35th National

JAPAN BOWL®

Sponsorship Guide



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

@japanbowl

japanbowl.org



35th National JAPAN BOWL®

DATES:

April 23rd and 24th, 2027

VENUE:

Edwin O. Reischauer Center for East Asian Studies
Johns Hopkins University School of Advanced International Studies (SAIS)
555 Pennsylvania Avenue NW
Washington, DC 20001

SPECIAL COMPETITION TOPICS:

Sumo
Kochi Prefecture
Edo and Meiji periods
Architecture and gardens
Environmental issues and policies
Geography, climate, and natural disasters

SPONSORSHIP GUIDE

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SPONSORING THE 2027 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 through national news outlets, social media platforms, and press releases.



JAPAN BOWL®

Sponsorship Levels & Benefits Chart

		HOST $50K+	PLATINUM $25K+	GOLD $11K+	SILVER $5K+	BRONZE $2K+
Japan Bowl On-Site	Naming rights: Closing Ceremony	✓				
	Advertisement between Championship Rounds	✓				
	Sponsor rep as Championship Round special judge	✓	✓			
	Verbal mention between Championship Rounds	✓	✓			
	Naming rights: Special achievement award or networking event	✓	✓	✓		
	Sponsor named during President's remarks	✓	✓	✓	✓	
	Presentation or workshop during Cultural Workshops	✓	✓	✓	✓	Universities only
	Logo and sponsorship level on sponsor banners	✓	✓	✓	✓	✓*
	Logo 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		
	Sponsor listed on Sakura Matsuri website	✓	✓	✓	✓	✓
	Logo and link on Japan Bowl website	✓	✓	✓	✓	✓*
Study Guide	Logo displayed in the 2028 Study Guide used by National, Regional, and Global Japan Bowls	✓	✓	✓	✓	✓*
Japan Bowl Champions' Trip	Sponsor 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	✓	✓	✓		

* name only

35th National JAPAN BOWL®

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 over 100 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 35th 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 60,000 high schoolers across the US study Japanese as their foreign language.

The Japan Bowl exists to recognize and encourage these students.

WHO ATTENDS JAPAN BOWL?

- students
- educators
- parents
- observers
- volunteers
- community members
- guests
- corporate visitors
- VIPs



What is JAPAN BOWL?

- **Challenging:**

In a series of three 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 regional Japan Bowl competitions across America and around the world, giving the program a global impact and visibility.

35th National JAPAN BOWL®

35 YEARS OF NATIONAL JAPAN BOWL

260 schools reached nationwide
35 US States represented, along with Guam and Mexico



Our sponsors and supporters make it possible for America's top Japanese learners to compete each year.



35th National JAPAN BOWL®

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 2026 survey of National Japan Bowl students indicated that 97% of students are interested in returning to Japan Bowl, with 73% of students saying they intend to continue studying Japanese in college. Many cite their participation in the National Japan Bowl as inspiration for them to continue pursuing the language.

"Competing at The National Japan Bowl was one of the best things I've ever experienced. I expected to be tested on my knowledge, but for me, the competition was really about connecting with the Japanese language community and building lasting relationships."

"The National Japan Bowl was so fun! At first the amount of studying and uncertainty of how it would turn out was honestly discouraging. I was so worried about not knowing any of the answers. But once we got there, my stress faded and I started having fun. My team didn't know the answers but when we didn't know, we would make up answers and laugh. We now have multiple inside jokes and are closer than we were before (despite not even getting top 5). I've successfully found the only competition that wasn't all about winning and was about connection, experience, and celebrating how far we've come."

"I will never regret competing at Japan Bowl. The community was so kind and amazing and I truly have never felt such a joy to compete in my life. As a competitive swimmer, competing often makes me stressed, but the nature of Japan Bowl made the whole situation comfortable and very fun and enjoyable. I don't think I ever stopped laughing/smiling."

"It was an educational experience for the students, and they were able to meet like-minded peers, which is one of the reasons we attend Japan Bowl. As a teacher, I was also able to reconnect with colleagues and network with other professionals."

"They are able to explore Japanese language and culture in greater depth than I can offer in the classroom. Students who attend Japan Bowl often share what they have learned with their classmates, which is a great way to reinforce their learning and inspire others."

OPPORTUNITIES IN JAPAN FAIR

All Sponsorship Levels

The Opportunities in Japan Fair is an onsite event where sponsors can set up a booth to promote their company or organization and engage directly with our audience — high school students, Japanese language teachers, parents, and volunteers from across the country. It is an excellent opportunity to connect with people who are passionate about Japan and Japanese language learning.

Participation in the Fair is open to all sponsors at the Community Level (our entry-level sponsorship) and above. Space is limited to 10 tables and will be filled on a first-come, first-served basis, so early registration is highly encouraged. Sponsors must confirm their participation in advance so we can reserve their spot.

The Opportunities in Japan Fair usually takes place for 2.5 to 3 hours on the first day of the two-day National Japan Bowl event. Setup and teardown times will be provided as the schedule is finalized. Same-day setup before the Fair begins is standard.

If you are unable to attend in person:
We are happy to include your promotional items in the Japan Bowl goodie bags, which all participants receive on Day 1 during Registration. Items must be received at our office no later than two weeks before the competition. This is a great way to share your brand with the entire community even without being onsite.



OPPORTUNITIES IN JAPAN FAIR

All Sponsorship Levels

Make the Most of Your Booth:

- Create a quick, engaging activity related to Japan or your organization's mission
- Offer a small giveaway to encourage visits
- Provide a photo opportunity or branded backdrop for students
- Collect contacts for future outreach (e.g., newsletter sign-up sheet)





Items – To Bring and Provided by JASWDC

To Bring:

- Branded tablecloth
- Promotional items to share with 200+ participants
- Suggested: an interactive element such as a small giveaway, game, or quick quiz for students

Provided by JASWDC or venue:

- One 6 ft x 30" table with two chairs
- Wi-Fi access onsite
- Electricity may be available — please contact JASWDC to confirm

ENGAGEMENT OPPORTUNITIES

OPPORTUNITIES IN JAPAN FAIR

All Sponsorship Levels

The Opportunities in Japan (OIJ) Fair is an onsite event where participants can explore booths to learn about study programs, cultural experiences, and career pathways, ask questions directly to representatives, and find inspiration for their own journey with Japan and the Japanese language.

Thank you to the 2026 OIJ Fair presenters:

EDWIN O. REISCHAUER CENTER FOR EAST ASIAN STUDIES

EMBASSY OF JAPAN

JAPAN INFORMATION AND CULTURE CENTER (JICC), EMBASSY OF JAPAN

TEMPLE UNIVERSITY, JAPAN CAMPUS

AMERICAN UNIVERSITY

LAURASIAN INSTITUTION

MID-ATLANTIC ASSOCIATION OF TEACHERS OF JAPANESE (MAATJ)











ENGAGEMENT OPPORTUNITIES

CULTURAL WORKSHOPS

Universities at Bronze Level, All Sponsors at Silver Level and above

Cultural Workshops provide sponsors with a unique opportunity to engage directly with National Japan Bowl participants while sharing aspects of Japanese culture, language, education, business, or professional experiences. All registered students participate in workshop sessions throughout the event, making these workshops an excellent platform for meaningful interaction with highly motivated high school students from across the United States.





Sponsors may host an interactive workshop, demonstration, or presentation that aligns with their organization's mission, expertise, or connection to Japan. Successful workshops are engaging, educational, and encourage active student participation. Workshops typically last anywhere from 30 to 60 minutes.

Past workshop topics have included student panel discussions, tea ceremony, kimono try-ons, calligraphy, karuta, kendama, wagashi-making, and Japanese puzzles. Sponsors are encouraged to propose creative workshop concepts that showcase Japanese culture, foster cross-cultural understanding, or introduce students to academic and professional opportunities related to Japan.



ENGAGEMENT OPPORTUNITIES

AWARD PRESENTATIONS

Gold Level and above

Award Presentations offer sponsors a meaningful opportunity to recognize exceptional individuals while demonstrating their commitment to Japanese language education, cultural exchange, and the next generation of U.S.-Japan leaders. Sponsored awards are presented during the National Japan Bowl Closing Ceremony, attended by all students, teachers, chaperones, observers, volunteers, sponsors, and guests.

Special recognition awards are selected by the Japan Bowl Council and may honor achievements demonstrated during the competition or recognize outstanding contributions to the National Japan Bowl community. Each sponsored award includes sponsor recognition in the Closing Ceremony program, presentation slides, emcee remarks, and the post-event Program Report.

Sponsors are invited to join the Closing Ceremony on stage to present the award certificate to the recipient and participate in commemorative photographs. This opportunity provides visible recognition while allowing sponsors to celebrate excellence and connect their organization with the values of academic achievement, cross-cultural understanding, and U.S.-Japan engagement. A limited number of award sponsorship opportunities are available each year.









ENGAGEMENT OPPORTUNITIES

6K+ INSTAGRAM FOLLOWERS

100K+ ONLINE IMPRESSIONS



12K+ NEWSLETTER SUBSCRIBERS

SOCIAL MEDIA MENTIONS

Gold Level and above

Social Media Mentions provide sponsors with an opportunity to increase visibility and connect with the National Japan Bowl community through dedicated sponsor spotlight posts on the National Japan Bowl (@japanbowl) and Japan-America Society of Washington DC (@jaswdc) Instagram accounts.

Sponsor spotlight posts can feature a variety of content, including organizational profiles, company initiatives, educational programs, scholarship opportunities, internships, career pathways, and other information relevant to students, educators, and individuals interested in Japan and U.S.-Japan exchange. Sponsors may also provide logos, images, website links, and social media handles to be included whenever possible.

Posts are shared throughout the sponsorship period, with most sponsor spotlights appearing in the weeks leading up to the National Japan Bowl. Sponsors are tagged in posts whenever applicable, helping increase awareness of their organization and its involvement in supporting Japanese language education and cross-cultural understanding.

ENGAGEMENT OPPORTUNITIES

SPECIAL GUEST JUDGE (MARUBATSU)

Platinum Level and above



Marubatsu Special Guest Judges have a unique opportunity to participate directly in the National Japan Bowl's most exciting and prestigious event: the Level 2, 3, and 4 Championship Rounds. As the highest level of competition at the National Japan Bowl, the Championship Rounds are attended by all students, teachers, chaperones, observers, volunteers, sponsors, and guests.

During the competition, Marubatsu Judges listen to students' responses during the Individual Rounds and independently determine whether a word or phrase has been used appropriately, indicating their decision with a maru (○) or batsu (×) sign.

Due to the limited number of Championship Round judging positions available each year, Marubatsu Special Guest Judge opportunities are highly exclusive. This role is reserved for native Japanese speakers, and preparation before the event is not required.

35th National JAPAN BOWL®

READY TO JOIN US?



Next Steps

For inquiries or to start supporting the National Japan Bowl today, please contact:

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JAPAN BOWL®

For more information, please visit
www.japanbowl.org

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