



THE JAPAN-AMERICA SOCIETY  
OF WASHINGTON DC  
PRESENTS

SAKURAMATSURI-  
JAPANESE STREET FESTIVAL

**Saturday, April 14, 2012**  
**11:00 AM – 6:00 PM**  
*Rain or Shine!*

**Pennsylvania Ave. between 14<sup>th</sup> and 9<sup>th</sup> St NW**

**Guidelines  
for Participants**

# About the Sakura Matsuri – Japanese Street Festival

- The Sakura Matsuri – Japanese Street Festival is the largest one-day exhibition of Japanese culture in the United States.
- The Sakura Matsuri is produced by the Japan-America Society of Washington DC.
- It is an outdoor festival and is held rain or shine.
- The festival is fenced. The cost for patrons to enter the festival is 5 for people 13 years or older. This can be paid on-line in advance or at the gate on the day of the festival.
- Attendance depends on the weather. In 2011 attendance was 40,000 people, which was a bad weather day. We project up to 80,000 in good weather years.
- The Festival is held on Pennsylvania Avenue in downtown Washington DC, near the Federal Triangle (Orange/Blue Lines), Metro Center (Red/Orange/Blue Lines) and Archives/Navy Memorial (Yellow/Green Lines) subway stations.
- The Festival welcomes persons and groups who introduce, explain, and demonstrate Japanese arts and culture, both modern and traditional. Cultural exhibitors are designated either as **Arts and Culture Exhibitors** or **Artisan-Vendors**, depending on whether they sell any of their goods. See the “Arts and Culture Exhibitors Guidelines” and the “Artisan-Vendor Guidelines” to determine which category you should join.
- The Festival has opportunities for vendors of Japanese and Japanese-style merchandise to sell products. The **Ginza Marketplace** sells more traditional Japanese goods, and **J-Pop Land** vendors sell more youthful and modern products. (See the “Ginza Marketplace Guidelines” and the “J-Pop Land Vendor Guidelines.”)
- The Festival has “**Taste of Japan**” areas with food vendors selling cooked Japanese, Asian, and Western foods. Preference is given to vendors of Japanese foods. (See the “Taste of Japan Guidelines.”)
- The Festival has four stages with 28 hours of live programming that feature **Japanese performing and martial arts**. (See the “Performing and Martial Arts Guidelines.”)

## Visitors to the Festival

- The typical visitor is college-educated, employed, single, under 35, has an income between \$25,000 and \$75,000, and lives in suburban Maryland or Virginia. Women outnumber men.
- Only 5% of Festival visitors are Japanese or Japanese-American. The Festival attracts a broad section of visitors.
- Approximately 30% of Festival visitors come from **outside** the greater Washington DC region.
- In 2011 the average Festival visitor stayed for 5 hours or longer.

# Guidelines for Participants

- (1) Everyone who wants to participate in the 2012 Sakura Matsuri – Japanese Street Festival **must read** the **General Guidelines** below and also the **Specific Guidelines** that apply to the area of the Festival they want to join.
- (2) **Applications to participate in the 2012 Festival should be made on-line.** Go to the Japan-America Society website at [www.us-japan.org/dc/sakuramatsuri](http://www.us-japan.org/dc/sakuramatsuri). At the bottom of the website page, click on the area of the Festival you want to join.

## ► General Guidelines ◀

- All exhibitors, vendors, and performers must showcase aspects of Japan and Japanese culture.
- All exhibitors and vendors should provide an **attractive Japanese appearance to their space**. This should include attractive signs, posters, and decorations. **NO HANDWRITTEN SIGNS.**
- Tents will be set-up for all exhibitors and vendors. Tables and chairs will be provided. However, Japan-America Society (JASW) is not responsible for an exhibitor's or vendor's set up or takedown of merchandise, displays, equipment, or supplies.
- JASW will decide the location for each exhibitor and vendor.
- JASW will decide the stage(s) and times at which performers and martial artists will perform.
- All participants must follow the laws and regulations of the Government of the District of Columbia and the National Park Service. On the day of the Festival, all participants must follow the guidance and instructions given by Festival staff.
- All vendors must file and pay sales tax to the Washington DC Government.
- Vendors and exhibitors can start their set-up from 6:00 am on April 14. The set-up must be completed by 9:00 am, and all vehicles must be removed from the Festival grounds by 9:00 am. Partial break-down can start as early as 5:30 pm. No vehicles are allowed back into the Festival Site until permission is given by the DC Police Department, usually at 6:30 pm. You must remove your vehicle from the Festival grounds by 8:00 pm.
- All vending **MUST** stop by 6:00 pm.
- All exhibitors, vendors, and performers will receive a listing in the Official Sakura Matsuri program and website.
- **Refund Policy:** (1) If you need to cancel your participation because of illness or disability, we will refund your fee, minus whatever expenses we have incurred to date. (2) The Festival is held outdoors on public streets, and JASW and vendors share the risk of weather, acts of war and terrorism, Federal and local government decisions, and other causes legally known as Acts of God, all of which are beyond our control. If one of these events forces us to amend or cancel our contract with you, neither you nor JASW is obligated to compensate the other for damages. (3) If you unilaterally cancel your participation less than three weeks before the Festival for any reason that is not described in (1) or (2) above, JASW is not obligated to refund any payment you have made.
- Applications for Performing Arts are due by **December 20, 2011**, Taste of Japan are due by **January 15, 2012**, and Arts & Culture, Artisan, Ginza & J-Pop Merchants are due by **January 31, 2012**. All applications should be made on-line. Payment should be made at the same time.
- You will be notified by the end of February, 2012 whether you have been accepted.
- All vendors have the option to bring their own generator. Any generator 1100 watts or smaller does not require a permit. If a permit is required for your generator, you must submit the correct application with the DC Government, and notify JASW 30 days prior to the festival. Please inform JASW if you are bringing your own generator and what its output is. *(Only diesel generators are allowed, and there can be no refueling during the festival.)*

## ARTS AND CULTURE EXHIBITORS GUIDELINES

- The Arts and Culture area is for artists, craftsmen, and cultural exhibitors who demonstrate their skills, explain the cultural background, and display their arts and crafts.
- Arts and Culture Exhibitors **are not allowed to sell** their works. If you want to sell your art works and crafts, please submit an “Artisan-Vendor” application or a Ginza Marketplace application.
- You must be present throughout the day and demonstrate and/or explain your exhibit.
- JASW will provide a **free** 10x10 tent to Arts and Culture participants, which includes two chairs, two 8 foot tables, and vinyl tent backwall. If participants need additional space, it will cost \$250 per 10x10 tent. Electricity is available for an additional fee of \$300.
- **All exhibitors are required to provide an attractive Japanese appearance to their tent space. This should include attractive signs, posters, decorations and table cloths. NO HANDWRITTEN SIGNS.**

## ARTISAN-VENDOR GUIDELINES

- The Artisan-Vendor category is for artists and craftsmen whose **primary purpose** is to demonstrate their skills, explain their cultural background, and show the arts and crafts that they have produced.
- **Artisan-Vendors may sell the goods that they have made, but only as a secondary and incidental purpose. Selling cannot be your primary purpose. Your primary purpose must be to demonstrate.**
- If you will not be selling your arts, then submit an “Arts and Culture Exhibitors” application.
- **You are allowed to sell only your own works**, or things that are necessary to enjoy them (for example, a doll case for a hand-made doll, or a frame for a picture you have painted).
- If it appears that you are engaged primarily in selling, or if you are selling products made by others, the Festival staff can request you to stop. In addition, in future years the Sakura Matsuri staff can move you to the Ginza Marketplace section, where a higher fee is charged.
- The Artisan-Vendor fee is \$550 for a 10 x 10 foot space. This includes a tent, two chairs, two 8 foot tables, and vinyl tent backwall. Electricity is available for an additional fee of \$300.
- **All exhibitors are required to provide an attractive Japanese appearance to their tent space. This should include attractive signs, posters, decorations and table cloths. NO HANDWRITTEN SIGNS.**

## GINZA MARKETPLACE VENDOR GUIDELINES

- The Ginza Marketplace is one of two areas where visitors are able to buy “Japanese things” at the Sakura Matsuri. (The other is J-Pop Land, which features more youthful products.)
- **Products must be Japanese or Japanese-style.** While the goods must be Japanese-style, there is no requirement that the articles actually be “Made in Japan.”
- You **may not sell Japanese food, snack food, or drinks** without advance permission from the Japan-America Society. If you want to do so, please indicate on your application.
- The Ginza Marketplace Vendor fee is \$1050 for a 10x10 foot space. This includes a tent, two chairs, two 8 foot tables, and a vinyl tent backwall. Electricity is available for an additional fee of \$300.
- Under DC law it is illegal to sell or poses counterfeit or pirated merchandise. Any vendor caught posing counterfeit or pirated merchandise will be asked to remove the items from their tent. If the vendor is continues to sell these items, JASW has the right to revoke the contract and remove the vendor from the festival.
- **All exhibitors are required to provide an attractive Japanese appearance to their tent space. This should include attractive signs, posters, decorations and table cloths. NO HANDWRITTEN SIGNS.**
- **No sales may start before 11:00 a.m. and selling must stop at 6:00 p.m.**

## JAPAN TODAY VENDOR GUIDELINES

- Japan Today is a marketing opportunity for producers and retailers of modern, youthful Japanese products.
- **Products must be Japanese or Japanese-style.** While the goods must be Japanese-style, there is no requirement that the articles actually be “Made in Japan.”
- All items sold **MUST be family-friendly.**
- You **may not sell Japanese food, snack food, or drinks** without advance permission from the Japan-America Society. If you want to do so, please indicate on your application.
- The Japan Today Vendor fee is \$1050 for a 10x10 foot space. This includes a tent, two chairs, two 8 foot tables, and vinyl tent backwall. Electricity is available for an additional fee of \$300.
- Under DC law it is illegal to sell or poses counterfeit or pirated merchandise. Any vendor caught posing counterfeit or pirated merchandise will be asked to remove the items from their tent. If the vendor is continues to sell these items, JASW has the right to revoke the contract and remove the vendor from the festival.
- **All exhibitors are required to provide an attractive Japanese appearance to their tent space. This should include attractive signs, posters, decorations and table cloths. NO HANDWRITTEN SIGNS.**
- **No sales may start before 11:00 a.m. and selling must stop at 6:00 p.m.**

## PERFORMING ARTS AND MARTIAL ARTS GUIDELINES

- The Festival has over 28 hours of live performances on four stages.
- The Festival highlights the culture and traditions of Japan. All performances must reflect this. All performances must be family-friendly.
- The Festival does **not** pay any performance or transportation fee.
- The Japan-America Society will decide on what stage(s) artists will perform.
- The Japan-America Society will do its best to accommodate performance time requests, but it will make the final decision on schedules.
- You are invited to display information related to your group and your performance. Please indicate on your application whether you wish to do so.
- With advance permission, we will allow you to sell DVDs and CDs from your group. Please indicate on your application whether you wish to do so. **Performers are responsible for paying their own DC Sales Tax.**
- Applications are due by **December 20, 2011**. Performance times may not be available for applications submitted after December 20, 2011. There is no charge to apply.
- You will be notified by the end of January, 2012 whether you have been accepted.
- We will list information about your group on our website. Please provide a photo and 50 words or less describing your group. *JASW has the right not to use the photo and to edit the group's description.*
- Performers are usually allocated 20 minutes to perform, with 5 minutes for set-up & 5 minutes for breakdown.

► **SPECIAL NOTICE: First-time applicants MUST enclose information about their group to help us make the determination whether to accept you. This can include DVDs, CDs, website links, photographs, brochures, and other visuals. This material will not be returned. ◀**

## TASTE OF JAPAN FOOD VENDOR GUIDELINES

- In 2012 there will be several Taste of Japan areas. The Japan-America Society will decide the location for each food vendor.
- Priority is given to vendors of **Japanese food**.
- You may not sell **ANY** bottled soft drinks, tea, or bottled water unless they are purchased from JASW.
- The DC Government will require vendors to attend a briefing on health and sanitation requirements. You **MUST** attend the briefing in order to join the Festival.
- All vendors **MUST** provide an **attractive appearance** to their tent space and **keep their location clean**. This should include attractive signs, posters, menus, and decorations. **NO HANDWRITTEN SIGNS!** ***JASW will provide cash rewards to food vendors that have a clean, attractive area and tent with Japanese decorations.***
- There are three categories of food vendors and prices:
  - Japanese menu - \$1250
  - East Asian menu - Chinese, Korean, or Southeast Asian – \$1450
  - Western menu - \$1650
- A security deposit of \$200 is required to ensure that food vendors clean their area properly at the end of the day.
- Any application received **after January 15, 2012** requires an additional \$200 late payment, and space may not be available.
- Vendors will receive a 10 x 20 tent, two chairs, and four 8 foot tables.
- If vendors wish to have a 20 amp electrical power source it will cost an additional \$300 per circuit (20 amps).