



TOKYO X



TOKYO X

Bringing a Piece of Japan

SPONSORSHIP
PROPOSAL



ABOUT

Tokyo X, launched in 2022, offers local food vendors and activities such as anime, cosplay, car displays, and musical performances, celebrating Japanese culture in a family-friendly environment. It has since become one of the largest Japanese culture event in Houston bringing over 20,000 attendees.



TASTE OF JAPAN

Tokyo X is hosting a cultural event featuring local chefs who are crafting Japanese street food inspired by anime and Japanese culture. Don't miss this opportunity to savor the authentic flavors of Japan with over 30 vendors!



ENTERTAINMENT



Speed Dating



Stamp Rally



Workshops



Cosplay Contest



Arcades



MISSION

Creating an engaging Japanese culture event in Houston that harmoniously blends modern and traditional elements, showcasing the rich heritage and vibrant creativity of Japan.



EDUCATION

Tokyo X offers Japanese a variety of workshops in Houston that both preserve and promote Japanese culture while providing traditional education.



JPOP Dance



Car Show



TCG Tournament



Performances



Event Highlights

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.

Indoors

Tokyo X is held inside NRG Center hosting more than 200,000 sq ft for 2025 with all day entertainment.

300+ Vendors

With over 300 different types of vendors from food, anime, games, and more you have endless vendors to view from.

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.

MARKET REACH

We conduct comprehensive research to uncover the most effective strategies for marketing to audiences interested in Japan. By leveraging social media, engaging content creation, and insights into current market demand, we ensure your message resonates powerfully with your target demographic.

42

Pieces of Coverage

Total number of offline, and social clip.

492k

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social.

21.1M

Audience

Combined total of publication wide audience figures for all outlets featuring coverage.

58.8k

Engagement

Combined total of likes, comments, and shares on social media platforms.

55

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Maz

Mentioned on:



TOKYO X MARKET

ATTENDEE RESEARCH

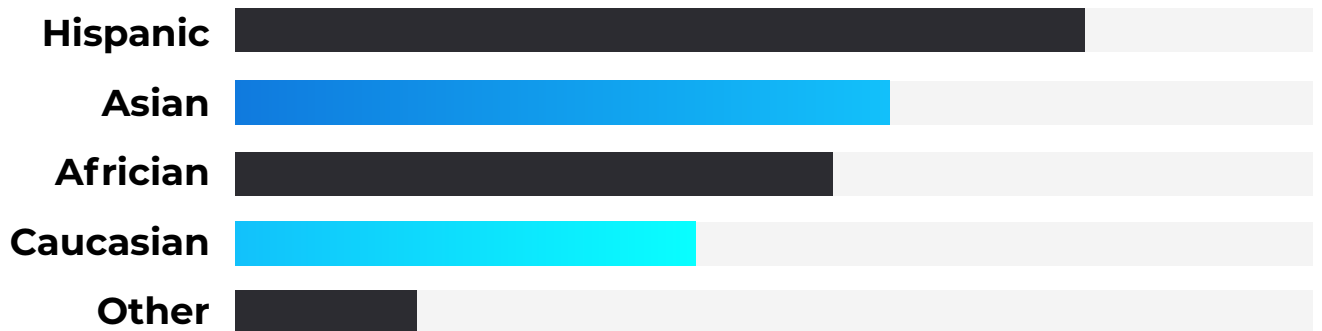
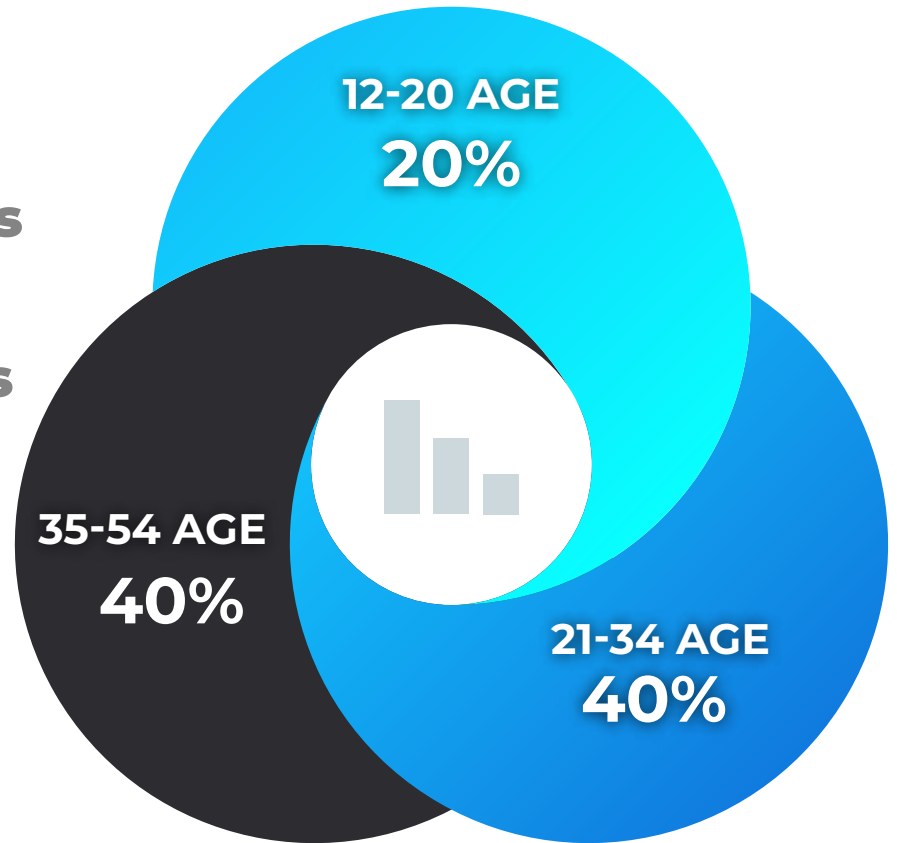
Research based on observation from the event of attendee

Census Place (City): Houston

2,404,548 Persons

County: Harris

4,807,336 Persons



POPULATION GROWTH

Houston is a dynamic and rapidly growing city, boasting an impressive annual population increase of 1.5% to 2% in the metro area. With over 100,000 newcomers choosing to call Houston home each year, it's clear that this vibrant city offers unmatched opportunities for growth and success.

SPONSOR TIER

SPONSOR BENIFITS

Sponsoring Tokyo X is a remarkable opportunity to significantly elevate awareness of Japanese communities. By featuring a diverse array of vendors and showcasing the rich cultural elements of Japan, we will captivate thousands of attendees who share a passion for Japanese culture. This is an impactful chance to make a lasting impression and celebrate our vibrant heritage.



GOLD

- 10 x 10 Vendor Booth
- Logo on website
- Social Media Mention
- Logo on Banners
- Logo on Flyers
- Logos on Digital Map
- Free Pass (10)
- Free Event T-shirt (10)
- VIP Access
- MC Shoutout
- Mention in PR
- Logo on Stage

KAIJU
\$9,500



SILVER

- 10 x 10 Vendor Booth
- Logo on website
- Social Media Mention
- Logo on Banners
- Logo on Flyers
- Logos on Digital Map
- Free Pass (7)
- Free Event T-shirt (7)
- VIP Access

MEGA
\$6,500



BRONZE

- 10 x 10 Vendor Booth
- Logo on website
- Social Media Mention
- Logo on Flyers
- Free Pass (4)
- Free Event T-shirt (4)
- VIP Access

YOKOZUNA
\$3,000

SPONSORSHIP FORM

Deadline: _____

Company Name: _____

Representative (Full Name): _____ Position: _____

Address: _____

City: _____ Zip Code: _____

Phone: _____ Email: _____

Payment Method (Make checks payable to Giri Giri Entertainment):

Check

Credit Card

Cash

Please select one of the following tiers

Kaiju - \$9,000

Mega - \$6,000

Yokozuna - \$3,500

Signature: _____ Date: _____

Website: www.tokyonightfest.com

Email: Info@tokyonightfest.com