


tx
TokyoX
BRINGING A PIECE OF JAPAN

 NRG Park, 1 Fannin St
Houston, TX 77054

 Info@tokyonightfest.com

www.Tokyonightfest.com

Introduction

チームワーク

SUCCESS COMES FROM THE GREAT TEAM

Immerse yourself in the beauty and diversity of Japanese culture at the Tokyo X! Our event is designed to bring together people from all walks of life and unite them in a shared love of Japan. From modern to traditional, our event offers a range of performances and workshops that will educate and entertain attendees. With each passing year, we have expanded our event space to cater to the growing needs of the community, and our commitment to promoting cultural awareness and education remains steadfast. Tokyo X 2024 will be held in NRG Center located in Houston, Texas with over 150,000sq ft of indoor entertainment. In 2023 the event had over 18,000 attendees in 2 days during Father's Day weekend. Join us for a night of enchantment and cultural exchange that you won't soon forget!

Contact

www.tokyonightfest.com
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T. (832) 287 - 1262



About Us

The Tokyo X is a true testament to the power of passion and innovation. Conceived by two individuals with a deep love for Japanese culture and cuisine, this festival aims to bring a slice of Japan to Houston. Despite the challenges posed by the COVID-19 pandemic, the festival has persevered and adapted, emerging as a

beacon of hope and community spirit in these trying times. With a renewed interest in Japanese culture, anime, and food, the Tokyo X promises to be an unforgettable experience that unites people from all walks of life.



Name
Naoki Yoshida

Title
CEO / Founder / Chef



Name
Tam Lo

Title
COO / Co-Founder
Coffee Expert



Vision & Values

Preserving the traditions

■ Vision

A unique vision to curate an exclusive Japanese cultural experience, with a special focus on food offerings crafted by highly skilled chefs. The event brings local Houston chefs to showcase their creativity and expertise in preparing innovative Japanese street food, inspired by popular Japanese animations and authentic Japanese night markets. The festival promises to be a one-of-a-kind culinary delight, offering a glimpse into the rich and diverse food culture of Japan.



■ Mission

Houston, are you ready to embark on a journey to Japan? Look no further than the Tokyo Night Festival! Our team of Japanese culture and cuisine experts, led by second-generation Japanese chef Naoki Yoshida, is passionate about bringing the true taste of Japan to you. We're committed to showcasing the best Japanese food, both traditional and modern, and educating you about this fascinating culture. Join us for a night of delicious food, cultural immersion, and unforgettable experiences. Don't miss out on this opportunity to discover the magic of Japan right here in Houston!

Tokyo Night Festival Proclamation

2022

About the Event

Are you a fan of Japanese food, culture, anime, music, sake?

We'll be showcasing the best of Japanese cuisine with over 30 restaurants and food vendors serving up delicious dishes like sushi, onigiri, takoyaki, karaage, and noodles - there's something for everyone! But that's not all, we'll also have a variety of festive games for you to enjoy throughout the day. From classic Japanese games to new additions, you'll be fully immersed in the Japanese spirit. And if you're looking for entertainment, our special stage will feature performances from Taiko Drummers, local Sumo club, Judo, and Karate performers. It's an experience you won't want to miss, so invite your friends and family and join us for a celebration of all things Japan!



**JAPAN
PRIDE**



Experience the magic of traditions, brought to life



Experience the vibrant and rich culture of Japan at the Tokyo X. Immerse yourself in the traditions of the country through interactive workshops on kimono-making and behind-the-scenes voice acting. The beating of the taiko drums will transport you to a world where the soul of Japan comes to life, creating an unforgettable atmosphere as you walk through the festival.

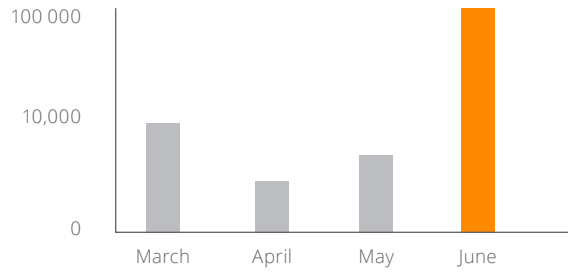


20K PEOPLE IN 2 DAYS

Houston's largest Japanese event offers a cultural experience with food and entertainment. Join us to immerse yourself in Japan's vibrant traditions. Don't miss out!

2023

76.2M Audience



27
Piece of Coverage
 Total of likes, comments and shares on social media platforms

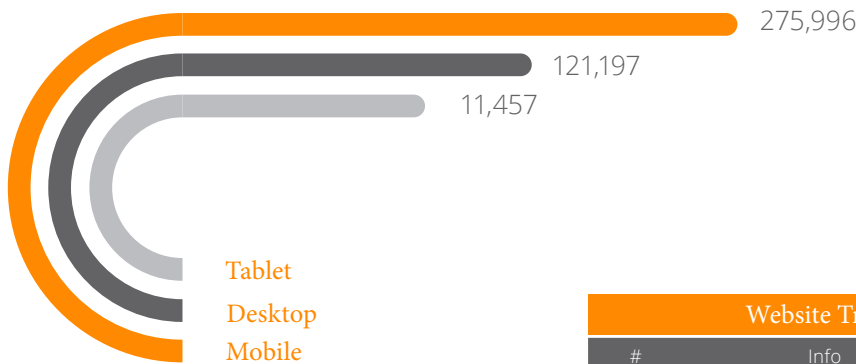
376,000
Estimated Views
 Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

700,000
Media Reach

4,170
Engagements
 Total of likes, comments and shares on social media platforms

69
Domain Authority
 A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

150,000
Sq. Ft
 Total indoor space inside NRG Center



Website Traffic		
#	Info	Visits
1	Google	150,342
2	Direct	126,927
3	Linktree	7,920
4	Facebook	75,165
5	Instagram	120,898

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& analysis

M



Event Highlights

Bringing Modern + Traditions together

Experience the ultimate fusion of modern and traditional Japan at Tokyo Night Festival. This one-of-a-kind event boasts an exciting lineup of cars, food, anime, music, and live performances that showcase the very best of Japanese culture. From the latest technological innovations to age-old traditions, the festival has something that will captivate everyone's interest. Don't miss out on the chance to immerse yourself in all things Japanese and create unforgettable memories at Tokyo X.



Voice Actors

We've brought together over 200 vendors, voice actors, cosplayers, and figure galleries - all in one place, the ultimate anime experience that you simply can't afford to miss out on.



Curated Food

All vendors to offer and authentic Japanese-themed food that showcases your expertise in the art of Japanese cooking.



Martial Art

Japanese martial artists from sumo, karate, kendo, and more to promote and preserve this rich cultural heritage. Our platform provides a safe and supportive community.



Car Show

Japanese pride is expressed in various forms, including through the love of cars. We are proud to feature some of Houston's finest Japanese-inspired vehicles. Showcasing the unique beauty and craftsmanship of these automobiles.

Programs

Handcrafting the Excitement

As we continue to push the boundaries of what is possible, our event space is struggling to keep up with our ambitious plans. This is why it's crucial that we stay vigilant and adaptable, constantly re-strategizing and refining our programming to ensure that we can continue to provide the best possible experience for all of our attendees. By embracing this challenge head-on, we can turn this obstacle into an opportunity for growth and innovation.



Guests



f/Yuki Kaji
Voice Actor & Actor from Japan



f/Blake Shepard
Voice Actor



f/Kyle Jones
Producer



f/Olivia Swasey
Voice Actor



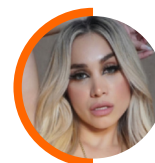
f/Jay Hickman
Voice Actor



@/CASSIMOON
Special FX makeup & Actress



@/Miisopunny
Cosplayer



@/Barbiemoreno
Actress & Creator



@/Paida
Local Jpop Singer



@/Whochriswho
Cosplayer & Creator



@/Rina Aise
Shameshin Performer



@/Kaminari Taiko
Local Taiko



@/Seanpaisen
Cosplayer & Creator

Next Guest?

Non-Profit Partner

Working together with other Japanese
Community leader



Japanese Association
of Greater Houston



グレーターヒューストン日本人会

Japanese Association of Greater Houston

We, the Japanese Association, are a group of Japanese people living in the Houston area, people of Japanese descent, and people with an interest in Japan, and we are a non-profit organization run entirely by volunteers. We engage in activities where we can have fun talking in Japanese, enjoy Japanese traditions and culture, expand our circle of activities based on mutual friendship and trust, and reach out to each other in times of trouble. Our operations are funded by annual membership fees, but donations from everyone are welcome. We would appreciate your support if you agree with the purpose of the Japanese Association and would like to support our activities. If you require a receipt for tax deductions, etc., please write so in the comment section along with the required information (receipt address, shipping address, etc.).

**WE NEED
YOUR HELP
Donations**

www.jagh.org/donate



Brand Awareness

Create brand awareness for thousands with shared interests. Build market presence and become a leader in your industry.



Houston, Texas is a city rich in diversity and culture. The Japanese community is one such community that has a unique and vibrant heritage, and there is a growing movement to bring a piece of Japan to Houston. This vision is shared by many Japanese community leaders who are working tirelessly to make it a reality. These events provide an opportunity for Houstonians to learn more about the Japanese community and the contributions they have made to the city.

The efforts of these Japanese community leaders are helping to create a more vibrant and diverse Houston. By sharing their unique heritage, they are fostering a greater sense of understanding and appreciation for cultural differences. These institutions would serve as a hub for the Japanese community in Houston and provide a space for people to come together, learn, and celebrate their culture. Overall, the efforts of these Japanese community leaders are helping to create a more vibrant and diverse Houston. By sharing their culture and bringing a piece of Japan to the city, they are fostering a deeper sense of understanding and connection between different communities.

Developing a comprehensive understanding of demographic and market research can significantly improve our ability to allocate resources and create effective market strategies. By leveraging this knowledge, we can optimize our budget and focus our efforts on the most promising opportunities for growth and expansion.

Our Market

We go the extra mile by conducting extensive market research to ensure that our marketing efforts are effective and relevant. With a keen eye on the pulse of the market, we are confident that our marketing strategy will help us reach out to a wider audience and achieve our goals.

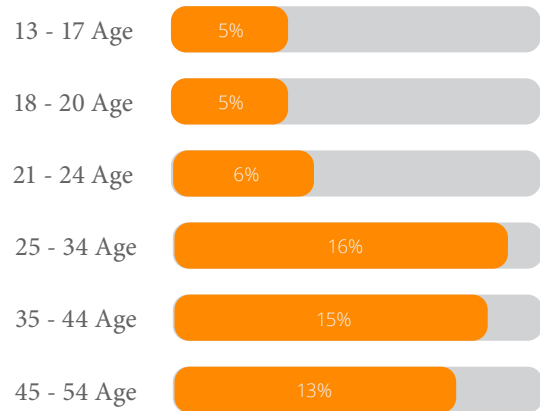
Population of Houston

Census Place (City): Houston
2,404,548 Persons

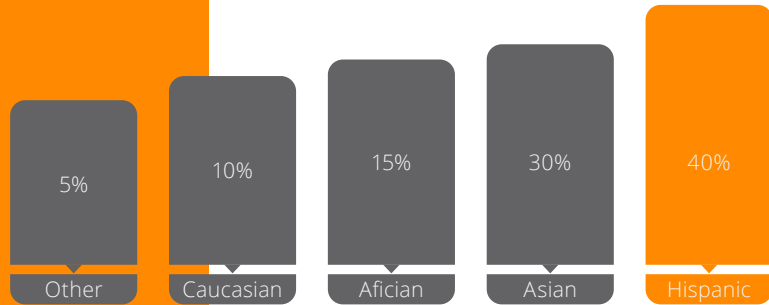
County: Harris
4,807,336 Persons

State: Texas
30,065,904 Persons

Age Group



2023 Attendee Demograph



Influencers

We understand the importance of utilizing social media to its fullest potential. That's why we partner with local influencers on all social media platforms to spread the word about our event. By doing so, we're able to reach a wider audience and generate more buzz. Trust us to take your event to the next level.

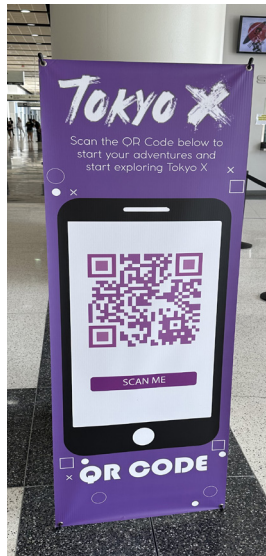
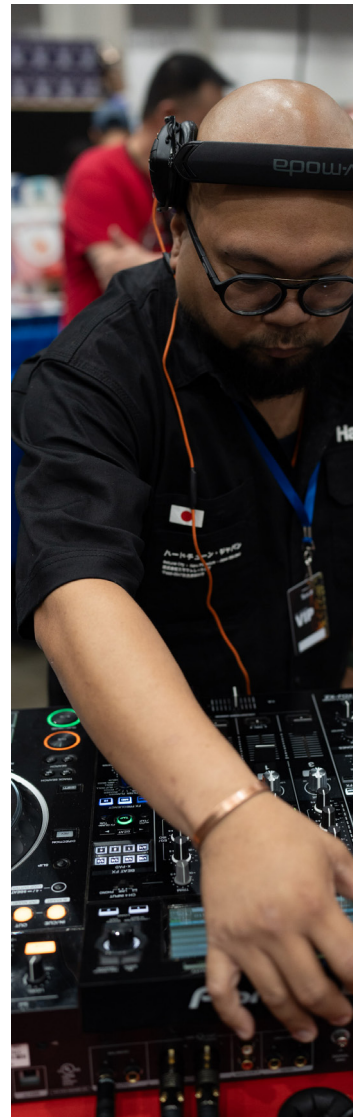
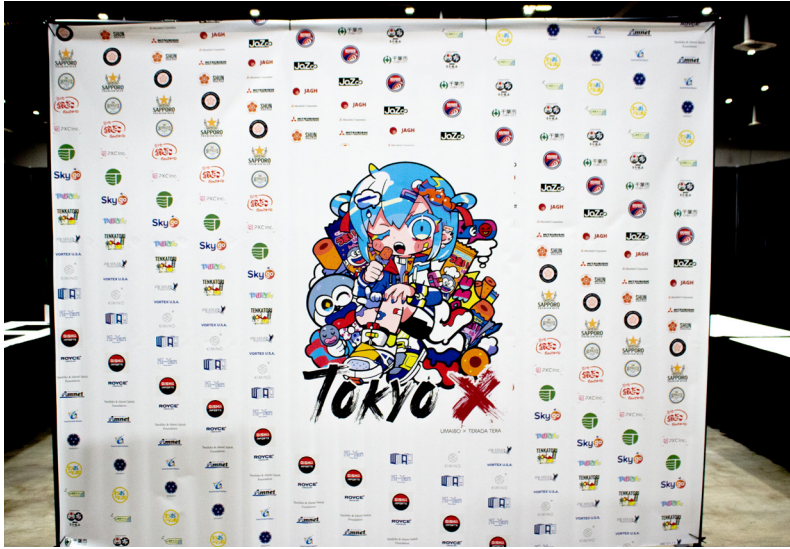


Sponsorship Packages

Our organization is pleased to offer a range of sponsorship packages, each of which includes an expression of our heartfelt gratitude, commensurate with the level of sponsorship selected.

	 Kaiju \$9,500	 Mega \$7,000	 Yokozuna \$5,000	 Intro \$3,000
(10x10) Vendor Booth	✓	✓	✓	✓
Website logo	✓	✓	✓	✓
Logo on Banner	✓	✓	✓	✓
Logo on Flyer	✓	✓	✓	✓
Logo Print on Tshirt	✓	✓	✓	✓
Logos on Digital Map	✓	✓	✓	
Facebook Post	(3)	(2)	(1)	(1)
Instagram Mention	(8)	(7)	(5)	(1)
Free Pass	(10)	(7)	(5)	(2)
Free Shirt	(10)	(7)	(5)	(2)
VIP Lounge Pass	(10)	(7)	(5)	(2)
MC Shoutout	✓			
Mention in PR	✓			
Logo on Stage	✓			

Sponsorship Visibility



Sponsorship Form



Deadline _____

Company Name

Representative Position/ Title

Address

City Zip

Phone Email

Payment Method: Check Credit Card Cash

Please select one of the levels and fill out all relevant information

- \$3,000 - Intro
- \$5,000 - Yokozuna
- \$7,000 - Mega
- \$9,500,00 - Kaiju
- Other \$ _____

Notes:

Checks shall be written out to **Japanese Association of Greater Houston** nonprofit 501(c)(3). Donor understands that proceeds will go to Tokyo X , and JAGH will provide a tax receipt as proof of donation.

Signature

Date

Received by (Our Staff)



THANK YOU & LET'S CONNECT

Website www.tokyonightfest.com

Email Info@tokyonightfest.com