presented an exciting lineup of events and initiatives, including:

- Performances and presentations by local and international professional artists
- Panels, workshops, walking tours, martial arts demonstrations and a sumo tournament
- A Cup-Share program as part of our ZeroWaste Challenge continuing since 2022
- The third Japanese Canadian Youth Cohort: an expenses-paid programme for three Japanese Canadian youth ages 19-29 involving online training, education, festival production residency in Vancouver



# MANY WAYS TO PARTNER WITH US!



## PAST SPONSORS HAVE SUPPORTED:

- Powell Street Festival
- Japanese Canadian Youth Cohort Program (2022-2024)
- Year-round cultural and artistic programs, such as:
  - Sumo Basho: Amateur Sumo Exhibition
  - Paueru Gaizette,
  - 360 Riot Walk Tours
- Community activities, including our blockprinting workshops, omamori (good luck charm) making workshops, and origami (paper craft) workshops in the Downtown Eastside

We invite community and corporate sponsors to support with financial and in-kind contributions. Sponsors receive special benefits depending upon the level of sponsorship. See the sponsorship level page for details.

# THANK YOU TO OUR 2024 SPONSORS



## PERFORMANCE PARTNERS



## COMMUNITY PARTNERS



## VOLUNTEER & CONTRIBUTING PARTNERS

- Hapa Izakaya
- Mint Records
- Guu Izakaya
- Sunrise Soya Foods
- Mikado Enterprises Ltd
- Nikoniko Homecare
- Hebron Shyng, CPA Inc.
- Tom Lee Music
- Oomomo
- Tim Hortons
- Centre A
- Terra Breads
- Pac West Kimono
- Dosanko
- Aiyahno Cafe
- Blim
- Vegan Pudding & Co.
- Nami Studio
- COFU
- Coconama
- Tama Organic Life
- 93 Coffee
- Yama Cafe

## PROMOTIONAL AVENUES

### IN-PRINT

1. Posters
2. Bus Shelter Ads
3. Rack Cards
4. Festival Program

### ONLINE

1. PSFS Website
2. Festival Website
3. Facebook, Instagram

### EVENTS

1. Festival Signages
2. MC Announcement

# SPONSORSHIP LEVELS 2025

## Contributing Partner - \$300 (monetary)

- Name acknowledgement in 3 monthly PSFS newsletters
- Name acknowledgement on PSFS website
- Name acknowledgement in printed Festival program (The Bulletin Magazine)
- Name acknowledgement in online Festival program (PSFS website)
- Logo acknowledgement on signage at Festival or Event

## Community Partner - \$3,000

- Individual social media post x 1 and story x 1
- Name and logo acknowledgement in all monthly PSFS newsletters
- Name and logo acknowledgement listed on PSFS website
- Name and logo acknowledgement, and 1/6 page black and white ad in printed Festival program (The Bulletin Magazine)
- Name and logo acknowledgement, and 1/6 page colour ad in online Festival program (PSFS website)
- Logo acknowledgement on Festival or Event poster
- Name acknowledgement in MC announcement at Festival or Event
- Logo acknowledgement on signage at Festival or Event

## Festival Partner - \$10,000

- Individual social media post x 4
- Name and logo acknowledgement in all monthly PSFS newsletters
- Name and logo acknowledgement, sponsor bio and news post on PSFS website
- Name and logo acknowledgement, and 1/2 page black and white ad in printed Festival program (The Bulletin Magazine)
- Name and logo acknowledgement, and 1/2 page colour ad in online Festival program (PSFS website)
- Logo acknowledgement on transit shelter ad
- Logo acknowledgement on Festival or Event poster
- Name acknowledgement in MC announcement at Festival or Event
- Logo acknowledgement on signage at Festival or Event

## Volunteer Partner - \$1,000

- Individual social media post x 1
- Name acknowledgement in 3 monthly PSFS newsletters
- Name acknowledgement on PSFS website
- Name acknowledgement in printed Festival program (The Bulletin Magazine)
- Name acknowledgement in online Festival program (PSFS website)
- Logo acknowledgement on signage at Festival or Event

## Performance Partner - \$5,000

- Individual social media post x 2
- Name and logo acknowledgement in all monthly PSFS newsletters
- Name and logo acknowledgement, and sponsor bio on PSFS website
- Name and logo acknowledgement, and 1/4 page black and white ad in printed Festival program (The Bulletin Magazine)
- Name and logo acknowledgement, and 1/4 page colour ad in online Festival program (PSFS website)
- Logo acknowledgement on transit shelter ad
- Logo acknowledgement on Festival or Event poster
- Name acknowledgement in MC announcement at Festival or Event
- Logo acknowledgement on signage at Festival or Event

## Presenting Partner - \$25,000

- Individual social media post x 4
- Name and logo acknowledgement in all monthly PSFS newsletters
- Name and logo acknowledgement, sponsor bio, news post and slider (to be negotiated) on PSFS website
- Name and logo acknowledgement, and full page black and white ad in printed Festival program (The Bulletin Magazine)
- Name and logo acknowledgement, and full page colour ad in online Festival program (PSFS website)
- Logo acknowledgement on transit shelter ad
- Logo acknowledgement on Festival or Event poster
- Name acknowledgement in MC announcement at Festival or Event
- Logo acknowledgement on signage at Festival or Event

Category	Benefit	Contributing Partner	Volunteer Partner	Community Partner	Performance Partner	Festival Partner	Presenting Partner
		\$300	\$1,000	\$3,000	\$5,000	\$10,000	\$25,000
Social Media Post	Individual Post x 1		✓				
	Individual Post x 1, Story x 1			✓			
	Individual Post x 2				✓		
	Individual Post x 4					✓	✓
Monthly Newsletter (1,900 subscribers)	Name Acknowledgement (Three Issues)	✓	✓	✓	✓	✓	✓
	Logo Acknowledgement (All Issues)			✓	✓	✓	✓
Website	Name Acknowledgement	✓	✓	✓	✓	✓	✓
	Logo Acknowledgement			✓	✓	✓	✓
	Sponsor Bio and Link				✓	✓	✓
	News Post					✓	✓
	Slider on Homepage (to be negotiated)						✓
Annual Printed Festival Program (The Bulletin Magazine; 4,151 subscribers, 25,000 distributed during festival)	Name Acknowledgement	✓	✓	✓	✓	✓	✓
	Logo Acknowledgement			✓	✓	✓	✓
	1/6 Width Colour Ad and Link			✓			
	1/4 Width Colour Ad and Link				✓		
	1/2 Width Colour Ad and Link					✓	
Annual Online Festival Program (Website)	Full Width Colour Ad and Link						✓
	Name Acknowledgement	✓	✓	✓	✓	✓	✓
	Logo Acknowledgement			✓	✓	✓	✓
	1/6 Page Colour Ad			✓			
	1/4 Page Colour Ad				✓		
Transit Shelter Ad (6,362,331 total circulation over 2024 Festival period)	1/2 Page Colour Ad					✓	
	Full Page Colour Ad						✓
	Logo Acknowledgement				✓	✓	✓
Festival or Event Poster (3,000 posted during Festival)	Logo Acknowledgement			✓	✓	✓	✓
	Name Acknowledgement in MC Announcement			✓	✓	✓	✓
Festival or Event Presence	Logo Acknowledgement on Signage	✓	✓	✓	✓	✓	✓

Additional details and customization are available on request. We want to create a partnership that suits your unique needs.



This document provides an initial insight into how your sponsorship of the Powell Street Festival Society could take shape.

We would love to meet with you to further discuss your marketing and sponsorship goals.

## **POWELL STREET FESTIVAL SOCIETY**

111 W Hastings St #410  
Vancouver, BC  
V6B 1H4

## **GET IN TOUCH**

604-739-9388

[www.powellstreetfestival.com](http://www.powellstreetfestival.com)

[info@powellstreetfestival.com](mailto:info@powellstreetfestival.com)

@powellstfest



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