



**JCAM**  
Japanese Cultural Association of Manitoba  
**Sponsorship Opportunity**



# Our History

Japanese-Canadians first migrated to Winnipeg and Manitoba in 1942. As this community continued to grow in the early 1950's, the need for fellowship and maintaining their Japanese identity increased. Thus, the Manitoba Japanese Canadian Citizens Association (MJCCA) was formed.

The MJCCA became a focal point for the Japanese community as a place to congregate with families they grew up with, maintain Japanese traditions such as New Year's Day celebrations, odori (Japanese dancing), tea ceremony as well as sharing Japanese meals.

The MJCCA merged with the Manitoba Japanese Canadian Cultural Centre in 2013 to form the Japanese Cultural Association of Manitoba (JCAM). We offer many of the same programs since the organization's inception along with new ones. They include martial arts (karate and kendo), Japanese dancing for youth and adults, sushi classes, Japanese language classes, donburi/bento/ramen lunches, active seniors and Newcomers groups, cuisine night and sake tasting. Hinode Taiko is also a group at JCAM who have performed internationally.

In addition to providing programs for the Japanese community, we are active members of our national organization, a founding member of Folklorama, as well as Asian Heritage month and Lanterns for Peace.

Our focus is to provide culturally related programs as well as promoting and protecting Human Rights within our local and national communities. Our work in Human Rights is primarily historical where Mr. Art Miki was a leader in getting the Government of Canada to agree to apologize for the many Japanese Canadians who were wrongfully treated. JCAM members have worked with various writers and film producers to promote their work in telling our stories on our experiences in internment camps.

## Mission and Vision

Our mission is to nurture and sustain a community interested in Japanese and Japanese Canadian culture and heritage.

Our vision is to foster Japanese and Japanese Canadian culture and heritage now and for future generations.

# President's Message

Greetings from the Japanese Cultural Association of Manitoba (JCAM). We are a small but key component of Manitoba's Asian community and are dedicated to fostering Japanese and Japanese-Canadian culture and heritage. Proof of our value rests in the tremendous support we receive from the community at large. Each year we host thousands of visitors to our efforts at Folklorama, the Japan Schools Program and other festivals, programs and events carried out from our cultural centre on McPhillips.



## JCAM Board Members

**Kelly Kaita** - *President*

**Ken Teramura** - *Past President*

**Debra Takeuchi** - *Vice President*

**Jim Suzuki** - *Treasurer*

**Grant Voakes** - *Secretary*

*Directors:*

**Junko Bailey**

**Taka Hattori**

**Nicolas Matsuo**

**Cory Rybuck**

**Sarah Keating Sangalang**

**Satoshi Takeuchi**

**Lucy Yamashita**

# Areas of Focus for 2023-2024

Increasing our membership is an ongoing focus. There are approximately 2200 people of Japanese Canadian descent living in Winnipeg. Of this group, over 800 are members of JCAM. As we are entering our 6th generation, we are mindful that JCAM provides programs and services that attract our many generations and the Winnipeg community interested in Japanese culture.

We have two new areas of focus for 2023-2024. We have a significant number of Japanese members whom now reside in Winnipeg. Many currently adjusting to Canadian culture and society and have a limited proficiency of the English language. They face many challenges integrating into this different society that they now call home. While there is a comprehensive social services network in Canada they need assistance on how to take advantage of those social services available to them.

This year we will be focusing a lot of our attention on our aging facility. This year we hope to see some very significant changes and improvements to the centre allowing for us to be more inclusive. This will be in part due to the generosity of the Government of Manitoba and the NAJC. However, we still need our sponsors to help with the sustainability of JCAM.

## **How you can help!**

It has been said that “it takes a village to raise a child”. Similarly, our Japanese-Canadian community cannot grow and thrive without integration with the broader Winnipeg community. We are looking for like-minded and forward thinking organizations who believe in helping new Canadians and Young Leaders. By assisting us in these two critical areas, you help our community get stronger, promote your company and contribute to the growth of our city. We are looking for these long term partnerships to foster growth for all.

## **What we will provide in return:**

We have an active community that could possibly introduce you to a segment that currently is not in your scope. Our activities provides access to thousands of Winnipeggers; young and old, and of other nationalities, not just our own.

By fostering a long term relationship, we want to showcase your organization to our community highlighting your service offerings as well as your work with new Canadians and Young Leaders. we view this as more than just a commercial enterprise.

# Sponsorship Package

## Pricing and Listing

Benefits Provided:	Silver	Gold	Platinum
Logo displayed at all participating events and JCAM website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
JCAM Newsletter(quarterly, 700 circulation) Sponsor company contact and advertisement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media   	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
JCAM Vinyl Sticker for windows	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Folklorama Complimentary tickets	2 Tickets <input checked="" type="checkbox"/>	4 Tickets <input checked="" type="checkbox"/>	6 Tickets <input checked="" type="checkbox"/>
Outdoor Electric Sign	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attend/Participation at events		2 events <input checked="" type="checkbox"/>	5 events <input checked="" type="checkbox"/>
Mention and thank you at all participating events		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Key notes at events			2 events <input checked="" type="checkbox"/>
Gala Dinner Complimentary Tickets			2 Tickets <input checked="" type="checkbox"/>
	<b>\$1000</b>	<b>\$2500</b>	<b>\$5000</b>

\*Size and location on all advertisements are dependent on the level of the sponsorship.

\*\*Please inquire about other levels of sponsorship

# Public events

Symbols represents the following:



Human Rights



Cultural



Fund Raising

## Folklorama



The Japanese community was one of the founding pavilions in this annual Winnipeg event and have been a strong supporter over the past 50 years.

## Gala fundraiser



Each fall we host our annual fund raising dinner where we also honor special community members

## Donburi lunches



Our seniors / Horizon club hosts a lunch every other Friday with an affordable homemade meal

## Ramen / udon lunches



Once a month we host a noodle lunch

## Halloween /Kid's Christmas party



These parties are for children of community members

## Harold Hirose scholarship award



Each year we offer a scholarship to university students in the honor of the Harold Hirose family, one of our community's charter members.



### Japanese Public school program



Each year we offer elementary students the opportunity to attend a half day to the Culture Centre to learn about various facets of our culture.



Human Rights



Cultural



Fund Raising

### Japanese Language Program



We offer children and adult language for beginners, intermediate and advanced students.

### Shichigosan



This is a celebration recognizing 3, 5 and 7 year old children



### Oshogatsu



Our New Year's day celebration welcomes the new year with optimism and well being for all

### Keirokai



This is a celebration of community members over the age of 70 years, paying respect to our elders

### Asian Heritage month



Each May, our community participates in events highlighting the Asian cultures and communities.

### Ai-Kon



This is a Japanese anime and pop culture convention held annually in Winnipeg

### Aboriginal Accord



JCAM was the first Cultural organization to sign this City of Winnipeg accord recognizing reconciliation of Aboriginal issues



Human Rights



Cultural



Fund Raising

### Young Leader development



We are focusing on the development of 4th and 5th generation as future leaders of our community

### Newcomer support network



We have many members re-locating to Winnipeg from Japan. They face cultural and language issues as they settle into our city





**Newsletter advertising measurements:**

**Full Page: 8.06in x 10.37in**

**Half Page: 7.91in x 4.85in**

**Vertical Quarter Panel: 4.28in x**

**5.29in Horizontal Quarter Panel:**

**7.8in x 1.98in Business Card: 3.55in**

**x 1.8in**

**Half Page**

**Vertical Quarter Panel**

**Business Card**

**Horizontal Quarter Panel**

# Events

## January

Oshogatsu / New Year's Day  
Donburi / bento lunch (every second  
Friday) Movie night  
Ramen lunch  
Yoga classes  
Sushi class

## February

Manitoba Donburi  
Ramen lunch  
Yoga classes  
Sushi class  
Chanoyu / tea pouring

## March

Curling bonspiel / banquet  
Donburi  
Udon lunch / ramen lunch  
Yoga classes  
Sushi class  
Chanoyu  
Social evening  
Japanese Cooking class

## April

Things Japanese  
sale  
Donburi  
Yoga classes

## May

Asian Heritage month  
events

## June

Keirokai / celebration of  
seniors

## July

Obon / dance  
festival Newcomers  
picnic

## August

Japan Pavilion-  
Folklorama  
Volunteer appreciation  
Lanterns for Peace

## September

Language school  
Donburi  
Yoga classes  
Sushi and cooking  
class Chanoyu  
Gala Dinner

## October

Donburi  
Yoga classes  
Sushi and cooking class  
Ramen lunch  
Children's Halloween  
party

## November

Donburi  
Yoga classes  
Ramen lunches  
Shichigosan / Children's Coming of Age  
celebration

## December

Movie night  
Yoga classes  
Sushi class  
Ramen lunch  
Children's Christmas Party

### **\*\*In addition\*\***

Throughout the year, there are Japan Public School Programs, Japanese language, children and adult dance classes, Karaoke class, Newcomers Club, Kimono Dressing classes

# Our Centre





**JCAM**  
Japanese Cultural Association of Manitoba

“Ask” a representative contact

**Let them help you know if this is right for you!**

**Ken Teramura**

**204-295-8857**

**ken.teramura@jcamwpg.ca**

**Kelly Kaita**

**204-794-6788**

**president@jcamwpg.ca**



**Japan-Canada 90 Years**

# Thank you to our 2022 Sponsors!

Frank H. Hori  
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