


**tx**  
**TokyoX**  
BRINGING A PIECE OF JAPAN

 NRG Park, 1 Fannin St  
Houston, TX 77054

 [Info@tokyonightfest.com](mailto:Info@tokyonightfest.com)

[www.Tokyonightfest.com](http://www.Tokyonightfest.com)

# Introduction

チームワーク

## SUCCESS COMES FROM THE GREAT TEAM

**Contact**

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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!



## 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**  
Tammy Lo

**Title**  
COO / Co-Founder  
Coffee Expert



# Vision & Values

Preserving the traditions

## ■ Vision

Houston is about to host a one-of-a-kind cultural event that promises to take you on a culinary journey to Japan. The festival will showcase local Houston chefs who are highly skilled in preparing innovative Japanese street food, inspired by popular Japanese animations and authentic Japanese night markets. This exclusive experience will give you a glimpse into the rich and diverse food culture of Japan. Don't miss out on this unique opportunity to indulge in mouth-watering delicacies crafted by some of the best chefs in town!



## ■ 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?**

Don't miss our Japanese cuisine festival with 30+ restaurants and vendors serving sushi, onigiri, takoyaki, karaage, noodles, and more. Enjoy festival games and performances by Taiko Drummers, Sumo club, Judo, and Karate performers. 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.

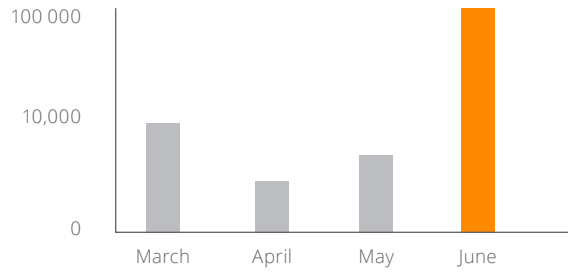


**20K  
PEOPLE  
IN 2 DAYS**

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

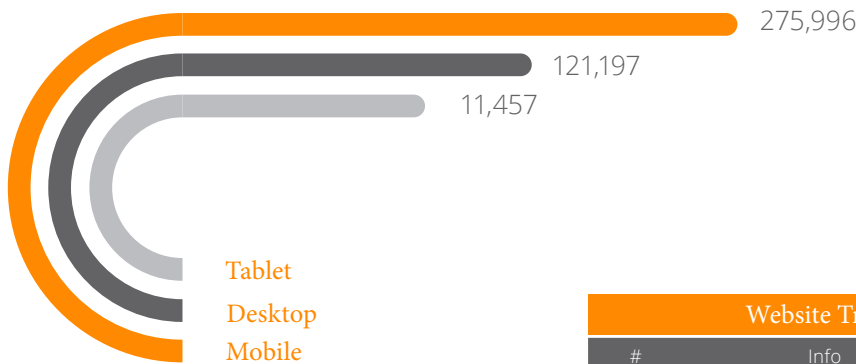
**376,000**  
**Estimated Views**  
 Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

**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

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# Event Highlights

Bringing Modern + Traditions together

At the Tokyo X, come and experience the ultimate fusion of modern and traditional Japan. The event features an exciting lineup of cars, food, anime, music, and live performances that showcase the very best of Japanese culture. Whether you're interested in the latest technological innovations or age-old traditions, there's something for everyone at the festival. Don't miss this opportunity to immerse yourself in all things Japanese and create unforgettable memories at Tokyo X.



## Voice Actors

Experience the magic of anime like never before! Join incredibly talented voice actors as they bring your beloved anime characters to life



## 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

At Tokyo X, we take pride in providing our guests with an unforgettable experience. That's why every piece of entertainment we offer is chosen with meticulous care, ensuring that it complements and enhances your overall visit. So come and enjoy a curated selection of entertainment that will leave you with lasting memories.



## Guests



**f/Yuki Kaji**  
Voice Actor & Actor from Japan



**f/Blake Shepard**  
Voice Actor



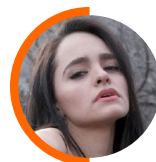
**f/Kyle Jones**  
Producer



**f/Olivia Swasey**  
Voice Actor



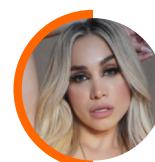
**f/Jay Hickman**  
Voice Actor



**@/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](http://www.jagh.org/donate)



# Brand Awareness

Increase brand awareness to thousands of people.



Houston is a diverse city, and the Japanese community is an integral part of it. Japanese community leaders are working hard to establish institutions that would serve as a hub for the Japanese community in Houston. These institutions would provide a space for people to come together, learn, and celebrate their culture. By sharing their heritage, they are promoting inclusivity and a deeper sense of understanding between different communities. We should support their efforts to create a more vibrant and diverse Houston.

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.

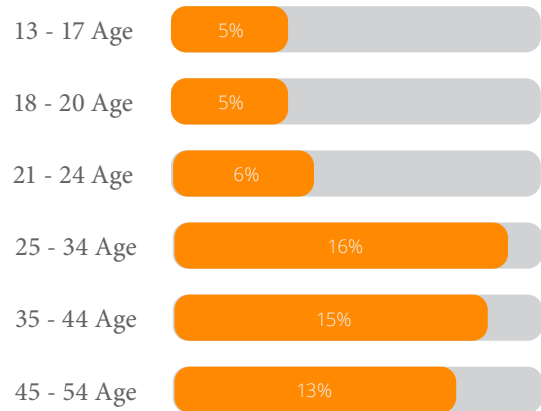
## Population of Houston

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

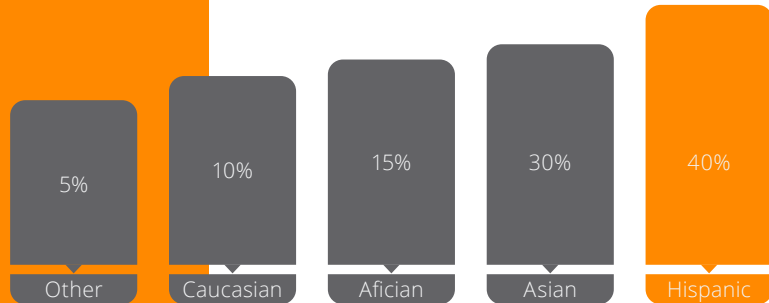
County: Harris  
4,807,336 Persons

State: Texas  
30,065,904 Persons

## Age Group



## 2023 Attendee Demograph



## Influencers

We recognize the significance of using social media to its maximum potential. That's precisely why we collaborate with local influencers on all social media platforms to promote our event. This approach allows us to reach a larger audience and create more excitement. Rely on us to elevate your event to the next level.

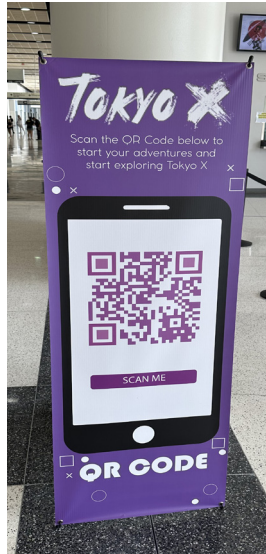
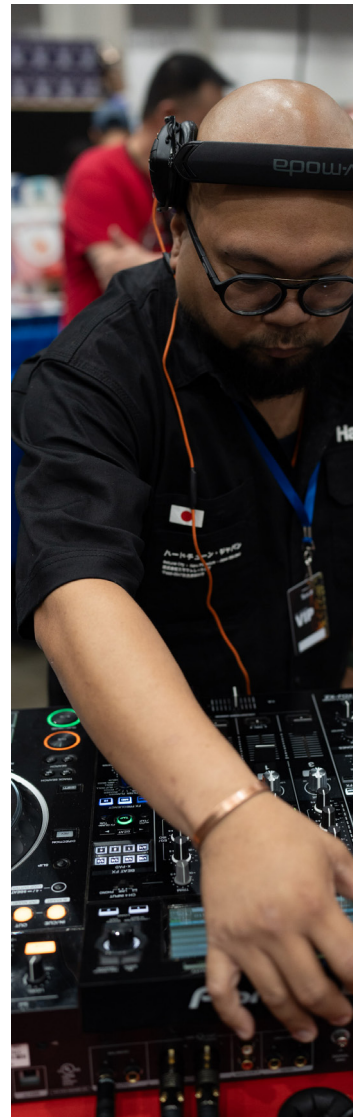
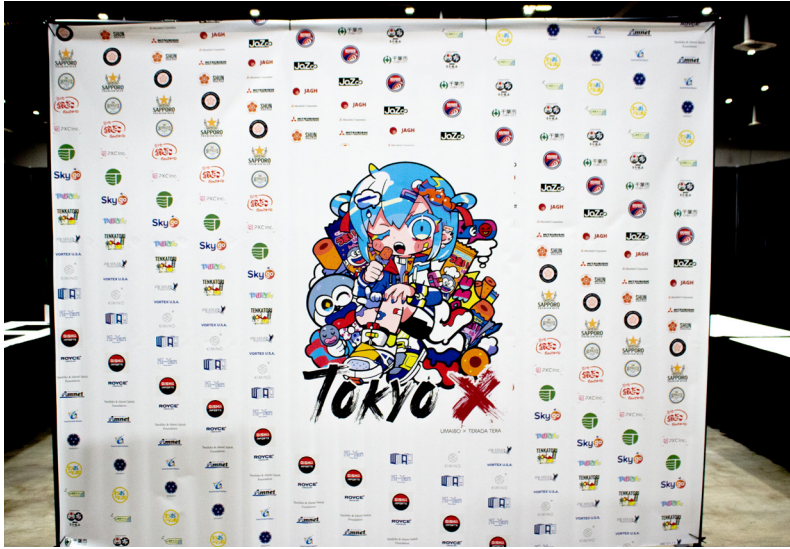


# Sponsorship Packages

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 <b>\$9,500</b>	 Mega <b>\$7,000</b>	 Yokozuna <b>\$5,000</b>	 Intro <b>\$3,000</b>
(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:

Please make checks to "Japan Taste Marketing", Thank You.

Signature

Date

Received by (Our Staff)



# THANK YOU & LET'S CONNECT

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Website [www.tokyonightfest.com](http://www.tokyonightfest.com)

Email [Info@tokyonightfest.com](mailto:Info@tokyonightfest.com)