

## 2017 Joy of Sake Sponsorship Information

Over the last seventeen years The Joy of Sake has introduced over thousands of people to the pleasures of the sake cup. The combination of competition-level sake in peak condition, delicious appetizers from top chefs and live entertainment draws big crowds every year. For the public, it's a once-a-year chance to experience the wonderful variety of sake being made today. And for importers and distributors it's ideal for showcasing new labels to a receptive crowd of sake enthusiasts across a wide demographic.

Many of the most knowledgeable sake experts in the U.S. work in the industry as brewers, importers and distributors. At The Joy of Sake they share this expertise with visitors at their tasting booths, helping The Joy of Sake, a non-profit organization, to fulfill its educational mission. Proceeds from sponsorship fees and from entry fees in the U.S. National Sake Appraisal are used to support sake tastings and seminars throughout the year.

The following sponsorship packages are available in 2017. Exclusive custom sponsorship packages with greater benefits are available. For further information please e-mail Jan Nagano at: [jan@joyofsake.com](mailto:jan@joyofsake.com) or call (808) 381-8100.

### Gold Sponsor—Three Events \$2500

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#### Sponsorship benefits

- ◆ One 8-ft display table w/back table in Honolulu, New York and Tokyo
- ◆ Logo display in Joy of Sake program
- ◆ Four complimentary tickets to The Joy of Sake in each city (total twelve)
- ◆ Discount (25%) on advertising in program

### Silver Sponsor—Two Events \$1800

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#### Sponsorship benefits

- ◆ One 8-ft display table w/back table in both Honolulu and New York
- ◆ Logo display in Joy of Sake program
- ◆ Four complimentary tickets to The Joy of Sake in each city (total eight)
- ◆ Discount (25%) on advertising in program

### Contributing Sponsor—One Event \$1000

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#### Sponsorship benefits

- ◆ One 8-ft display table w/back table in either Honolulu or New York
  - ◆ Logo display in Joy of Sake program
  - ◆ Two complimentary tickets to The Joy of Sake in one city
- Note: For additional 6-ft display table in one city add \$300.

## 2017 Joy of Sake Sponsorship Information

Please complete the information below.

<b>Company Name</b> _____ <b>Contact Person</b> _____ <b>Telephone No.</b> _____ <b>Fax No.</b> _____ <b>Email Address</b> _____	<input type="checkbox"/> <b>Gold</b> (\$2500) Honolulu + New York + Tokyo	
	<input type="checkbox"/> <b>Silver</b> (\$1800) Honolulu + New York	
	<input type="checkbox"/> <b>Contributing</b> (\$1000) <input type="checkbox"/> Extra Table (\$300)	Please choose city <input type="checkbox"/> <b>Honolulu</b> <input type="checkbox"/> <b>New York</b>
	<b>Advertising</b> <input type="checkbox"/> <b>Cover Position</b> (\$800) <input type="checkbox"/> <b>Inside Page</b> (\$600) <input type="checkbox"/> <b>1/2 Page</b> (\$400)	Please choose city <input type="checkbox"/> <b>Honolulu</b> <input type="checkbox"/> <b>New York</b> <input type="checkbox"/> <b>Tokyo</b>
	<b>Total</b>	\$ _____

**Fax to: 808-739-1000**

Please mail sponsorship fees to:

The Joy of Sake 1144 Tenth Avenue, Suite 430 Honolulu, HI 96816 USA
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Please return application form by June 30, 2017.

For more information on Joy of Sake sponsorship, or to request credit card payment, please email [info@joyofsake.com](mailto:info@joyofsake.com) or fax (808) 739-1000.