



**2006 Japanese American National
Bowling Association Tournament**



Dear Potential Corporate Sponsor,

The **Sacramento Nisei Bowling Association** (SNBA) will be hosting the Japanese American National Bowling Association (JANBA) Bowling Tournament in March 2006. This annual event, now in its 32nd year, has historically attracted approximately **1000 bowlers** from across the Western United States and Hawaii, and will welcome bowlers from Japan in 2006! The tournament site alternates annually between 9 cities in the Western United States, and the SNBA is proud to be the host for 2006!

Established over 50 years ago, the SNBA maintains a Sacramento-area membership of over 400 people. The SNBA is a local non-profit organization dedicated to bringing together members and friends of the Japanese-American community in the sport of bowling, and in serving its local community.

JANBA 2006 is a weeklong bowling tournament, scheduled for March 5 through March 11, 2006. During this week, bowlers participate in up to 6 different events, with a different event held each day.

The tournament represents a unique opportunity for businesses on both local and global levels. Local businesses can benefit from the influx of people during the week of the tournament, and businesses on a global level can reap ongoing benefits of the exposure gained throughout that week and beyond.

I would like to share with you the opportunities that are associated with **JANBA 2006**. The attachment represents some very basic corporate sponsorship guidelines that we've established, but more "personalized" arrangements can always be made to suit your particular needs.

I look forward to discussing these opportunities with you in the very near future. I thank you in advance for your consideration.

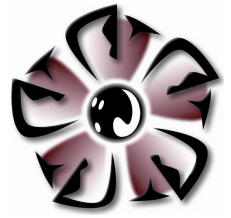
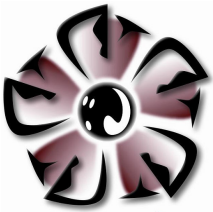
Best regards,

Ron Ishimoto
President
Sacramento Nisei Bowling Association
(916) 427-6828
e-mail: janba2006@sacnisei.com

JANBA 2006 Corporate Sponsorship “a la carte” Menu

Menu Item	Description	Sponsorship amount
<i>Advertisement space in the tournament booklet</i>	Each participant receives a booklet. The booklet is a high-quality, perfect-bound publication that has in it letters from local dignitaries, the entire tournament schedule, tournament history (past winners, etc.), committee photos, last year’s champions photos, advertisements).	Please refer to advertising contract
<i>Company brochure or flyer inserted in the tournament goodie bags</i>	Brochures must be provided. Each participant receives a “goodie bag”. The goodie bags are stuffed with giveaway items, local business advertisements and coupons, local area attraction information, etc.	\$100.00 (fee may be waived with value of item)
<i>Corporate logo published in tournament entry mailers</i>	Approximately 200 individual mailers (tournament invitations and entry forms) are sent to past participants. 500 bulk mailers will also be sent to bowling associations for distribution. Mailed in October 2005.	\$200.00
<i>Corporate logo published in tournament schedule</i>	Approximately 200 individual mailers will be sent to the individuals who submit tournament entries (a single entry can represent many bowlers). Mailed in February 2006.	\$200.00
<i>Space to display a corporate banner at the tournament Mixer</i>	Banner must be provided. The Mixer will be held on Monday, March 6 at the Holiday Inn. Expect 250-400 attendees.	\$300.00
<i>Website link</i>	Website links will be placed on a “Corporate Sponsors” page of the SNBA/JANBA 2006 website (which will go live in June 2005). Links will remain active from June 2005 through August 2006 (extensions available).	\$1000.00
<i>Space to display a corporate banner at the tournament site</i>	Banner must be provided (please call to discuss acceptable sizing); will be displayed throughout the 7 days of the tournament. A strong opportunity, as participants will enter the bowling repeatedly each day, over a 7-day period.	\$1500.00





ADVERTISING APPLICATION

Advertiser: _____ Date: _____
 Contact: _____ Phone: (____) _____
 Address: _____ e-mail: _____
 City: _____ State: _____ Zip: _____
 Type of business (for index): _____
 JANBA Sales Representative: _____

AD SIZES AND RATES

Size	Dimensions	Rate
Full Page	7-1/2" W X 10" H	\$200.00
1/2 Page	7-1/2" W X 5" H	\$125.00
1/4 Page	3-3/4" W X 2-1/2" H	\$75.00
1/8 Page	3-3/4" W X 1-1/4" H	\$65.00
Professional Listing	Name & Address (6 lines)	\$35.00

Special Instructions:

Payments Due With Order Form

Ad Size: _____
 Ad Cost: _____
 Amount Paid: _____

TERMS

1. ALL ARTWORK SUBMITTED: MUST BE SIZED & CAMERA-READY (BLACK & WHITE ONLY)
ELECTRONIC FILES CAN BE SUBMITTED ON CD OR E-MAILED TO hsunahara@comcast.net Acceptable file formats: eps, pdf, ps (files to large for e-mail should be sent on CD). Artwork submitted without special instructions will be set up with existing materials.
2. Contract and artwork must be received by December 30, 2005.
3. The Advertiser, and the Contact as listed above, authorizes the insertion of an advertisement on our behalf in the 2006 JANBA Booklet. The Advertiser will indemnify the Japanese American National Bowling Association and its agents against any claims resulting from unauthorized use of names, photos, sketches, artworks, trademarks, labels, or works in this advertisement.
4. This contract embodies the entire understanding and is not subject to cancellation.
5. Checks must accompany all advertising orders. MAKE CHECKS PAYABLE TO: SNBA

SEND APPLICATION, PAYMENT AND ARTWORK TO:

Heather Sunahara
 1220 Rose Tree Way
 Sacramento, Ca. 95831
 (916) 391-7157

Submit white copy with payment
 Pink copy retained by advertiser