

# SPONSORSHIP PROPOSAL



ONE NRG PARK HOUSTON, TX 77054



INFO@TOKYONIGHTFEST.COM



WWW.TOKYONIGHTFEST.COM

nrg center One NRG Park Houston, TX 77054



**tx TOKYO X**

*Bringing a piece of Japan to Houston!*

**Sept. 26-27, 2026**

ART • MUSIC • ANIME • CARS • ART • COSPLAY

CULTURE •

# MORE THAN ANIME

Tokyo X is more than an event — it's a cultural bridge connecting Japan and Houston. Through art, music, food, fashion, and performance, Tokyo X celebrates the timeless traditions and cutting-edge creativity of Japan.

Each year, we host live samurai demonstrations, taiko drumming, anime voice actors, JDM car showcases, and food experiences that highlight both heritage and innovation.

Cast of Power Ranger



Tokyo X -Dance Contest



## NAOKI YOSHIDA

### FOUNDER / CHEF / EVENT DIRECTOR

Naoki Yoshida is a Houston-born Japanese-American chef and entrepreneur with over two decades in the restaurant industry. Opening Shun Kitchen later earning Houston's Best Japanese Restaurant award in 2022. Featured in books, magazines, and TV, Naoki has dedicated his career to sharing authentic Japanese culture. He founded Tokyo X to bridge tradition and modern pop culture, introducing Houston to Japanese food, art, and experiences never seen before.



## TAM LO

### CO-FOUNDER/ENTERTAINMENT DIRECTOR

Tam Lo is a longtime Houston resident and dynamic leader with extensive experience in restaurant and retail corporate management, mastering everything from operations to customer engagement. A passionate advocate for the arts and bridging cultures, she brings her civic engagement expertise and her experience as an invited speaker at conferences on cultural organizing to Tokyo X, where she combines professional experience with her love for food, anime, cars, film, and pop culture to create unforgettable experiences and build partnerships that connect Houston's diverse communities, always with energy, creativity, and a touch of fun.

# BRINGING A PIECE OF JAPAN

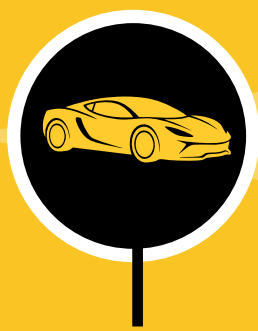
- Media Reach 21.4M+ Yearly growth
- Estimated article & Post Views 835,000+
- Followers reached 1.06M
- Total Impression 478K
- Instagram Followers 40K
- Media Outlet Articles 48
- Event Attendee 20,000
- Total Vendors 600+
- Collaboration with local communities



Culture



Food



Cars



Concerts



Martial Arts



# OVERVIEW OF TOKYO X



# ATTRACTIONS

## 01 Entry

Cosplay Contest  
Car Show  
Ramen Eating Contest  
Dance Contest  
Idol Fest  
Speed Dating

## 02 Cultural

Samurai Demo  
Martial Arts  
Live Taiko  
Kimono Panel  
Tea Ceremony  
Samurai Exhibit  
Sake Tasting



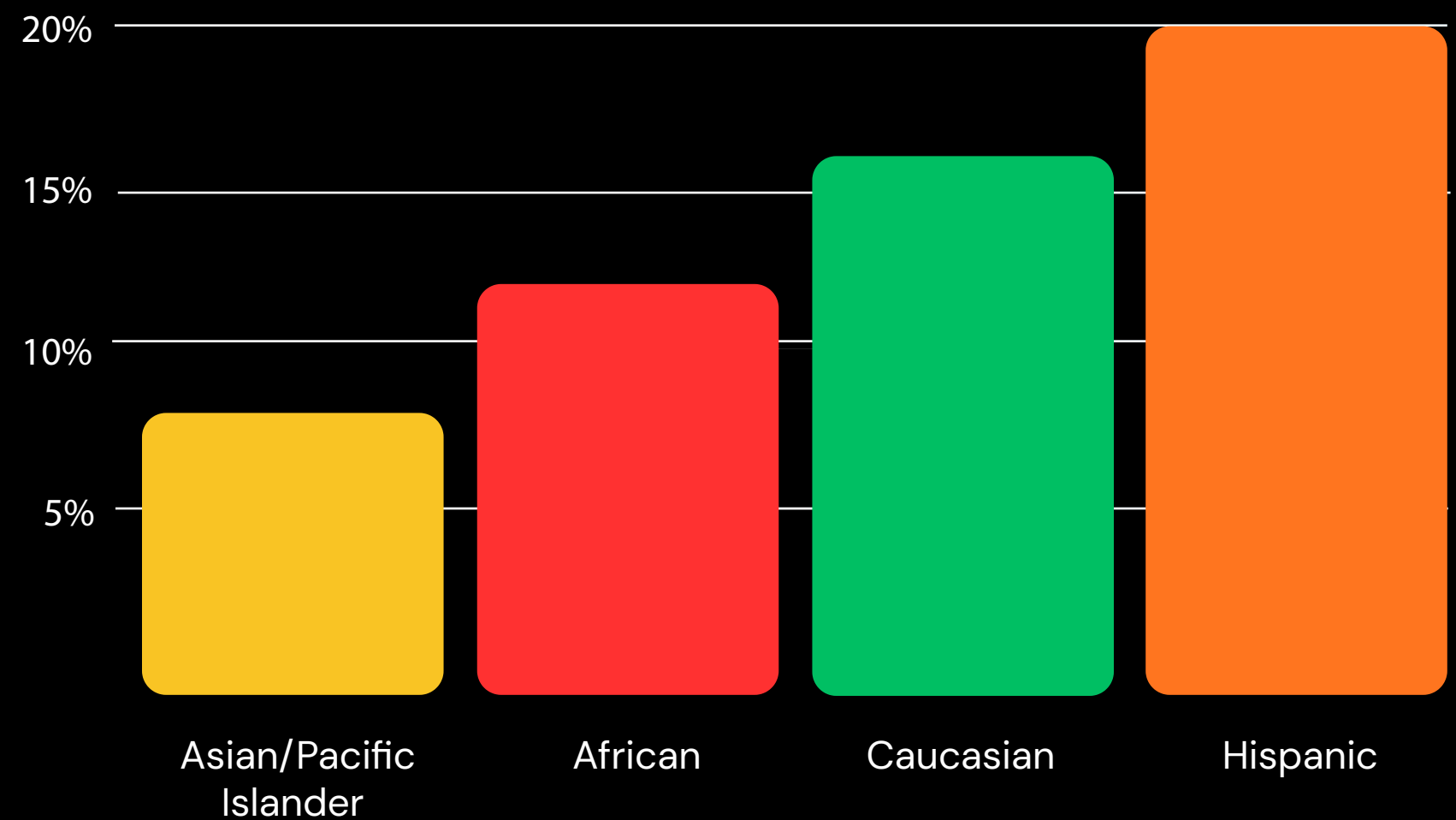
## 03 Attractions

40 Food Vendors  
600 Merchandise Vendors  
Free Arcade  
Maid Cafe  
Origami Workshop  
Free Concert

## 04 Guests

Voice Actors  
Actors  
Illustrators  
Cosplayers  
Influencers  
Performers

# KNOWING YOUR CLIENT



40% 12-20 Age  
40% 21-40 Age  
20% 41-65 Age



20,000 Ateendees



20 Million Social Media Reach



50 Articles Coverage Offline and Online



# PAST GUESTS

Tokyo X has proudly welcomed an incredible lineup of guests and performers from Japan and beyond – celebrating the heart of Japanese pop culture, tradition, and innovation. Our past guests include voice actors, artists, musicians, martial artists, and cultural ambassadors.

From the original Ultraman actor Bin Furuya and Legendary voice actors such as Noriko Hidaka, and the cast of Power Rangers. Tokyo X continues to bridge cultures by bringing fans closer to the people and traditions that inspire them.

Each year, we collaborate with talented performers, from samurai demonstrations by Kaz Kobayashi and Toru Uchikado, to Okinawan taiko by Emerald Coast Okinawa, and world-class cosplay judging by Yaya Han. These partnerships create a vibrant experience that celebrates both modern and traditional Japan.

By sponsoring Tokyo X, you become part of this growing legacy – connecting your brand with an audience that values creativity, authenticity, and cultural connection.

## 2025 GUEST LINEUP



**Bin Furuya**  
Ultraman



**Norika Hidaka**  
JVA



**Miyu Irino**  
JVA / Actor



**Toshihiko Seki**  
JVA / Actor



**Tenjin Hidetaka**  
Illustrator



**Toru Uchikado**  
Actor / Samurai



**Hiroshi Kanatani**  
Illustrator



**Aisha**  
Singer



**Kaz Kobayashi**  
Actor / Samurai



**Takumi**  
Illustrator



**Devora Wilde**  
Actress

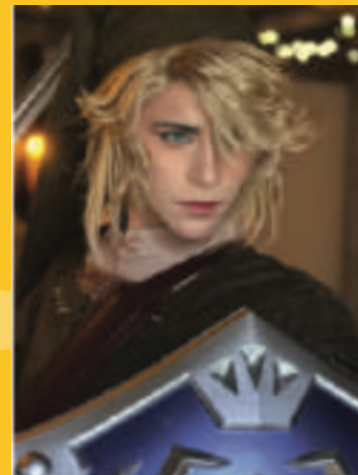


**Dave Jones**  
VA

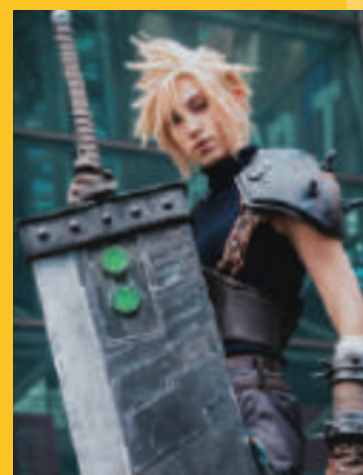
# 2025 GUEST LINEUP



Emma Gregory  
VA



Akrcos  
Cosplayer



Gale  
Cosplayer



Yaya Han  
Cosplayer



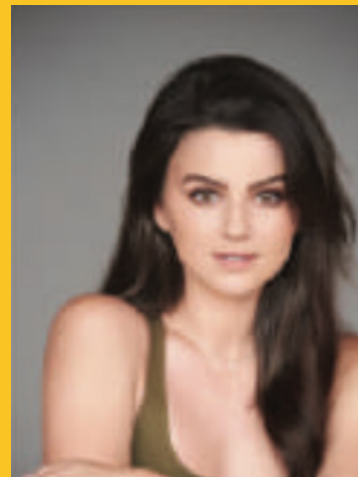
Chance Perez  
Power Ranger



David Vincent  
VA



Emi Lo  
VA



Hunter Dino  
Power Ranger

# 2024 GUEST LINEUP



Akemi Okamura  
JVA



Yuko Miyamura  
JVA/ Actress



Nobutoshi Canna  
JVA / Actor



Fuyuto Takeda  
Editor



Shihori  
Singer



Hiroshi Kanatani  
Illustrator



Blake Shepard  
VA



Brittany Cox  
VA



Cory Yee  
VA



Henry Dittman  
VA / Actor



Janet Varney  
VA / Actor



Jay Hickman  
VA

# SPONSOR TIERS

## SILVER

- 10 x 10 Vendor Booth
- Logo on website
- Logo on Stage
- Logo on Banners
- (2) Social Media Mention
- VIP Badges (6)
- Event T-shirt (4)
- Sake Tasting
- VIP Access

**\$5,000**

## GOLD

- 20 x 30 Vendor Booth
- Logo on website
- Logo on Stage
- Logo on Banners
- Logo on Digital Map
- (3) Social Media Mention
- VIP Badges (10)
- Event T-shirt (10)
- Sake Tasting
- VIP Access

**\$10,000**

## PLATINUM

- 30 x 30 Vendor Booth
- Logo on website
- Logo on Stage
- Logo on Banners
- Logo on Digital Map
- (3) Social Media Mention
- Mc Shoutout
- TV Shoutout
- Mentioned on PR
- VIP Badges (15)
- Event T-shirt (15)
- Sake Tasting
- VIP Access

**\$15,000**



# GIVING BACK TO THE COMMUNITY

## Supporting AAPI

At Tokyo X, we believe that celebrating Japanese culture also means supporting and uplifting our broader Asian American and Pacific Islander (AAPI) community.

That's why a portion of all sponsorship proceeds from Tokyo X 2026 will be donated to the OCA-Greater Houston. OCA-Greater Houston is a 501(c)(3) nonprofit organization dedicated to advancing the social, political, and economic well-being of Asian American and Pacific Islander (AAPI) communities in the Greater Houston area.

## Through this partnership, we aim to:

Support educational programs that empower youth and future leaders.  
Promote arts and cultural understanding and representation in our local community. Strengthen connections among Houston's diverse AAPI groups  
Every sponsor, vendor, and partner at Tokyo X helps make an impact.

Together, we're not just creating an event — we're investing in our community's future.

Learn more about OCA-Greater Houston: <https://www.ocahouston.org>



**SPONSORSHIP FORM**

Sponsoring OCA-Greater Houston isn't just a financial commitment; it's a strategic investment in fostering diversity, empowering communities, and making a meaningful difference in Houston.

**Company Name:** \_\_\_\_\_

**Representative (Full Name):** \_\_\_\_\_

**Title/Position:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Sponsorship Level**

- Silver Sponsor – \$5,000     Gold Sponsor – \$10,000     Platinum Sponsor – \$15,000

**Sponsorship Type**

- Direct to Tokyo X
- Through OCA-Greater Houston (As a registered 501(c)(3) nonprofit, OCA-Greater Houston will provide an official tax receipt for the donated portion of each sponsorship, which may be used for tax purposes in accordance with IRS regulations.)

**Payment Method**

- Check ( Follow-up conducted based on selected sponsorship type)
- Credit Card (Invoice/payment link will be sent)

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



**For Internal Use Only**

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

Notes: \_\_\_\_\_

# THANK YOU



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