



**J-POP
SUMMIT
FESTIVAL
2011**



**8.27 & 28 11AM-6PM
JAPANTOWN, SAN FRANCISCO**

J-POP SUMMIT FESTIVAL 2011

- The J-POP SUMMIT Festival made its debut in August, 2009 as the latest addition to San Francisco and its Japantown's celebrations. As an advocate of Japanese pop culture, NEW PEOPLE promotes cross-cultural exchange and fruition of collaborative ideas. By incorporating fresh content from Japan and encouraging involvement of local talent and businesses, the festival becomes a giant platform for "hybrid culture" to be born from its unique mixture. We invite all global thinkers ("new people") to add to our festival, and in enriching our world community.
- Dates: August 27th (Sat) & 28th (Sun)
- Expected Attendance: 60,000 in two days
- Produced by J-POP Summit Festival (NPO) and NEW PEOPLE
- Main theme: "FASHION, MUSIC & TECHNOLOGY"
 - ✓ Featuring Virtual Idol HATSUNE MIKU and Vocaloid Conference
 - ✓ Japanese film and Anime Premieres
 - ✓ J-POP Fashion Show - Gothic and Lolita, Seifuku (school uniforms) , Sou Sou and more!



J-POP SUMMIT FESTIVAL 2009

- Date: August 15th, 2009
- Attendance: 35,000+

<Films>

- Red Carpet Premiere of "20th Century Boys" with appearance by starring actress Takako Tokiwa

<Art>

- Art Exhibit "DEVA LOKA USA" and Autograph Session by artist Yoshitaka Amano
- Live Painting Performance by artist Yuichi Yokoyama

<Music>

- "Girls Rock Explosion" Outdoor Concert

<Fashion>

- Gothic and Lolita Fashion Show
- Harajuku Fashion Makeover Contest

<Food>

- Gourmet Food Court

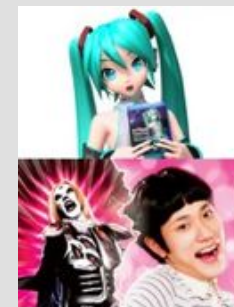


J-POP SUMMIT FESTIVAL 2010

- Date: September 18th, 2010
- Attendance: 40,000+

<Films>

- Hatsune Miku Film Concert U.S Premiere
- "Detroit Metal City" U.S.Premiere
- Howls Moving Castle Outdoor Screening



<Art>

- Discussion and Autograph session by Mori Chack, creator of popular character "GLOOMY BEAR"
- Art Exhibition "Grateful RED" by Ken Hamazaki
- Graffiti Art Silent Auction featuring Estria
- Street Art Fair - Artist Village

<Fashion & Music>

- Lolita Tea Party
- "Girls Rock Explosion"
- Gothic Fashion Contest
- Harajuku Fashion Talk
- SOU SOU Biker Show

<Food>

- Pocky Eating Contest
- Shochu Tasting Event
- Gourmet Food Court

<Game>

- SEGA Experience



NEW PEOPLE = J-POP Culture Hub

NEW PEOPLE is a retail building located in San Francisco's historical Japantown. Since opening on August 15th, 2009, NEW PEOPLE has offered hands-on experience of the ever-changing Japanese pop culture through film, art, music, and fashion. With a cinema, café, shop, gallery and a floor dedicated to fashion, NEW PEOPLE centrally stands as the heart of the J-POP SUMMIT FESTIVAL experience.

San Francisco is one of the most open-minded and diverse communities in the country that is crowded with trendsetting new-thinkers. The NEW PEOPLE building is also "open" to everyone. We are an entertainment destination where Californians as well as visitors from around the world can experience the essence of J-POP culture first-hand and in real-time through unique events and the latest products that embody "Japan".

NEW PEOPLE, Inc. is the company behind the development and operation of the NEW PEOPLE building. The company also produces the J-POP SUMMIT FESTIVAL, licenses and distributes films in North America, handles production and sales of DVDs in English, coordinates events, as well as produces films.



NEW PEOPLE



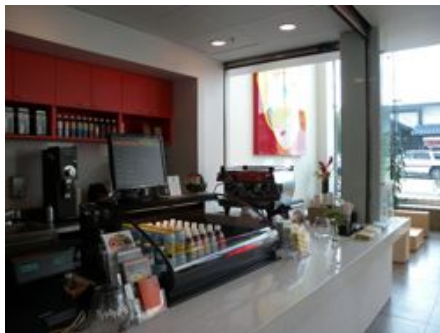
BF1: Cinema



3F: Gallery



MF: The Store



1F: Café



BABY + THE STARS + SHINE BRIGHT

BLAZE PRIDE NY



SOU · SOU

Media Exposure



The New York Times



● US TELEVISION

MTV / MSNBC / Food Channel
KRON View From the Bay
RED CARPET BAY AREA

● US MAGAZINE

WIRED
7 x 7
Rolling Stone
Entertainment Weekly
Cosmopolitan
Vogue
US Weekly

● US NEWSPAPERS

New York Times
New York Post
San Francisco Chronicle
Chicago Tribune
LA Times
USA Today

● JAPANESE MEDIA

NEWS ZERO(NTV)
ZOOM IN!(NTV)
FNN NEWS(CX)
JIJI PRESS/KYODO PRESS
YOMIURI NEWSPAPERS
YAHOO! JAPAN
and more

Opportunity

Your brand will have the opportunity to make an impression on an established loyal fan base as well as reach several other cultural groups all at the same time. The J-POP SUMMIT Festival is a gathering of open-minded trendsetters that influence the people around them.

Who's going...

The J-POP crowd is a diverse group (white 50%, Asian 40%, Latino 5%, other 5%) both male (60%) and female (40%). They are not just into pop culture but are into art of all genres, new types of transportation, literature, music whether it's dance, rock, hip-hop or pop, video games, clubbing and of course fun in the sun.

Past Sponsors



IGGY



POCKY



xfinity



944

Sponsorship Benefits

Premiere Sponsor \$20,000

◆ On-Site:

- Prime Booth Location (up to 10' x 40')
- Logo Placement on Festival Badges
- In-Theatre Advertising
- VIP Reception Party
- Banners Prominently Displayed
- VIP Seating on All Events

◆ Marketing Collateral:

- Sole mention as "Sponsored by" in all the Festival Press Releases
- Feature in Festival Event Guide
- Logo Placed on All Posters
- Logo Placed on All Fliers
- Logo Placed on All Appropriate Promotional Materials

◆ Online:

- Logo Placement at J-POP.com (30K Imp.)
- Online Advertising Campaign (100K Imp.)
- Email-newsletter (30K recipients)
- Social Network Marketing (50K profiles)

Major Sponsor \$10,000

◆ On-Site:

- Prime Booth Location (up to 10' x 30')
- In-Theatre Advertising
- VIP Reception Party
- Banners Prominently Displayed
- VIP Seating on All Events

◆ Marketing Collateral:

- Feature in Festival Event Guide
- Logo Placed on All Posters
- Logo Placed on All Fliers
- Logo Placed on All Appropriate Promotional Materials

◆ Online:

- Logo Placement at J-POP.com (30K Imp.)
- Online Advertising Campaign (50K Imp.)
- Email-newsletter (15K recipients)
- Social Network Marketing (20K profiles)

Sponsorship Benefits

Supporting Sponsor \$5,000

◆ On-Site:

- Prime Booth Location (up to 10' x 20')
- In-Theatre Advertising
- Banners Prominently Displayed
- VIP Seating on All Events

◆ Marketing Collateral:

- Feature in Festival Event Guide
- Logo Placed on All Posters
- Logo Placed on All Fliers
- Logo Placed on All Appropriate Promotional Materials

◆ Online:

- Logo Placement at J-POP.com (30K Imp.)
- Online Advertising Campaign (10K Imp.)
- Email-newsletter (10K recipients)
- Social Network Marketing (20K profiles)

General Sponsor \$2,000

◆ On-Site:

- Prime Booth Location (up to 10' x 10')
- In-Theatre Advertising
- Banners Prominently Displayed
- VIP Seating on Sponsored Events

◆ Marketing Collateral:

- Feature in Festival Event Guide
- Logo Placed on All Posters
- Logo Placed on All Fliers

◆ Online:

- Logo Placement at J-POP.com (30K Imp.)
- Email-newsletter (10K recipients)
- Social Network Marketing (10K profiles)