



THE JAPAN-AMERICA SOCIETY  
OF WASHINGTON DC

# THE NATIONAL JAPAN BOWL SPONSORSHIP GUIDE



## Corporate Sponsorship

# The 28th National Japan Bowl

will be held at the National 4-H Youth Conference Center in Chevy Chase, Maryland on Thursday and Friday, April 2-3, 2020. 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 2018 survey of Japan Bowl students revealed that over 80% of respondents intend to continue studying Japanese in college, and almost 90% want to study abroad in Japan for a semester, year, or all four years. 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

There are range of corporate sponsorship opportunities available during the National Japan Bowl. Benefits include:

## Web & Social Media Exposure

- Company name and logo listed on the Japan Bowl and Sakura Matsuri websites and sponsor pages
- Social media mentions from February to April

## On-site Visibility

- Company credited as sponsor of bento lunch, networking breakfast or evening reception
- Recognition of company name and logo during the opening and closing ceremonies
- Items with your company's logo can be included in the social media corner (eg. Selfie frame with logo, selfie decorations/props)

## Global Visibility

- Eligible for student visit to company site during the Tokyo Champions Trip
- Company logo printed on the official Japan Bowl t-shirt
- Presented as Champions Trip sponsor

## JASWDC Benefits

- Tickets to Sakura Matsuri Chairman's Hospitality Reception
- One year of JASWDC Corporate membership at either Ozeki or Sekiwake level

**For full list of corporate benefits, please see attached Japan Bowl 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](mailto:nmarsden@jaswdc.org).

For more information about the Japan Bowl, please see [www.japanbowl.org](http://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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