



THE JAPAN-AMERICA SOCIETY
OF WASHINGTON DC

Presents

SAKURAMATSURI-
JAPANESE STREET FESTIVAL

Guidelines for Participants

Saturday, April 14, 2018

10:30 AM – 6:00 PM

Rain or Shine!

Pennsylvania Ave NW

Between 3rd St NW & 7th St NW

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 (JASWDC).
- It is an outdoor festival and is held rain or shine.
- The festival is fenced. The entrance price for the festival will be \$10 at the entrance and \$8 on-line until April 6, 2018. Children 12 years old and younger are free.
- Attendance depends on the weather. In 2017, the weather was 77° F and sunny, and attendance was 25,000 people.
- The Festival will be held on Pennsylvania Ave NW, between 3rd and 7th St NW. Our location is right next to the Archives – Navy Memorial (Green & Yellow line) Metro station and Judiciary Square (Red line) Metro station.
- 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 **Japan Now** vendors sell more youthful and modern products. (See the “Ginza Marketplace Guidelines” and the “Japan Now 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.”)
- In 2017, Festival had six stages with over 35 hours of live programming that feature **Japanese performers, martial arts and demonstrations**. (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 2017 the average Festival visitor stayed for 4 hours or longer.

Guidelines for Participants

- (1) Everyone who wants to participate in the 2018 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 2018 Festival should be made online.** Go to the Sakura Matsuri website at www.sakuramatsuri.org.

► 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 printed signs, posters, and decorations. **NO HANDWRITTEN SIGNS.**
- Tents will be set-up for all exhibitors and vendors. Tables and chairs will be provided. However, JASWDC is not responsible for an exhibitor's or vendor's set up or takedown of merchandise, displays, equipment, or supplies.
- JASWDC will decide the location for each exhibitor and vendor.
- JASWDC 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. On the day of the Festival, all participants must follow the guidance and instructions given by Festival staff and volunteers.
- All vendors who are selling at the festival must file and pay sales tax to the Washington DC Government. JASWDC will submit your information to the DC Government and will obtain the sales tax package, but if you do not receive one from JASWDC, you are still responsible for submitting your sales tax money to the Washington DC Government. The form can be downloaded from the DC Government at <http://otr.cfo.dc.gov/node/967812>.
- Vendors and exhibitors can enter the festival grounds from 6:00 a.m. on Saturday, April 14. All vehicles must be removed from the Festival grounds by 9:00 a.m. and your tent's setup should be completed by 10:00 a.m. Partial break-down can start as early as 5:30 p.m. No vehicles are allowed back into the Festival Site until permission is given by the DC Police Department, usually by 6:30 p.m. You must remove your vehicle from the Festival grounds by 8:00 p.m.
- All vending **MUST** stop selling at 6:00 p.m. Violation of this rule will result in not being able to participate in future Festivals and a forfeit of any security deposit.
- 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 both private, leased land and public streets, and JASWDC 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 JASWDC 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, JASWDC is not obligated to refund any payment you have made.
- Applications for Performing Arts, Participant applications for Arts & Culture, and Vendor applications for Taste of Japan, Artisan, Ginza & Japan Now are all due by **January 31, 2018**. All applications should be made online, or you can request a PDF application be sent to you by e-mailing sakuramatsuri@jaswdc.org. Payment should be made at the same time.
- You will be notified by February 15, 2018 whether you have been accepted.
- All vendors have the option to bring their own generator. Any generator smaller than 1100 watts 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 JASWDC 30 days prior to the festival. Please inform JASWDC 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.*) If the DC government requests any personal generators be stopped or removed from the event, JASWDC is not responsible for this.

ARTS AND CULTURE GUIDELINES

★ ★ *Starting this year, Arts and Culture fees will be \$200 for a 10x10, 2 tables, 2 chairs and a backwall. Arts and Culture exhibitors may receive \$200 worth of Sakura Matsuri entry tickets at \$5 apiece (40 tickets in total), and can sell these tickets for \$10 apiece.* ★ ★

- JASWDC requires all Arts and Culture exhibitors to carry insurance with general liability and product & completed operations limits of at least \$1 million per occurrence. Please submit your Certificate of Insurance (COI) naming JASWDC as additional insured to sakuramatsuri@jaswdc.org by February 28, 2018. If your organization or company does not have insurance, you can purchase coverage for your participation in this event from JASWDC for \$70.
- **The entrance price for the festival will be \$10 at the entrance & \$8 on-line by Friday, April 6, 2018. Children 12 years old and younger are free.**
- 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 work or crafts, please submit an Artisan application or a Ginza Marketplace application.
- You must be present throughout the day and demonstrate and/or explain your exhibit.
- The Arts & Culture fee is \$200 for a 10x10 tent, which includes two chairs, two 8 foot tables, and a vinyl backwall. Exhibitors can request additional space, tables or chairs for an additional fee. 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 printed signs, posters, decorations and tablecloths. NO HANDWRITTEN SIGNS.**

ARTISAN GUIDELINES

- JASWDC requires all Exhibitors & Vendors to carry insurance with general liability and product & completed operations limits of at least \$1 million per occurrence. Please submit your Certificate of Insurance (COI) naming JASWDC as additional insured to sakuramatsuri@jaswdc.org by February 28, 2018. If your organization or company does not have insurance, you can purchase coverage for your participation in this event from JASWDC for \$70.
- The entrance price for the festival will be \$10 at the entrance & \$8 on-line until Friday, April 6, 2018. Children 12 years old and younger are free.
- Artisans may sell the goods that they have made, but your main purpose should be to discuss, educate and demonstrate their crafts and skills, explain their cultural background, and show the arts and crafts that they have produced.
- Artisans must demonstrate and showcase aspects of Japanese Culture and/or Japanese Art.
- 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 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 fee is \$600 for a 10x10 tent, which includes two chairs, two 8 foot tables, and vinyl 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 printed signs, posters, decorations and table cloths. NO HANDWRITTEN SIGNS.**

GINZA MARKETPLACE VENDOR GUIDELINES

- JASWDC requires all Exhibitors & Vendors to carry insurance with general liability and product & completed operations limits of at least \$1 million per occurrence. Please submit your Certificate of Insurance (COI) naming JASWDC as additional insured to sakuramatsuri@jaswdc.org by February 28, 2018. If your organization or company does not have insurance, you can purchase coverage for your participation in this event from JASWDC for \$70.
- We now require a **\$200 Security Deposit check** be mailed when you apply which will be returned after the festival as long as the vendor does NOT attempt to sell any items after the festival closes at 6:00 p.m. The last couple of years, vendors have been selling after 6:00 p.m., which pushes clean up later and increases our DC Police bill.
- The entrance price for the festival will be \$10 at the entrance & \$8 on-line until Friday, April 6, 2018. Children 12 years old and younger are free.
- The Ginza Marketplace is one of two areas where visitors are able to buy Japanese items at the Sakura Matsuri. (The other is **Japan Now**, which features more youthful or modern 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 \$1,150 for a 10x10 tent, which includes two chairs, two 8 foot tables, and a vinyl tent back wall. Electricity is available for an additional fee of \$300.
- Under DC law it is illegal to sell or display counterfeit or pirated merchandise. Any vendor caught displaying counterfeit or pirated merchandise will be asked to remove the items from their tent. If the vendor continues to sell these items, JASWDC 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 printed signs, posters, decorations and table cloths. NO HANDWRITTEN SIGNS.**
- **No sales may start before 10:30 a.m. and selling must stop at 6:00 p.m. or you will lose your deposit.**

JAPAN NOW VENDOR GUIDELINES

- JASWDC now requires all Exhibitors & Vendors to carry insurance with general liability and product & completed operations limits of at least \$1 million per occurrence. Please submit your Certificate of Insurance (COI) naming JASWDC as additional insured to sakuramatsuri@jaswdc.org by February 28, 2018. If your organization or company does not have insurance, you can purchase coverage for your participation in this event from JASWDC for \$70.
- We now require a **\$200 Security Deposit check** which will be returned after the festival as long as the vendor does NOT attempt to sell any items after the festival closes at 6:00 p.m. The last couple of years, vendors have been selling after 6:00 p.m., which pushes clean up later and increases our DC Police bill.
- The entrance price for the festival will be \$10 at the entrance & \$8 on-line until Friday, April 6, 2018. Children 12 years old and younger are free.
- Japan Now is a sales and 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.** JASWDC will make the final determination if items are family-friendly or not.
- 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 Now Vendor fee is \$1,150 for a 10x10 tent, which includes two chairs, two 8 foot tables, and vinyl tent back wall. Electricity is available for an additional fee of \$300.
- Under DC law it is illegal to sell or display counterfeit or pirated merchandise. Any vendor caught displaying counterfeit or pirated merchandise will be asked to remove the items from their tent. If the vendor continues to sell these items, JASWDC 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 10:30 a.m. and selling must stop at 6:00 p.m. or you will lose your deposit.**

PERFORMING ARTS AND MARTIAL ARTS GUIDELINES

- JASWDC requires all Performers and Martial Artists to sign a waiver of liability.
- The entrance price for the festival will be \$10 at the entrance & \$8 on-line until Friday, April 6, 2018. Children 12 years old and younger are free.
- The Festival has over 35 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 fees.
- JASWDC will decide on what stage(s) artists will perform.
- JASWDC 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.**
- JASWDC volunteers will **NOT** help sell or distribute information related to your performance.
- Applications are due by **January 31, 2018**. Performance times may not be available for applications submitted after January 31, 2018. There is no charge to apply.
- You will be notified by February 15, 2018 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. *JASWDC 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. If you have large equipment that will take longer than 5 minutes please describe it on the application.
- **Performers should inform the Performing Arts Committee of any additional staff that will be on the stage at the time of performance. For example, photographers, managers, etc. These people must also sign a waiver.**

► **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

- JASWDC requires all Food Vendors to carry insurance with general liability and product & completed operations limits of at least \$1 million per occurrence. Please submit your Certificate of Insurance (COI) naming JASWDC as additional insured to sakuramatsuri@jaswdc.org by February 28, 2018. If your organization or company does not have insurance, you can purchase coverage for your participation in this event from JASWDC for \$70.
- The entrance price for the festival will be \$10 at the entrance & \$8 on-line until Friday, April 6, 2018. Children 12 years old and younger are free.
- JASWDC will decide the location for each food vendor.
- Priority is given to vendors of **Japanese food**.
- You may not sell **ANY** bottled drinks that are being sold by JASWDC.
- All vendors **MUST** provide an **attractive appearance** to their tent space and **keep their location clean**. This should include printed signs, posters, menus, and decorations. **NO HANDWRITTEN SIGNS!** ***JASWDC 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
 - East Asian menu - Chinese, Korean, or Southeast Asian
 - Western menu
- A security deposit of \$200 is required to ensure that food vendors clean their area properly at the end of the day.
- If vendors wish to have a 20 amp (one circuit) electrical power source it will cost an additional \$300 per circuit.