



THE JAPAN-AMERICA
SOCIETY OF WASHINGTON DC

Presents



さくら祭り

SAKURA MATSURI
JAPANESE STREET FESTIVAL

Participant Information Packet

Saturday, April 10, 2027

10:30 AM – 6:00 PM

&

Sunday, April 11, 2027

10:30 AM – 4:00 PM

Rain or Shine!

Pennsylvania & Constitution Avenues
Between 3rd & 7th Streets NW, Washington, DC

Table of Contents

General Information	3
Guidelines for Participants	7
Overall Timeline.....	10
Guidelines, Pricing, Application Process.....	12
Commercial Vendor/Marketer	12
Artisan Vendor.....	13
Food Vendor	14
Special Cultural Exhibitor (non-vending).....	16
Local Community Exhibitor (non-vending).....	17
Tachinomi Sake/Spirits & Brews Sampler (non-vending).....	18
Exhibiting Sponsor.....	19
Performers & Martial Arts Demonstrators	20

General Information

The Sakura Matsuri – Japanese Street Festival, produced by the Japan-America Society of Washington DC (JASWDC), is the largest celebration of Japanese culture in the United States.

- **Location:** The Matsuri takes place along Pennsylvania and Constitution Avenues NW, between 3rd and 7th Streets NW, in the heart of downtown Washington, DC. The site is near the Archives–Navy Memorial Metro station (Green & Yellow lines) and Judiciary Square Metro station (Red line).
- **Festival Format:** The Matsuri is a ticketed, fenced-in, outdoor event that takes place rain or shine. Children ages 10 and under receive free admission. Ticket prices are available on our website. Proceeds (from sponsorship, exhibitor fees, ticket & alcohol sales) support event costs—any surplus proceeds support the activities of Japan-America Society of Washington DC.
- **Attendance:** In both 2025 and 2026, the Matsuri enjoyed roughly 150,000 attendee-hours (38,000 attendees, average stay time of over four hours) despite unstable weather conditions and forecasts. Help make the Matsuri a success by promoting to your followers through your social media channels!
- **Participation:** All pricing and information in these guidelines reflect participation for both festival days. One-day participation requests may be considered on a case-by-case basis by emailing sakuramatsuri@jaswdc.org. Preference is given to vendors and exhibitors who can participate both days.
- **Mission & Goals:**

Mission: The Sakura Matsuri-Japanese Street Festival enriches the people-to-people ties at the heart of the US-Japan relationship by showcasing Japan's unique culture and its contributions to American society.

The Goals of the Matsuri are to bring the National Capital Community together around a shared interest in Japan; deepen our community's understanding of and appreciation for Japan; support and showcase the Japan-America Society of Washington DC and its partners in the National Capital Region's Japan and Japanese-cultural community.

Visitors to the Matsuri

- **Profile:** The typical Matsuri attendee is college-educated, employed, single, under 35 years old, and has an annual income between \$25,000 and \$75,000. Women outnumber men. Most attendees share an interest in Japanese food and pop culture, and a intention to travel to Japan.
- **Diversity:** Only about 5% of attendees are people of Japanese heritage, providing a unique opportunity to present to a broad American audience that was not raised in a Japanese cultural environment, and yet shares a passion for Japan.
- **Geography:** Approximately 70% of attendees come from the Washington, DC–Maryland–Virginia (DMV) region, while 30% travel from outside the greater Washington, DC area.
- **Engagement:** In 2025, the average attendee spent more than four hours enjoying the festival, demonstrating a high level of interest and engagement with the event's programming, vendors, and activities.

Categories of Participation (Exhibitors, Performers, and Sponsors)

The Matsuri showcases over roughly 160 exhibitors and 40 unique performers. Exhibitors are divided into two main categories—those exhibiting but not selling or marketing a product or service, and those that are exhibiting and marketing a product or service.

Exhibitors

The Matsuri divides its non-vending/marketing exhibitors into three application categories:

- **Local Community Exhibitors:** Local groups and organizations showcasing their activities and community impact.
- **Special Cultural Exhibitors:** Nonprofits, academic institutions, and NGOs sharing their role in US–Japan relations.
- **Tachinomi Pavilion Sampling Exhibitors:** Samplers of Sake and Japanese Spirits inside the separately-ticketed Tachinomi Pavilion.

Vending/Marketing Exhibitors

The Matsuri divides its vending/marketing exhibitors into three application categories:

- **Commercial Vendor/Marketer:** Sellers or promoters of Japanese or Japanese-style goods or services.
- **Artisan Vendors:** Creators of handmade items inspired by Japanese design or culture.
- **Food Vendors:** Providers of freshly prepared Japanese and international foods, as well as select packaged goods. Preference is given to Japanese food vendors with an aim toward ultimately offering 100% Japanese food at the Matsuri.

Exhibiting Sponsors

The Matsuri benefits from the generosity of roughly 30 sponsors. Many of these are exhibiting sponsors (sponsors who also exhibit at the Matsuri). Vending/Marketing,

Food Vendor, or Tachinomi Pavilion Sampling Exhibitors are all welcome to participate as Exhibiting Sponsors and enjoy benefits such as sponsor recognition, VIPS passes, waived deposit & equipment fees, and additional sponsorship benefits particular to their level of sponsorship.

Sponsorship applications are handled through a separate application process—please see the sponsorship guide at <https://sakuramatsuri.org/about-the-festival/sponsors/> for more details.

Performers & Martial Arts Demonstrators

Artists and groups presenting Japanese music, dance, theater, martial arts, and cultural demonstrations

Matsuri Placement and Layout

- **Areas & Feature Pavilions:** In general, the Festival is divided into four primary “areas” of stand-alone, tented exhibits, and three Feature Pavilions. Feature Pavilions are prominent large-tent exhibits which curate a thematically grouped set of exhibitors under one roof, offering a shared narrative that can amplify the effectiveness of an exhibitors messaging.
- **Location Requests:** Exhibitors may request for an exhibit to be located in a specific Area or Feature Pavilion. However, location requests cannot be guaranteed, and final decisions will be made by JASWDC. Note that Feature Pavilion Exhibitors will share a large tent and will not receive separate 10x10 tented spaces.

Matsuri Areas

- Ginza Marketplace
Named after Tokyo’s premier luxury shopping district, the Ginza Marketplace is the festival’s dedicated retail hub, offering a curated experience for those looking to bring a piece of Japanese aesthetics, craftsmanship, and seasonal beauty home. The vendors in this section showcase a blend of authentic imports and locally made, Japan-inspired creations. In essence, the Ginza Marketplace is an economic and cultural exchange that connects the spirit of Japan’s most stylish shopping district with the springtime tradition of the cherry blossoms, ensuring every attendee can find a beautiful, meaningful souvenir.
- Japan Now
The Japan Now section of the Sakura Matsuri Japanese Street Festival is a vibrant, modern area dedicated to showcasing contemporary Japanese popular culture, lifestyle, and commerce. It provides a dynamic contrast to the festival’s more traditional Arts & Culture area.
- Taste of Japan
Japanese food and drink constantly rate as the most popular item at the Matsuri. Each year’s Matsuri aims to be a Japanese food and drink festival-within the festival.
- Arts and Culture
The Sakura Matsuri’s Arts and Culture section provides an engaging and hands-on experience of Japanese tradition, while also serving as a space for understanding the ongoing relationship and cultural impact of Japan in the United States.

Feature Pavilions

- Beyond Tokyo: Regions of Japan

Slightly more than half of Matsuri attendees have never been to Japan, but more than 9 out of 10 Matsuri attendees tell us that there is between a 25-100% chance that they will travel there in the coming 5 years. The Beyond Tokyo: Regions of Japan Pavilion helps them plan their trip, showcasing Japan's celebrated regional diversity and specialization, and the airlines, rail companies, and service providers that help them get there.

- Japan Smart Infrastructure

As America seeks to redefine its infrastructure, Japan Smart Infrastructure Pavilion showcases Japan's technologies and services that are already defining the next generation of smart, clean, efficient, American infrastructure. From Maglev and next gen. metro cars to smart cities to 5G and 5K, Japan's contributions to American infrastructure will impact American lives in the National Capital Region and beyond.

- Tachinomi Sake/Tachinomi Spirits & Brews

The pavilion operates as a timed-ticketed "mini sake festival," organized into sixteen distinct 40-minute time slots. The Tachinomi pavilion is divided into two distinct timed-ticketed exhibits, *Tachinomi Sake*, and *Tachinomi Spirits & Brews*, each of which features products that are produced in Japan, distinctly popular in Japan, or crafted in the Japanese tradition and style. Each exhibit normally attracts between 450-650 visitors over the two days, emphasizing opportunities for beverage professionals to engage with and educate their consumers (and potential consumers).

Guidelines for Participants

All participants in the 2027 Sakura Matsuri must read and agree to follow both these General Guidelines and the Area-Specific Guidelines for the area that they are applying for. All applications to participate must be submitted online at sakuramatsuri.org.

General Guidelines

- **Cultural Representation:** All participants must showcase aspects of Japan and Japanese culture.
- **Content Standards:** All exhibits, performances, and items sold and exhibited must be family-friendly. JASWDC reserves the right to determine whether items meet this standard.
- **Attendance & Representation:** Exhibits must be attended at all times and must not be left unmanned.
- **Attendee Interaction:** We encourage you to provide an interactive activity or hands-on component related to your group or event to attract and engage visitors to your tent.
- **Subcontracting and exhibit sharing:** Exhibit sharing is not normally permitted and must be approved in advance by JASWDC. Subcontracting or otherwise selling a Matsuri space is strictly prohibited.
- **Appearance & Signage:** Exhibitors/vendors must create an attractive, Japanese-inspired appearance for their space.
 - This includes printed signs, posters, and decorations.
 - Handwritten signs are not permitted.
- **Tents, Tables & Chairs:**
 - Tents are provided for all exhibitors/vendors unless you let us know you want to bring your own.
 - Tables and chairs are provided as outlined in the section-specific guidelines.
 - JASWDC is not responsible for the set-up and takedown of merchandise, displays, equipment, or supplies within your booth.
- **Placement & Scheduling:**
 - JASWDC will determine the location for each exhibitor/vendor.
 - JASWDC will assign stages and times for performers and martial arts demonstrations.
- **Nobori Banners:**
 - Each vendor/exhibitor will receive an individually numbered and color-coded Nobori banner, attached to one corner of your tent.
 - The color/number will be listed in the festival app and can be used to promote your exact location to attendees.
- **Compliance:**
 - All participants must comply with District of Columbia laws and regulations.
 - On festival days, participants must follow all instructions from the Matsuri Management Team and volunteers.

- **Sales Tax:**
 - Vendors selling goods must file and pay sales tax to the Washington, DC government.
 - JASWDC will submit vendor information to DC and provide guidance, but vendors are responsible for submitting their own sales tax payments.
- **Program Listings:**
 - All exhibitors, vendors, and performers will be listed in the electronic program and on the festival website, based on information provided in the contract.
- **Application & Contract Process:**
 - Step 1: Submit application.
 - Step 2: If accepted, you will receive a contract and invoice requesting additional required details (e.g., tax ID, proof of insurance, payment).
- **Insurance Requirements:**
 - All vendors and exhibitors must carry general liability and product/completed operations insurance with coverage of at least \$1 million per occurrence.
 - The following must be listed as an additional insured:
Japan-America Society of Washington, DC
1819 L Street NW, Suite 800
Washington, DC 20036
 - Your Certificate of Insurance (COI) must be submitted along with your contract and payment.
 - Alternatively, you may purchase a rider on JASWDC's event insurance for \$130 (available as part of your contract). Note that JASWDC is not able to offer insurance for providers of alcohol.
- **Pricing Tiers:**
 - Early Bird Pricing: Applications submitted on or before November 30, 2026.
 - Regular Pricing: Applications submitted December 1, 2026 or later.
- **Refundable Deposit:**
 - All vendors and exhibitors (except Local Community Exhibitors and Exhibiting Sponsors) have a \$200 refundable deposit included in their fee.
 - This deposit will be refunded after the Matsuri if you:
 - Do not sell items after the Matsuri closes each day
 - Follow all instructions from your Leadership Team.
 - Properly dispose of trash from your tent area
- **Refund Policy:**
 - **Acts of God/Unforeseen Circumstances:** The Matsuri is held outdoors on private, leased, and public land. JASWDC and vendors share the risk of weather, acts of war/terrorism, government decisions, and other force majeure events. Neither party is obligated to compensate the other if such events cancel or amend participation.
 - **Late Cancellation:** If you cancel less than three weeks before the Matsuri for reasons not covered above, JASWDC is not obligated to refund any payment.
- **Generator Policy:**
 - Vendors may bring their own generators.
 - Generators under 1,100 watts do not require a permit.
 - Generators requiring a permit must be registered with the DC government and JASWDC notified at least 30 days before the Matsuri.

- Only diesel generators are allowed, and refueling during the event is strictly prohibited.
- If the DC government requests vendor-supplied generators be shut down or removed, JASWDC is not responsible for any halt in operations.

Overall Timeline

Pre-Event Timeline

- September 15, 2026 – Exhibitor, Vendor, and Performer Applications open
- November 30, 2026 – Exhibitor and Vendor “Early Bird” Pricing Deadline
- January 31, 2027 – Exhibitor, Vendor, and Performer Application Deadline
 - All applications must be submitted by this date
- December 2026/January 2027 – Acceptances & Contracts
 - Acceptances and contracts for exhibitors, vendors, and performers are issued on a rolling basis during this period.
- January 31, 2027 – Contract & Payment Deadline
 - All contracts must be signed and invoices paid in full by this date (or within 2 weeks of when your contract is sent to you). If your signed contract and payment are not received by these deadlines, and you have not contacted the Sakura Matsuri team with questions or concerns, your contract will be discarded and your space forfeited.
- February – April 2027 – Leadership Team Connections
 - Participants are connected with their Leadership Teams based on their Area placement within the Matsuri, who will:
 - Serve as your primary contact leading up to the Matsuri
 - Assist with any questions or needs
 - Act as your area’s on-site coordinator during the event
- April 1, 2027 – Pass Distribution
 - Participant passes and on-site vehicle access passes will be issued.

On-Site Timeline

- Saturday, April 10
 - 6:00 a.m. Exhibitors/Vendors may enter the Matsuri grounds to begin set-up.
 - 9:00 a.m. All vehicles must be removed from the Matsuri grounds.
 - 10:00 a.m. Tent setup must be completed.
 - 10:30 a.m. The Matsuri opens to attendees.
 - 6:00 p.m. The Matsuri closes and all sales must conclude.
 - 6:30 p.m. Exhibitor/Vendor vehicles allowed onto Matsuri grounds once permission is given by DC Metro Police Department.
 - 8:00 p.m. All Exhibitors/Vendors must leave Matsuri grounds.
- Sunday, April 11
 - 7:00 a.m. Exhibitors/Vendors may enter the Matsuri grounds to begin set-up.
 - 9:00 a.m. All vehicles must be removed from the Matsuri grounds.
 - 10:00 a.m. Tent setup must be completed.
 - 10:30 a.m. The Matsuri opens to attendees.
 - 4:00 p.m. The Matsuri closes and all sales must conclude.
 - 4:30 p.m. Exhibitor/Vendor vehicles allowed onto Matsuri grounds once permission is given by DC Metro Police Department.
 - 7:00 p.m. All Exhibitors/Vendors must leave the Matsuri grounds.

Important Notes

- Tents will remain in place overnight from Saturday into Sunday.
- Vendors should bring material to wrap or drape their tent before leaving on Saturday evening.
- JASWDC will have hired professional security personnel and members of the festival subcommittee on-site overnight Saturday. All gates and entrances will be closed and locked overnight.
- All vending MUST stop at 6:00 p.m. on Saturday and 4:00 p.m. on Sunday. Violation of this rule could result in not being able to participate in future Matsuris and a forfeit of any security deposit.

Guidelines, Pricing, Application Process

Commercial Vendor/Marketer

- **Eligibility:** Sellers or promoters of Japanese or Japanese-style goods or services. Products must be Japanese or Japanese-style. (Items do not need to be “Made in Japan.”)
- **Food & Beverage:** Souvenir-style and specialty packaged food products intended for gifts or consumption off-site are generally permitted, but food, snacks, or beverages intended for consumption on-site should apply as a food vendor. Commercial Vendor Marketer exhibitors may not sell Japanese food, snacks, or beverages intended for consumption on-site without advance written permission from JASWDC.
- **Legal Compliance:** JASWDC generally prohibits the sale of “fanart,” defined as artwork created by fans or other persons who do not hold the official license for a particular character, anime, or series.
 - Under DC law, it is illegal to sell or display counterfeit or pirated merchandise.
 - Vendors found displaying such items will be asked to remove them.
 - Continued sale of prohibited items may result in revocation of your contract and removal from the Matsuri.
- **Placement:** Unless located in a Feature Pavilion, Vendor/Marketers will generally be placed in one of two areas of the Matsuri, based on merchandise type: Ginza Marketplace, or Japan Now. JASWDC will make the final determination regarding the placement of your exhibit.

Early Bird Price (valid before or on Nov 30, 2026):	10x10' tent: \$2,530 (inclusive of \$200 deposit) 10x20' tent: \$4,277 (inclusive of \$200 deposit) 10x30' tent: \$6,025 (inclusive of \$200 deposit)
Regular Price (valid from Dec 1, 2026):	10x10' tent: \$2,760 (inclusive of \$200 deposit) 10x20' tent: \$4,680 (inclusive of \$200 deposit) 10x30' tent: \$6,600 (inclusive of \$200 deposit)
Equipment Included:	(1) selected size tent with backwall (2) 8' tables per 10x10' space (2) chairs per 10x10' space
Additional Equipment Available: • Tent sidewalls • 6' table • 8' table • Folding Chair • Electricity	Cost Per Additional Item: • \$30 each / up to 3 • \$18 each • \$18 each • \$8 each • \$475 for a 20amp circuit

Artisan Vendor

- **Eligibility:** Artisan Vendors must sell goods that they have personally created. If you do not plan to sell your art, please submit a Local Community Exhibitor application instead.
- **Educational Component:** As an Artisan Vendor, you should also be prepared to:
 - Discuss and educate attendees about your craft and the skills involved
 - Share the cultural background of your work
 - Display examples of pieces you have produced
- **Permitted Sales:** You may sell only your own work or items that are necessary to enjoy them (e.g., a doll case for a hand-made doll, or a frame for a painting you created).
- **Prohibited Items:** JASWDC generally prohibits the sale of “fanart,” defined as artwork created by fans or other persons who do not hold the official license for a particular character, anime, or series.
 - If it appears that you are selling products made by others, Matsuri Management and volunteers may require you to stop selling those items and remove them from your tent.
 - Vendors who continue to sell ineligible items may be reclassified as Commercial Vendors for future events, which is subject to a higher fee.
- **Placement:** Artisan Vendors will normally be placed in either the *Arts and Culture*, *Ginza* or *Japan Now* area of the Matsuri. JASWDC will make the final determination regarding the placement of your exhibit.

Early Bird Price (valid before or on Nov 30, 2026):	10x10' tent: \$1,385 (inclusive of \$200 deposit) 10x20' tent: \$2,273 (inclusive of \$200 deposit) 10x30' tent: \$3,162 (inclusive of \$200 deposit)
Regular Price (valid from Dec 1, 2026):	10x10' tent: \$1,560 (inclusive of \$200 deposit) 10x20' tent: \$2,580 (inclusive of \$200 deposit) 10x30' tent: \$3,600 (inclusive of \$200 deposit)
Equipment Included:	(1) selected size tent with backwall (2) 8' tables per 10x10' space (2) chairs per 10x10' space
Additional Equipment Available: • Tent sidewalls • 6' table • 8' table • Folding Chair • Electricity	Cost Per Additional Item: • \$30 each / up to 3 • \$18 each • \$18 each • \$8 each • \$475 for a 20amp circuit

Food Vendor

- **Eligibility:** Food vendors are vendors of food prepared on-site (or recently prepared and packaged off-site for consumption at the Matsuri). This is a Japanese cultural festival, and selection and placement priority will be given to vendors that we view as offering authentic Japanese cuisine.

Vendors of packaged snacks and similar items should apply as a Vendor/Marketer.

- **Beverage Sales:**
 - Vendors may not sell bottled beverages that are sold by JASWDC, except for bottled water.
 - JASWDC will provide a list of beverages we are selling by March 1, 2027. Please ask your Leadership Team for this information if you need it prior to finalizing your menu.
- **Permits & Fire Marshal Inspection:**
 - Vendors cooking with propane or open-flame grills are required to have a permit.
 - JASWDC will collect all necessary information and apply for permits on behalf of each vendor.
 - Permits will be distributed on Saturday after your booth passes inspection by the DC Fire Marshal.
- **Compliance with DC Regulations:**
 - All vendors must comply with District of Columbia regulations, including those covering:
 - [Approved food service ware](#)
 - Permitted menu items
 - [Sanitation requirements](#)
- **Placement:** Hot food vendors are normally placed in the Taste of Japan area, but food vendors may be placed throughout the Matsuri. JASWDC will make the final determination regarding the placement of your exhibit.

- **Menu Categories & Pricing (all prices inclusive of \$200 deposit):**
 - Food vendors will be classified into one of three categories for pricing purposes:
 - Japanese Menu
 - East Asian Menu – Chinese, Korean, or Southeast Asian cuisine
 - Western Menu

Early Bird Price: (valid before or on Nov 30, 2026)			Regular Price: (valid from Dec 1, 2026)		
Japanese Food	10x10 \$1,655	10x20 \$2,885	Japanese Food	10x10 \$1,875	10x20 \$3,060
Asian Food	10x10 \$1,875	10x20 \$3,260	Asian Food	10x10 \$2,050	10x20 \$3,465
Western Food	10x10 \$2,020	10x20 \$3,635	Western Food	10x10 \$2,250	10x20 \$3,810
Equipment Included:			(1) selected size tent (2) 8' tables (2) chairs		
Additional Equipment Available: • Tent sidewalls • 6' table • 8' table • Folding Chair • Electricity			Cost Per Additional Item: • \$30 each / up to 3 • \$18 each • \$18 each • \$8 each • \$475 for a 20amp circuit		
Permits: • Propane • Open Flame (Grill)			Cost Per Permit: • \$120 • \$170		

Special Cultural Exhibitor (non-vending)

- **Eligibility:** Non-profit organizations, academic institutions, and NGOs that wish to educate attendees about their role in U.S.-Japan relations are encouraged to apply.
- **Educational Component:** Special Cultural Exhibitors help fulfill the festival's mission of educating and inspiring attendees about Japanese culture, society, and US-Japan relations. They should use their exhibit to demonstrate and highlight aspects of Japanese society, culture, technology, art, and/or US-Japan collaboration.
- **Permitted Activities:** Special Cultural Exhibitors may promote their organization inside their tent if it supports and does not distract from the cultural or educational focus of the exhibit.
- **Prohibited Activities:** Special Cultural Exhibitors may not:
 - Conduct sales of any kind.
 - Display logos of for-profit entities (on banners, handouts, table displays, etc.) without prior JASWDC approval.
 - Distribute commercial products/services or corporate literature without explicit permission.
 - Promote their organization outside of their assigned tent area. Any onsite promotion must remain secondary to the cultural exhibit itself.
- **Placement:** Exhibitors may be placed throughout the Matsuri. JASWDC will make the final determination regarding the placement of your exhibit.

Early Bird Price (valid before or on Nov 30, 2026):	\$1,270 (inclusive of \$200 Deposit)
Regular Price (valid from Dec 1, 2026):	\$1,470 (inclusive of \$200 Deposit)
Equipment Included:	(1) 10'x10' Tent with backwall (2) 8' tables (2) chairs
Additional Equipment Available: • Tent sidewalls • 6' table • 8' table • Folding Chair • Electricity	Cost Per Additional Item: • \$30 each / up to 3 • \$18 each • \$18 each • \$8 each • \$475 for a 20amp circuit

Local Community Exhibitor (non-vending)

- **Eligibility:** Local cultural organizations, charities, and community event organizers are invited to apply. Although sales and donations are prohibited, Local Community Exhibits are heavily subsidized by the Matsuri as a way to celebrate and support your Japan-related organization's role in our community.
- **Educational Component:** Local Community Exhibits are dedicated to the Japan and Japanese-culture-related edification and education of Matsuri attendees. Exhibitors are invited to present their organization, but the exhibit must prioritize the education and edification of attendees.
- **Sales & Donations:** Local Community Exhibitors are not permitted to sell items or collect donations at their booth (donation collection is specifically prohibited by the District of Columbia government). You may direct attendees to your organization's website for sales or donations via flyers or QR codes. If you wish to sell artwork, crafts, or other goods onsite, please submit an Artisan or Commercial Vendor application instead.
- **Placement:** They may be placed throughout the Matsuri, as thematically appropriate. JASWDC will make the final determination regarding which area your exhibit will be located.
- **Cost Offset:** Local Community Exhibitors will receive up to the value of your participation payment worth of Sakura Matsuri entry tickets for you to sell within your community at a fixed price equal to the lowest cost of any sale tickets. You will receive an individualized discount code to distribute, and after the Matsuri, your organization will be credited the income from those tickets against your participation payment.
 - Example: if you Early Bird register, you will receive an individualized discount code for 23 Matsuri tickets at the fixed price of \$15 each. If 10 tickets are purchased using your code, \$150 will be credited back to you.

Early Bird Price (valid before or on Nov 30, 2026):	\$345
Regular Price (valid from Dec 1, 2026):	\$435
Equipment Included:	(1) 10'x10' Tent with backwall (2) 8' tables (2) chairs
Additional Equipment Available: • Tent sidewalls • 6' table • 8' table • Folding Chair • Electricity	Cost Per Additional Item: • \$30 each / up to 3 • \$18 each • \$18 each • \$8 each • \$475 for a 20amp circuit

Tachinomi Sake/Spirits & Brews Sampler (non-vending)

- **Eligibility:** Producers, sellers, representatives, and distributors of Japanese and non-Japanese sake, as well as spirits and beers that are either Japanese, or popular in and special to the contemporary Japanese market.
- **Educational Component:**
 - Samplers provide premium content aimed at helping Matsuri attendees deepen their understanding of Japanese alcoholic beverages, while allowing them to establish product and brand familiarity and preferences.
 - Samplers should be prepared to describe their product and production process in detail, ranging from tasting notes and pairing preferences, to technical production details.
 - Be prepared to share advice on where to purchase the product in the DMV area or e-commerce.
- **Expectations of exhibitors:**
 - Staff each exhibit with at least two product representatives.
 - Carry liability insurance in accordance with Matsuri requirements listed in this document, and allowing for alcohol provision.
 - Sample two distinct products per exhibit (sponsors may sample up to four distinct products per exhibit).
 - Provide, at own expense, product adequate for between 450-650 customers (assuming 1 pour per customer).
 - Comply with Pavilion rules governing customer limits, session timing, and ticketing allowances (each customer receives 10 pours/session).
 - Comply with Pavilion rules governing maximum pour sizes, equivalent to 1 oz of 16% ABV per pour (roughly ½ - 1 oz sake, 2 - 4 oz beer, ¼ oz whiskey/gin, ¼ - ½ oz shochu).
 - Provide product names and tasting notes 1 month in advance of Matsuri.
 - Direct on-site sales or collection of revenue is prohibited.
- **Compliance with DC Regulations:**
 - All vendors must comply with District of Columbia regulations.

Early Bird Price (valid before or on Nov 30, 2026):	\$1,270 (inclusive of \$200 Deposit)
Regular Price (valid from Dec 1, 2026):	\$1,470 (inclusive of \$200 Deposit)
Equipment Included:	(2) 8' tables (2) chairs (1) cooler upon request (1) decorative ice bucket (1) table linen Ice as needed 3 oz Sampling cup/attendee
Additional Equipment Available: • Folding Chair • Electricity	Cost Per Additional Item: • \$8 each • \$475 for a 20amp circuit

Exhibiting Sponsor

- **Purpose:** Exhibiting Sponsorships are offered in a variety of different sponsorship packages as listed on the Sponsorship Information Packet (available at <https://sakuramatsuri.org/about-the-festival/sponsors/>). Exhibiting sponsors are generally categorized as either Vendor/Marketers, Tachinomi Pavilion Samplers, or Taste of Japan Food Vendors. They must abide by the rules of the pertinent exhibitor category, but they otherwise enjoy special benefits as defined by their sponsorship.
- **How to apply:** Unlike all other Exhibitor applications, Exhibiting Sponsors apply through a separate link, available at <https://sakuramatsuri.org/about-the-festival/sponsors/>.
- **Placement Decisions:** JASWDC will make the final determination regarding which area your tent will be located, although sponsors have priority access.

Promotional Sampling Pavilion (Standard Sponsorship):	\$5,000
Premium Sponsorship:	See Sponsorship Info Packet
Equipment Included:	(1) 10'x10' Tent with backwall (2) 8' tables (2) chairs
Additional Equipment Available: • Tent sidewalls • 6' table • 8' table • Folding Chair • Electricity	Cost Per Additional Item: • Waived • Waived • Waived • Waived • Waived

Performers & Martial Arts Demonstrators

- **Performance Focus**
 - The Matsuri schedules over 50 hours of live performances across four stages that highlight Japanese culture and traditions.
 - All performances must reflect this cultural focus and be family-friendly.
- **Compensation & Scheduling**
 - The Sakura Matsuri does not pay performance or transportation fees.
 - JASWDC will determine the stage(s) on which artists perform and will make the final decision on all schedules.
 - JASWDC will make every effort to accommodate performance time requests, but scheduling decisions are final.
- **Promotion & Merchandise**
 - Performers are invited to display information about their group and performance.
 - Pending availability, you may sell your group's merchandise at the "Meet the Artist" tent before or after your performance. Please indicate your interest to do so in your application and contract.
 - JASWDC staff and volunteers will not assist with setup, breakdown, sales, or distribution of materials and are not responsible for lost items or money.
 - Performers are responsible for paying their own DC Sales Tax for any sales made.
- **Waivers & Stage Access**
 - All performers and martial artists are required to sign a waiver of liability (sample provided for review) before performing.
 - Anyone on stage as part of the performance must sign the waiver.
 - Performers should notify the Performing Arts Leadership Team of any additional staff (photographers, managers, etc.) who will be on stage – these individuals must also sign a waiver.
- **Children's Performing Groups**
 - JASWDC provides 1 chaperone pass per 5 children.
 - Additional chaperones or parents must purchase festival tickets through the official website.
- **Applications & Deadlines**
 - Application cutoff date is January 31, 2027 but will be considered on a rolling basis. There is no charge to apply.
 - Performance times may not be available for applications submitted after this date.
 - You will be notified of acceptance on a rolling basis, but no later than February 15, 2027.
- **Technical Requirements**
 - All stages are raised off the ground, covered with a tent or canopy, and equipped with an overall sound system and a/v company to operate the equipment.
 - Accepted performers will receive a tech sheet approximately 4 weeks before the Matsuri to specify:
 - Stage setup preferences
 - Special equipment needs
 - Performance set list

- Completed tech sheets must be returned promptly. Stage dimensions will be included on the tech sheet.
- **Performance Duration**
 - Applicants may select a preferred performance duration in the application.
 - Duration must include setup and breakdown time (usually 5 minutes each).
 - If large equipment will require more set-up time, describe this in your application.
- **Special Notice for First-Time Applicants**
 - First-time applicants must include photo or video of prior performances in their application for review.

SAMPLE WAIVER FOR REVIEW

Letter of Consent (Waiver Form)

I, the undersigned, acknowledge and agree to the following:

1. **Event Conditions:** I understand that the Sakura Matsuri – Japanese Street Festival takes place outdoors and is subject to weather and other conditions.
2. **Performance Stage:** I understand that I will be performing on a temporary stage.
3. **Right to Inspect:** I understand that I have the right to inspect the stage and surrounding area prior to performing. If I believe there is a safety issue, I may refuse to perform.
4. **Assumption of Risk:** Should anything happen to me, my equipment, and/or my musical instruments, I agree that I will not sue or bring any legal action against The Japan-America Society of Washington, Inc., its officers, directors, employees, volunteers, or any affiliates.
5. **Release of Liability:** I hereby release, discharge, indemnify, and hold harmless The Japan-America Society of Washington, Inc., its officers, directors, employees, volunteers, and affiliates from any and all liability, loss, cost, claim, or damage whatsoever arising from my participation (in any form or manner) in the Sakura Matsuri – Japanese Street Festival.

By signing below, I confirm that I have read, understood, and voluntarily agree to the terms of this waiver and release.

Name: _____

Signature: _____

Date: _____