



JAPAN HABBA

December 5, 2019

Member of Japanese Association of Bangalore,

Dear Sir/Madam,

Request for sponsorship (donation) for the 16th Japan Habba (Japan Festival)

We would like to extend our sincere gratitude to your continued support and co-operation towards Japan Habba.

Now as we have already announced (via our email on November 9), Japan-India Cultural Exchange Event, the Japan Habba (Japan festival) will be held on February 09th, 2020 (Sunday) hosted by Japan Habba Trust in co-operation with Consulate-General of Japan in Bengaluru, Japan Foundation, Japanese Association of Bangalore, Japanese Chamber of Commerce & Industry Bangalore, Indo-Japanese Chamber of Commerce and Industry (Karnataka), Sakura-kai and others at JN Tata Auditorium, Indian Institute of Science (IISC).

1. Date and Time: February 9, (Sunday) 2020, 9:00 – 17:00
2. Venue: JN Tata Auditorium, Indian Institute of Science, IISC
3. Theme: Sumi-e, The graceful stroke. 水墨画~穂先のきらめき~
4. Special guest: Mr. Shukou Tsuchiya Suiboku-ga painter and Contemporary artist.
5. Japan Techno fair (Technology introduction by Japanese companies) and Job fair will be held at IISC on February 8, (Saturday) 2020.

Japan Habba has become widely known as one of the successful Japan-India cultural exchange event which is being hosted every year. We would like to express my gratitude to all of you for your tremendous co-operation. In spite of the support from our Association, the event will not be successful without your co-operation and support. Hence, we would like to ask you to consider the contributions for the event.

There were more than 6000 visitors at the event last year and this time there will be more than last year. Consider this opportunity for corporate/organizational PR.

We would like to bring it to your kind notice that The Japan Habba Trust is approved as a charitable trust under sections 12A and 80G of the Income Tax Act since December 08, 2016. All contribution is exempted from Income Tax under section 80G. As a result,

donation to the trust will 50% tax free. Receipt with the certificate number will be sent across on the receipt of contribution.

In addition to that, we are also looking for the sponsors to perform on stage. So please feel free to applying to that too.

Please contact the following person in charge for any clarification.

Board Member (in charge of Cultural Exchange) cum,
Vice Chairperson, Japan Habba Executive Committee

Yuki Oe (Ms.)
Email: oe@japanhabba.org

Yours Sincerely,

Masashi Nagao
Chairman
Japanese Association of Bangalore

Japan Habba 2020 Sponsorship Classification and Application Method

❖ Sponsorship category

Please select the desired category from the 'sponsorship category' from the table below and apply through the URL below. The application **deadline is December 28, 2019 (Saturday)**. **However please apply before December 15, 2019 (Sunday)** if you are opting for booth too.

Japanese: https://japanhabba.org/sponsor_application/index_jp.html

English: https://japanhabba.org/sponsor_application/index.html

For the companies/organizations/individual sponsors' names will be displayed at the venue and various advertising space will be provided according to the amount of sponsorship.

Sponsorship Category		Sponsorship Amount	Advertisements and Benefits
General Sponsor	①	Rs. 50,000	Video Advertisement**, A4 Color advertisement in Japan Habba brochure, Job Fair Participation Incl. Booth (8 Feb), Booth (9 Feb)
	②	Rs. 30,000	A4 Color advertisement in Japan Habba brochure, Job Fair Participation Incl. Booth (8 Feb), Booth (9 Feb)
	③	Rs. 20,000	A5 Color advertisement in Japan Habba brochure, Booth (9 Feb)
	④	Rs. 20,000	A4 Grayscale advertisement in Japan Habba brochure, Booth (9 Feb)
	⑤	Rs. 20,000	Job fair participation Inc. Booth and Presentation
	⑥	Rs. 15,000	Job fair participation Inc. Booth
	⑦	Rs. 10,000	A5 Grayscale advertisement in Japan Habba brochure
Gallery Sponsor***	⑧	Rs. 20,000	Company signage on photography backdrop at the Yukata experience corner, A5 Grayscale advertisement in Japan Habba brochure
	⑨	Rs. 20,000	Company signage at the Ikebana exhibition corner, A5 Grayscale advertisement in Japan Habba brochure
	⑩	Rs. 20,000	Company signage on the old books' sale bulletin board, A5 Grayscale advertisement in Japan Habba brochure
	⑪	Rs. 20,000	Company signage at the Calligraphy experience corner, as well as on 300 sheets of calligraphy paper, A5 Grayscale advertisement in Japan Habba brochure
	⑫	Rs. 20,000	Company signage at the Traditional toys experience corner, A5 Grayscale advertisement in Japan Habba brochure
	⑬	Rs. 20,000	Company signage on the Kaodashi (Face cutout boards for taking photos), A5 Grayscale advertisement in Japan Habba brochure
Goods Sponsorship	⑭	-	We accept commemorative gifts, free samples, meal tickets, etc. as various prizes on the event day of Japan Habba.

* If you wish to be an anonymous donor, please let us know.

** We will play the received videos all day on the monitors placed at the venue, or alternatively, on the main stage screen between performances. (Please ensure that the video material is at most 30 seconds.)

*** As each gallery activity is restricted to one sponsorship, we will process these applications on a first-come-first-served basis.

❖ Payment Methods

Bank Transfer: *4 *5

1. Bank: KARNATAKA BANK, Malleshwaram Branch
2. Account name: The Japan Habba Trust
3. A/C No.: 0552000100078501, Current Account
4. IFSC Code: KARB0000055
5. PAN No.: AACTT6033G

Cheque

1. Payee: The Japan Habba Trust
2. Postal Address:
Ms. Sneha Nadkarni
Sakuraa Nihongo Resource Centre,
2nd floor, No.1, 18th Cross Rd, Malleshwaram,
Bengaluru, Karnataka 560055
Mobile: 99000 52603

*4: Once you have completed payment, please send us Payment Reference (remittance information code) issued by the remitting Bank by email to the following email address: japanhabba.finance@gmail.com.

***5: Please do not deduct TDS as your contribution constitutes a donation to The Japan Habba Trust.**

Please contact the following person in charge for any clarification.

Japan Habba Executive Committee
Vijay Nandani (Mr.)
Email: sponsorship@japanhabba.org
Mobile: +91-96118-65001

Japan Habba – 2020 Implementation plan

1. Event schedule:

Date : February 8, 2020 (Saturday), 09:00 - 16:00 Japan Techno fair, Job fair

February 9, 2020 (Sunday), 09:00 - 17:30 Japan Habba main Festival

Location : Indian Institute of Science: J N Tata Auditorium (map is at the bottom)

Indian Institute of Science: ECE Dept. (Japan Techno fair, Job fair)

Theme : Sumi-e, The graceful stroke. 水墨画~穂先のきらめき~

Organizer : Japan Habba Trust

Co-operation : Consulate general of Japan Bangalore, Japan Foundation,
Japanese Association of Bangalore, Japan, Chamber of Commerce and Industry
Bangalore, Karnataka-India, Chamber of Commerce and Industry, and Sakurakai.

2. Purpose:

Introducing Japanese culture, promoting friendship between Japan and South-India,
Increasing motivation to learn Japanese.

3. Targets and Participants:

Japanese language learners, Japanese language educators, Japanese residents, Japanese
company employees and People interested in Japanese culture.

4. Implementation Event (Plan):

Japan Techno Fair (Introduction of Japanese advance technology), Job fair.

Tea ceremony, Kimono dressing, Calligraphy experience Ikebana, Japanese toys, Origami,

Second-hand book store, Japanese quiz, Japan tourism DVD screening,

Study in Japan fair, Opening Ceremony, Japanese Kannada songs, Japanese drama,
Kannada drama, Bollywood dance, Japanese martial arts, Bon dance display.

Display and sale of Japanese company products, Japanese goods, Japanese food and
snacks.

Special guest: Mr. Shukou Tsuchiya, Suiboku-ga painter and Contemporary artist.

5. Secretariat : Japan Habba Executive Committee

Chairperson: srividhya_01@yahoo.co.in +91-99002 87638

Vice-Chairperson: oe@japanhabba.org +91-99000 58537

Location : <https://goo.gl/maps/BqQNijH7GRJ2>

