

Matsuri Japan Festival 2018

Event Plan



Date Saturday, **8 December 2018**, 11:30am - 7:30pm

Venue **Tumbalong Park**, Darling Harbour

Organizer Matsuri in Sydney Inc.



MATSURI
JAPAN FESTIVAL

Matsuri Japan Festival

Learn, try & love Japan!
Sydney's biggest Japanese event
Hosted at Tumbalong Park in
Darling Harbour



Matsuri is a Japanese festival held every year to celebrate Japanese culture and cross cultural friendship between the Japanese and Australian people. This event is for everyone who loves Japan as much as we do - and we hope to continue introducing Japan to Australia through the event and beyond.

This event was founded back in 2006, to celebrate the 30th anniversary of Japan and Australia's friendship. Since then, Sydney's Japanese community have been working hard to host a traditional style Matsuri, making this event a summer staple for Sydneysiders. The event in last year saw over 50,000 people it makes the biggest Matsuri festival yet.

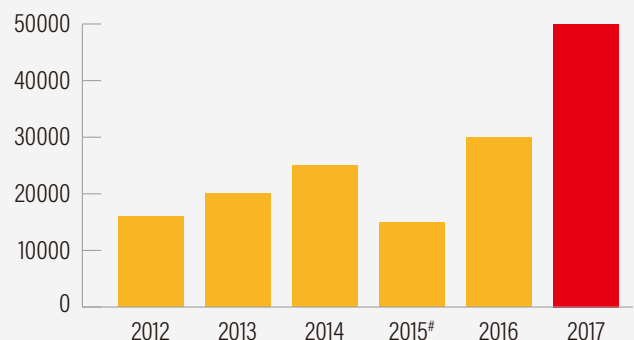
You will find many Japanese festival attractions at Matsuri, including Japanese food stalls, beer garden, and gorgeous Japanese items. At our exhibition booths you will find traditional arts and crafts workshops with activities like Origami and calligraphy. Over on the stage you'll find yourself entertained by traditional festival dancers, as well as karate and sumo demonstration, taiko performance and much more.

Fact Sheet

Reach out to 100,000+ people!

- Attract over 50,000 festival goers
- Promotion on website & Facebook
- Sell and promote at exhibition booth
- Join one of our on-stage programs
- Exposure to local & Japanese media
- Be a part of our e-Newsletters

Attendance



*All figures are estimated. #The venue was all at Tumbalong Park except 2015.

Website

The Matsuri website (in both Japanese and English) will be used to promote the event and the planned activities. We will also promote through newsletters by Japanese government organisations.

Facebook

We will frequently promote information about the event and its activities through social media, including the Japan National Tourism Organisation's Facebook.



日豪文化交流と親睦の促進
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Venue Guide

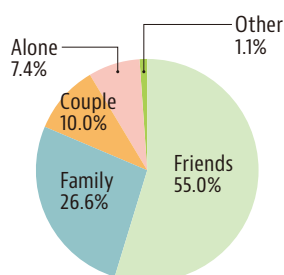
(sample)



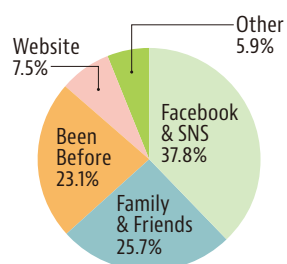
Matsuri Japan Festival 2017 Event Survey

Total 253 respondent

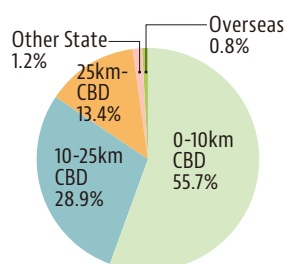
Q Who are you with today?



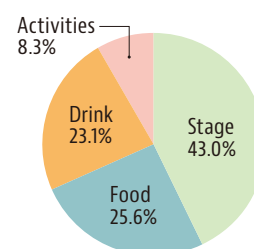
Q How did you hear about Matsuri?



Q Where are you visiting from today?

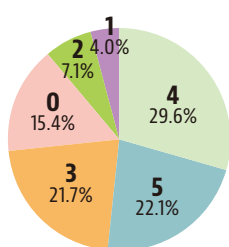


Q Favourite part of the event

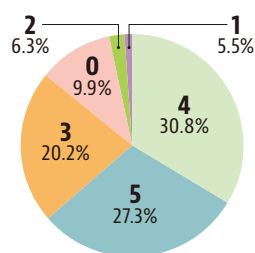


Q How would you rate the Matsuri? (0 - 5)

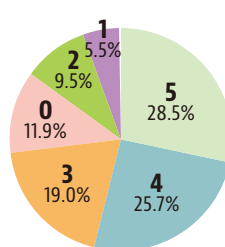
Activities and workshops



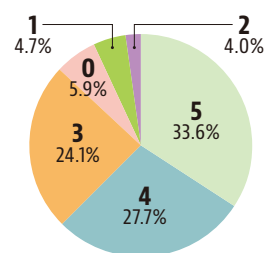
Food



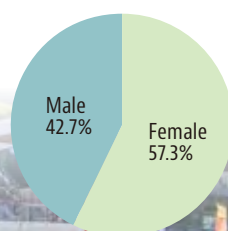
Drinks and Beverages



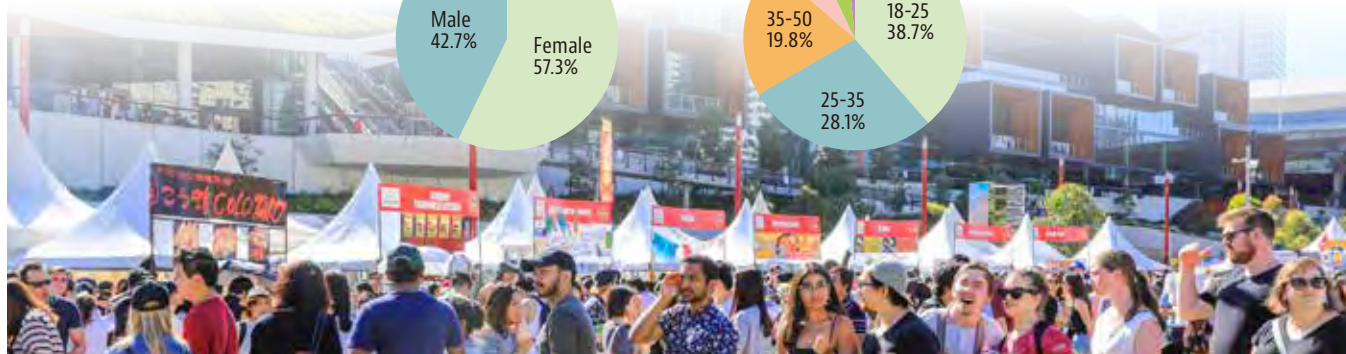
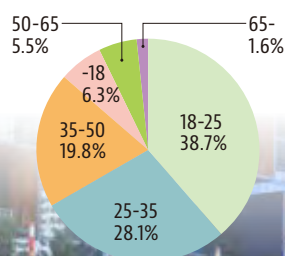
Stage Entertainment



Q Gender



Q Age



Matsuri Japan Festival Sponsor 2018

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Available spots for sponsors	1	3	3	5
Opportunity to brand on stage	○	X	X	X
Acknowledgement by stage MC	3 times	2 times	1 time	N/A
Participation in on stage program	option	option	option	option
Place logo banner at stage and venue	○	X	X	X
Display marquee (3m X 3m)	○	○	○	○
Exclusive use of VIP booth (Matsuri Lounge)	○	○	○	○
Banner in official website	Extra Large	Large	Medium	Small
Official website with link to your website	○	○	○	○
Logo in official website (12 weeks)	Extra Large	Large	Medium	Small
Logo in Matsuri leaflet	Extra Large	Large	Medium	Small
Sponsor Fee	\$11,000	\$8,250	\$5,500	\$3,850

* Price include GST.



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Matsuri Event Japan Festival Display 2018 Marquees

Please be sure to apply as soon as possible as spots are limited. Please also note that applications will be processed in a first come first served basis and will close once we have hit capacity, even before the listed close date.



Display Marquee

\$2000+GST

Basic Equipments

- 1 Steeple Marquee 9m² (3mX3m)
- 1 Long Table (W180cmXD60cmXH70cm)
- 1 Table Cloth (137cmX275cm, White)
- 2 Plastic Chairs
- 1 Marquee Signage
- 1 Extension Lead

Price include:

- Hire of Marquee and Set up.
- Electrician Test and Tag on Request (exclude Tag fee)
- Rubbish Bin, Cleaning, Waste Removal
- * Bump in/out and operation costs are excluded.

Optional Hire Goods:

- Long Tables (1.8m - 2.4m) \$60 - \$80
- Plastic Chairs \$6
- Long Table Cloth (137cm x 275cm, White) \$60
- Floor Mat (1m²) \$50
- Display Panel (1.2m wide x 2.1m high) \$120
- Extension Leads \$60
- Brochure Rack (4 shelf stand) \$480
- DVD Player (PAL & NTSC) \$90*
- Monitor (40") \$200*
- Monitor Stand (1.8m) \$140*

*Delivery/Pick Up fee \$350 (Weekdays) / \$600 (Weekend) will apply.



Extend Marquee

\$3600 - \$7200+GST

- It is possible to make the exhibition booth of 6 m width, 9 m width, 12 m width by arranging the basic Steeple Marquee (3mX3m) side by side.
 - Tables, chairs, signages, power extension leads and table cloths are added according to the number of basic equipments.
- 6m wide \$3600 / 9m wide \$5400 / 12m wide \$7200**



Matsuri Japan Festival Food Stalls 2018



Food Stall cooking

\$1500+GST

Basic Equipments

- 1 Fete Stall 6m² (2.4mX2.4m) & Cooking Booth 9m² (3mX3m)
- 1 Stall Signage
- 1 Extension Lead
- 1 Wash Basin (Share with 2 Stalls)

Food Stall non-cooking

\$1000+GST

Basic Equipments

- 1 Fete Stall 6m² (2.4mX2.4m)
- 1 Stall Signage
- 1 Extension Lead

Optional Hire Goods:

- Long Tables (1.8m - 2.4m) \$60 - \$80
- Plastic Chairs \$6
- Long Table Cloth (137cm x 275cm, White) \$60



Liquor Stall

\$4000+GST

Basic Equipments

- 1 Steeple Marquee 9m² (3mX3m)
- 1 Marquee Signage
- 1 Extension Lead
- 1 Cool room container (Share with 5 stalls)

Price include:

- Hire of Fete Stall or Marquee and Set up.
- Electrician Test and Tag on Request (exclude Tag fee)
- Rubbish Bin, Cleaning, Waste Removal
- * Bump in/out and operation costs are excluded.
- * Refrigerators and floor mats of food stalls, Temporary Food Premises registration fee are excluded.
- * Liquor stall fee includes application for licensing of alcoholic beverages, fencing the licensed area and cost of security personnel.

- Floor Mat (1m²) \$60
- Extension Leads (25m) \$60

Matsuri Japan Festival 2018

Apply to Display Marquees and Food Stalls

Display Marquees

Food Stalls

Liquor Stalls

Choose the size of the marquee

Standard size is Steeple Marquee 3m X 3m

Use the Fete Stall 2.4m X 2.4m

Standard size is Steeple Marquee 3m X 3m



Choose the rental equipment

Desks and chairs, power cord, video equipment and so on. Depending on the exhibition content, you can also arrange a simple stage etc.

In the case of food stalls, the requirements which must be met when operating within the City of Sydney. Cooler or refrigerator, floor mat, snooze guard, etc. Also, power cord according to power used.

It is possible to bring in a barrel. Use cups made of paper or plastic.



Fill out and submit the application

Fill out the application form and submit it to the Property NSW

Fill out the application form and submit it to the Property NSW. In the case of food stalls, it is necessary to register and submit application form to City of Sydney.

Separately, register and submit application form to City of Sydney, and application for licensing alcoholic beverage will be required.



Payment

Transfer booth and equipment fee to the nominated account.

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Stall Bookings by	31st August 2018
Application submit by	28th September 2018
Payment due by	31st October 2018
For inquiries	info@matsurisydney.com
Sponsor & Exhibitor	Please contact to management agent, JAMS.TV Pty Ltd sales@matsurisydney.com (Mr Masanori Chiba)
Food Stalls	Please contact to foodstall@matsurisydney.com (Mr Masakazu Kawakami)

Name of event	Matsuri Japan Festival 2018
Organizer	Matsuri in Sydney Inc.
Sponsors	Japan Club of Sydney Inc. Japanese Society of Sydney Inc. Japan Chamber of Commerce and Industry, Sydney Inc.
Supporters	Consulate-General of Japan, Sydney Japan National Tourism Organization (JNTO) Japan Local Government Centre (CLAIR) The Japan Foundation, Sydney Japan External Trade Organization (JETRO)



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www.matsurisydney.com