



★ JAPAN  
BOWL

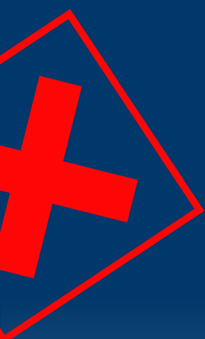


THE JAPAN-AMERICA SOCIETY  
OF WASHINGTON DC

2025

National Japan Bowl®

# SPONSORSHIP GUIDE



# SPONSORSHIP GUIDE

## TABLE OF CONTENTS

- 1** 33RD NATIONAL JAPAN BOWL
- 3** INTRODUCTION TO JAPAN BOWL
- 4** TESTIMONIALS
- 7** SPONSORING THE NATIONAL JAPAN BOWL
- 8** SPONSORSHIP LEVELS & BENEFITS







# *33rd National* **J★PAN BOWL**

The Japan-America Society of Washington DC (JASWDC) is pleased to announce the dates & venue for the 33rd National Japan Bowl®:

## **DATES:**

April 4th and 5th, 2025

## **VENUE:**

Edwin O. Reischauer Center for East Asian Studies  
Johns Hopkins School of Advanced International  
Studies (SAIS)

555 Pennsylvania Avenue NW  
Washington, DC 20001

# What is J★PAN B○WL?

- **Challenging:**

In a series of four exciting rounds, the Japan Bowl invites students formally studying Japanese at the high school level from all over the United States to Washington DC to put their knowledge of Japanese language, culture, history, and society to the test.

- **Rewarding:**

In addition to the academic competition, students are given opportunities to participate in cultural demonstrations, engage with alumni, learn about study opportunities at American and Japanese universities, and meet other high school students from across the country who share their passion for the Japanese language and culture.

- **Global:**

The National Japan Bowl's top winners travel to Japan for a week of cultural experiences with host families and Japanese students and an audience with dignitaries, including Her Imperial Highness Princess Takamado, the Japan Bowl's honorary patron. JASWDC has also supported the creation of seventeen regional Japan Bowl competitions across America and around the world, giving the program a global impact and visibility.



## INTRODUCTION TO THE NATIONAL JAPAN BOWL

**The National Japan Bowl is America's premier high school-level Japanese Language competition**

Each spring, the Japan-America Society of Washington DC brings together 200 of the country's top high school-level Japanese language students for two days of competition, cultural events, and networking.

The National Japan Bowl, now in its 33rd year, is a critical piece of the infrastructure that fosters the next generation of US-Japan experts. It simultaneously brings prestige and excitement to American high school Japanese programs, helping educators defend their programs against ever-present budget pressures and funding cuts.

**Nearly 70,000 high schoolers across the US study Japanese as their foreign language. The Japan Bowl exists to recognize and encourage these students.**



## TESTIMONIALS

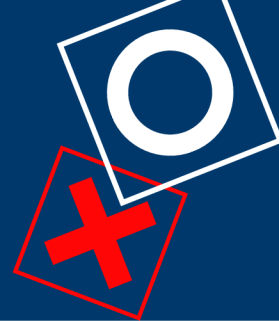
The Japan Bowl experience has profoundly influenced many past participants, by promoting real-world communications skills and cultural knowledge that will help students in their high school years and beyond. The 2024 survey of National Japan Bowl students indicated that 94% of students intend to continue studying Japanese in college, and the same number want to study abroad in Japan for a semester, year, or all four years. Many cite their participation in the National Japan Bowl as inspiration for them to continue pursuing the language.

### *Japan Bowl Alumni*

*"I can confidently say that Japan Bowl was one of the best things that happened to me in my HS career. I made so many friends and fond memories from it, and even made some new friends on the winner's trip to Japan! I initially had a lot of interest in Japanese language, but after doing Japan Bowl I realized the importance of learning Japanese culture as well, and now I like both language and culture. Studying for Japan bowl also improved my kanji skills and made me a kanji lover! I love how when I interact with Japanese people in my community, they are beyond impressed by my deep understanding of Japanese culture and current events, and that is mostly thanks to Japan Bowl!"*



Prachi Marfatia (center, pictured with her teammates),  
Japan Bowl Alumni 2023 and 2024,  
2024 Japan Bowl Winner's Trip  
participant



# Why Japan Bowl?

“Great experience!”

“I would say overall, the Japan Bowl was an extremely fun experience, and it was quite organized for my first time being there! The workshops, the stands, and the competitions were all great experiences for me to observe, and I highly recommend you come or continue coming to the National Japan Bowl!”

“A fun experience, a chance for lifelong competitors to become lifelong friends, all while challenging the depths of how much we know about Japan.”

“The competition was very fun and gave us the materials/opportunities to have fun and broaden our learning of Japanese language and culture!”

- 32nd National Japan Bowl Participants

## TESTIMONIALS FROM TEACHERS

“The event is a wonderful experience for my students. They came back inspired about learning about the Japanese culture. They were also able to meet other students from across the United States. The possibility of connecting to students in another state to learn Japanese is great.”

“It's an intense but enjoyable experience. It is a great way for students enthusiastic about Japanese study to demonstrate their knowledge and further their knowledge of Japanese language and culture.”

“Japan Bowl provides opportunities for my students to showcase their learning of Japanese language and culture. In addition, because my students can network with other high school students learning Japanese and people who had made Japan into their career, their motivation to learn Japanese increases. Once we come back to our school, these students promote my Japanese program which is a great thing.”

“Seeing many students challenging themselves learning about Japan made me proud and motivated me to keep working harder to spread the knowledge.”

“It's an amazing competition where like minded students come together and test their knowledge and skills while enjoying the culture and traditions of Japan.”



## Alumni Highlight



*"I cannot thank JASWDC enough for all the opportunities they have given me. Japan Bowl encouraged me to dive deep into Japanese studies.*

*Eight years after my first Japanese class, I finally landed in the country itself. In these past years, I had accumulated a long list of to-dos and eventually lived a study abroad so unique to me. Competing in Japan Bowl really shaped my study abroad experience. I knew so much more about the country I was living in besides just the language, and the*

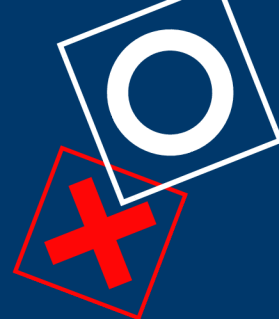
*years of studying for the contest significantly influenced my travel plans.*

*I do not know when the next time I go to Japan will be, but until then I will continue to be in touch with the Japanese community both in San Diego and Japan."*

Praharshitha Thumati is a Japan Bowl Alumni who competed in the 28th and 29th National Japan Bowl Competitions in 2020 and 2021, respectively. She is also a Tanaka and Green Academic Scholar who studied abroad at Hitotsubashi University in Tokyo. She is currently a third-year student at UC San Diego majoring in Biochemistry and minoring in Japanese. (Read more here: <https://jaswdc.org/tanaka-and-green-scholarship-essay-praharshitha-haru-thumati/>)

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These testimonials highlight the lasting impact of the competition and underscore the need for continued support and engagement. JASWDC's goal is to strengthen students' interest in Japan and encourage them to continue their study of Japanese. We also hope to foster a cohort of young people who will take a long-term interest in the improvement of US-Japan relations across a variety of fields - from engineering and computer science, to education and political science.



## **SPONSORING THE 2025 NATIONAL JAPAN BOWL**

**JASWDC welcomes both financial and in-kind support for the National Japan Bowl.**

The National Japan Bowl enjoys widespread national visibility with a highly targeted Japan-friendly audience. National Japan Bowl benefits from additional media exposure through JASWDC (over 15,000 followers across our platforms) and partner organization marketing efforts. The program offers national and global sponsor visibility through JASWDC's distribution of the Japan Bowl Study guide, which forms the basis for intellectual content of Japan Bowls in the US and across the world.

**Japan Bowl enjoys media attention, as well as praise from the governments and political leaders of both Japan and the United States.**

The following page details promotional and networking benefits --based on Japan Bowl's on-site, online, national, and global assets -- across various levels of Japan Bowl sponsorship opportunities.





## Sponsorship Levels & Benefits Chart

		HOST \$50K+	PRESENTING \$25K+	PLATINUM \$15K+	GOLD \$10K+	SILVER \$5K+	BRONZE \$3.5K+	COMMUNITY \$1.5K+
Japan Bowl On-Site	Naming rights: Closing Ceremony	✓						
	Advertisement between Championship Rounds	✓						
	Company rep as Championship Round special judge	✓	✓					
	Verbal mention between Championship Rounds	✓	✓					
	Naming rights: Special achievement award or networking event		✓	✓				
	Sponsorship of audience quizzes between Championship Rounds				✓			
	Company named during President's remarks	✓	✓	✓	✓	✓		
	Presentation workshop during competition	✓	✓	✓	✓	✓	Universities only	
	Logo and sponsorship level on sponsor banners	✓	✓	✓	✓	✓	✓	
	Company logo displayed in ceremony on-screen slide shows	✓	✓	✓	✓	✓	✓	
	Booth and promotional items at Opportunities in Japan Fair	✓	✓	✓	✓	✓	✓	✓
Digital	Japan Bowl-related social media mentions	3	2	1	1			
	Company listed in Sakura Matsuri sponsorship materials	✓	✓	✓	✓	✓	✓	
	Company logo and link on Japan Bowl website	✓	✓	✓	✓	✓	✓	✓
Study Guide	Logo displayed in the 2026 Study Guide used by National, Regional, and Global Japan Bowls	✓	✓	✓	✓	✓	✓	
Japan Champions Trip	Company rep invited to accompany group at Tokyo VIP meetings	✓						
	Student visit to company site in Japan (pending permission)	✓						
	Logo placement on Japan Bowl official T-shirt	✓	✓	✓	✓			



# J★PAN BOWL

For questions and inquiries regarding sponsorship of  
the National Japan Bowl, please contact JASWDC at  
[japanbowl@jaswdc.org](mailto:japanbowl@jaswdc.org).

For more information about the Japan Bowl,  
please visit [www.japanbowl.org](http://www.japanbowl.org)



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