

## 2020 Joy of Sake Sponsorship Information

The Joy of Sake celebrates its twentieth anniversary this year. Since 2001 this annual event has introduced thousands of people to the pleasures of the sake cup. The combination of competition-level sake in peak condition and delicious appetizers from top restaurants draws big crowds every year. For the public, it's a once-a-year chance to experience the wonderful variety of sake being made today. For importers and distributors, it's an ideal opportunity for showcasing their labels to a receptive crowd of sake enthusiasts across a wide demographic.

The Joy of Sake welcomes brewers, importers and distributors to share their knowledge with guests at their tasting booths, helping The Joy of Sake, a non-profit organization, to fulfill its educational mission. Proceeds from sponsorship fees and from entry fees in the U.S. National Sake Appraisal are used to support sake tastings and seminars throughout the year.

### Event Details and Prices

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#### New York

Friday, June 26, 2020

6:30pm–9:30pm

Metropolitan Pavilion

Expected Attendance: 1,000

**Superior: \$1200**

Display table size: 8-ft

**Standard: \$1000**

Display table size: 6-ft



#### Honolulu

Friday, September 18, 2020

6:30pm–9:00pm

Hawai'i Convention Center

Expected Attendance: 1,600

**Standard: \$800**

Display table size: 8-ft

**A discount applies when you participate in both New York and Honolulu. See application form for details.**

### Sponsor Package Benefits for Each City

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- ◆ One display table w/back table
- ◆ Logo display in Joy of Sake program
- ◆ Logo display on website for sponsored city

- ◆ Two complimentary tickets to The Joy of Sake
- ◆ Three staff passes for booth staff

## 2020 Joy of Sake Sponsorship Application Form



<b>Sponsor Package</b>	<input type="checkbox"/> <b>New York Superior</b> Standard w/8-ft table (\$1200) <input type="checkbox"/> <b>New York Standard</b> Standard w/6-ft table (\$1000) <input type="checkbox"/> <b>Honolulu</b> (\$800)		
<b>Discount</b>	<input type="checkbox"/> <b>2 City Discount</b> (\$200 OFF)		
<b>Program Ad (Optional)</b>	<input type="checkbox"/> <b>Cover Position</b> (\$800) <input type="checkbox"/> <b>Inside Page</b> (\$600) <input type="checkbox"/> <b>1/2 Page</b> (\$400)		
<b>Total Price</b>	\$		
<b>Company Name</b>			
<b>Contact Person</b>			
<b>Tel</b>		<b>Fax</b>	
<b>E-mail</b>			

Please return confirmation form at least 30 days prior to the date for your event.  
 Email to: [info@joyofsake.com](mailto:info@joyofsake.com)  
 Fax to: 808-739-1000