



THE JAPAN-AMERICA SOCIETY
OF WASHINGTON DC

THE NATIONAL JAPAN BOWL SPONSORSHIP GUIDE



College/University
Sponsorship

The 27th National Japan Bowl

will be held at the National 4-H Youth Conference Center in Chevy Chase, Maryland on Thursday and Friday, April 11-12, 2019. This year's Japan Bowl® is expected to gather about 200 students, teachers, and family members from across the United States, as well as a VIP audience of 100 observers from the Nation's Capital, including from the Embassy of Japan.

The Japan Bowl

is a national Japanese language and culture competition developed and sponsored by the Japan-America Society of Washington DC (JASWDC) in 1992. The Japan Bowl tests the achievements of high school students throughout the United States who are studying Japanese. It goes beyond language and culture by testing students' knowledge of Japanese culture, history, geography, and current events.

Nearly 70,000 high schoolers across the United States study Japanese as their foreign language. The Japan Bowl exists to recognize and encourage these students.

For the students, Japan Bowl is enjoyable ...and challenging.

JASWDC's goal is to strengthen students' interest in Japan and encourage them to continue their study of Japanese. We hope that the students will continue their "Japan connection" during their university studies and in their adult lives. In addition to the competition, Japan Bowl hosts cultural workshops, meet-and-greet events, educational seminars, hands-on demonstrations, and other activities for the students.

A 2017 survey of Japan Bowl alumni revealed that 90% of respondents wanted to live, work, or study in Japan in the future. 15% of them have already achieved that goal. Many cite their participation in the Japan Bowl as inspiration for them to continue pursuing the language.



Participating in Japan Bowl motivated me to move beyond just studying a language in the classroom, allowing me to gain cultural awareness and a new understanding of the world. Japan Bowl fostered my passion for Japanese language and culture, encouraging me to continue studying Japanese, and plan to study abroad. Now, as an East Asian Studies major, I strive to use the cultural knowledge that Japan Bowl has given me in the future to promote awareness of Japanese culture and strengthen the US relationship with Japan.

Brandon Jagdhar, Townsend Harris High School (New York)



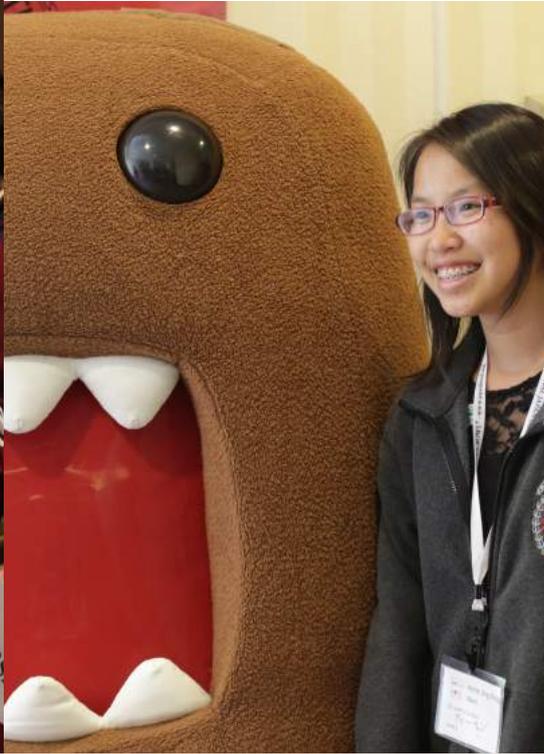
Rather than just a competition, the Japan Bowl is more of an experience where the friendships and memories we make along the way, the knowledge and understanding we accumulate, and the practical skills we learn are just as fulfilling as fighting for the top. I owe a lot to Japan Bowl, for the study skills and teamwork it instilled in me, for the great bonds I established both at school and during my time in Japan, and for pushing me to focus my current studies and future around Japanese culture—I hope that one day I too will be able to give all the knowledge and lessons I have gained back to the community.

Margaux Gackiere, Cupertino High School (California)



Participating in Japan Bowl was a great experience! It motivated me to learn more about the history and culture of Japan, and it gave me the opportunity to see many amazing things. Because of Japan Bowl I was able to attend the cherry blossom festival in Washington D.C. The performances I saw there by the Taiko groups and the shamisen player Keisho Ono are memories that are special to me. I also had the chance to travel to Japan! I will not forget the people I met on my trip, especially my host family. I went to areas of Japan that most tourist don't get to see, and I found rural Japan extremely beautiful. I am so glad that I got to be a part of Japan Bowl!

Nephi Suyama, American Fork High School



Sponsoring the National Japan Bowl

JASWDC welcomes both financial and in-kind support for the National Japan Bowl. Many foundations, corporations, and individuals have found that supporting the Japan Bowl is an excellent way to demonstrate support for foreign language and global studies in our schools.

It is also an opportunity to reach out, recognize, and reward the students themselves.



Sponsorship Opportunities

Pamphlets/ items Inserts ----- \$600 (Production not included)

Every student, teacher, parent and observer at The Japan Bowl will receive a welcome bag. The sponsor will be able to give out their college or company's information to each participant. JASW must approve the inserts. Please send 200 of your items by March 10.

Presentation for Student and/or teachers ----- \$1000

We welcome you to introduce your programs or products to the students and teachers at the booth and through presentations that help them to learn more about Japan (space is limited). The presentation should be within 5 minutes. If you wish to show the video or use the power point, please send us electronically before April 1. The promotion package of Pamphlets/ items inserts (\$600) and Presentation (\$1000) is \$1500. The sponsor's name will be featured as the Japan Bowl Sakura Sponsor.

Networking Event Host ----- \$2500

Host the networking event which will be held on Thursday night. The contents of the event must be approved by JASW. The sponsor's name will be featured as the Japan Bowl Bronze Sponsor and the name will be announced on the stage during the Opening Ceremony. It includes the Pamphlets/items inserts (\$600).

Donation for raffle drawing ----- Free

If you have the prizes to donate for raffle (value \$50~), the sponsor's name will be recognized during the raffle drawing. Please send raffle items by March 20.

All sponsors receive a range of benefits, based on the level and kind of support.

This can include:

- An invitation to observe the Japan Bowl preliminary and national championship rounds
- An opportunity to meet with the students and teachers at the Japan Bowl
- Recognition in the Annual Japan Bowl report as a sponsor or supporter of the Japan Bowl

The Japan-America Society of Washington DC is ready to work with all potential supporters to develop a sponsorship package.

For questions and inquiries regarding sponsorship of the National Japan Bowl, please contact Director of the Japan Bowl, Nancy Marsden, at nmarsden@jaswdc.org.

For more information about the Japan Bowl, please see www.japanbowl.org



National Competition of Japanese Language
& Culture for High School Students

The Japan Bowl is a registered trademark of the Japan-America Society
of Washington DC.

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