

Bon Odori 2023



Bon Odori 2023 Executive Committee

SALUTATIONS

The Philippine nation has a deep history. The Philippines has been through the Spanish era, the American era, and the Japanese era during World War II. Especially during the war, more than 1 million people died as a result of the war between the U.S. and Japan. Despite this history, many Japanese companies now operate in the Philippines, and many tourists and foreign students visit Cebu where they are warmly welcomed by the local people. We are forever grateful with that.

This will be the 6th Bon Odori, which started in 2014; it was scheduled for 2020, but it was postponed due to the Corona Virus. Now, after permitted after 3 years, it will be celebrated again. We strongly hope that this Bon Odori will bring commemorative and that it will also be a part of Japan-Philippines friendship exchange through the event. 。

I also feel like a comrade-in-arms with those who spent this Corona disaster and the big typhoon of 2021 here in Cebu. Through BON ODORI, I also hope to cheer up Cebu, which is finally beginning to see the light. Especially this time, I believe that there will be many more encounters and wonderful impressions through this event than ever before.



The Cebu Bon Dance Executive Committee members are determined to do their best, encouraged by the smiling faces of more than 90% of the Filipino visitors each time.

Executive Committee Chairman Kazuhito Matsuda
Cebu Bon Odori



In 2014, the Cebu Bon Dance Festival was launched under the auspices of the Japan-Philippines Exchange Committee. From the very first event, the number of visitors far exceeded our expectations, with 11,000 people coming to the event, showing the high level of interest Filipinos have in Japan. The number of visitors and the scale of the event expanded each time, and since the 3rd event in 2016, the Japanese Association Cebu, Inc. has continued to host the event.

In 2019, the Cherry Blossom Festival was held, representing the "stillness and movement of Japan". In the following year, 2020, it was planned to be held again as a Bon Odori festival, but due to the spread of the new coronavirus infection, it had to be cancelled.

In Cebu, the word "Bon Odori" is already well known, and many Filipinos are looking forward to the festival. Furthermore, in 2014, the Bon Odori was awarded by the City of Cebu for deepening cultural ties between Japan and the Philippines and providing opportunities for poor children in the city to play an active role, and in 2016, for advocating the importance of garbage separation.



Bon Odori 2023

Date : MAY 6 and 7, 2023

**Venue : PUREGOLD OPEN LOT, NORTH
RECLAMATION AREA (across bai Hotel)**

Visitors: 20,000 (TARGET)

Event plan: Bon Odori

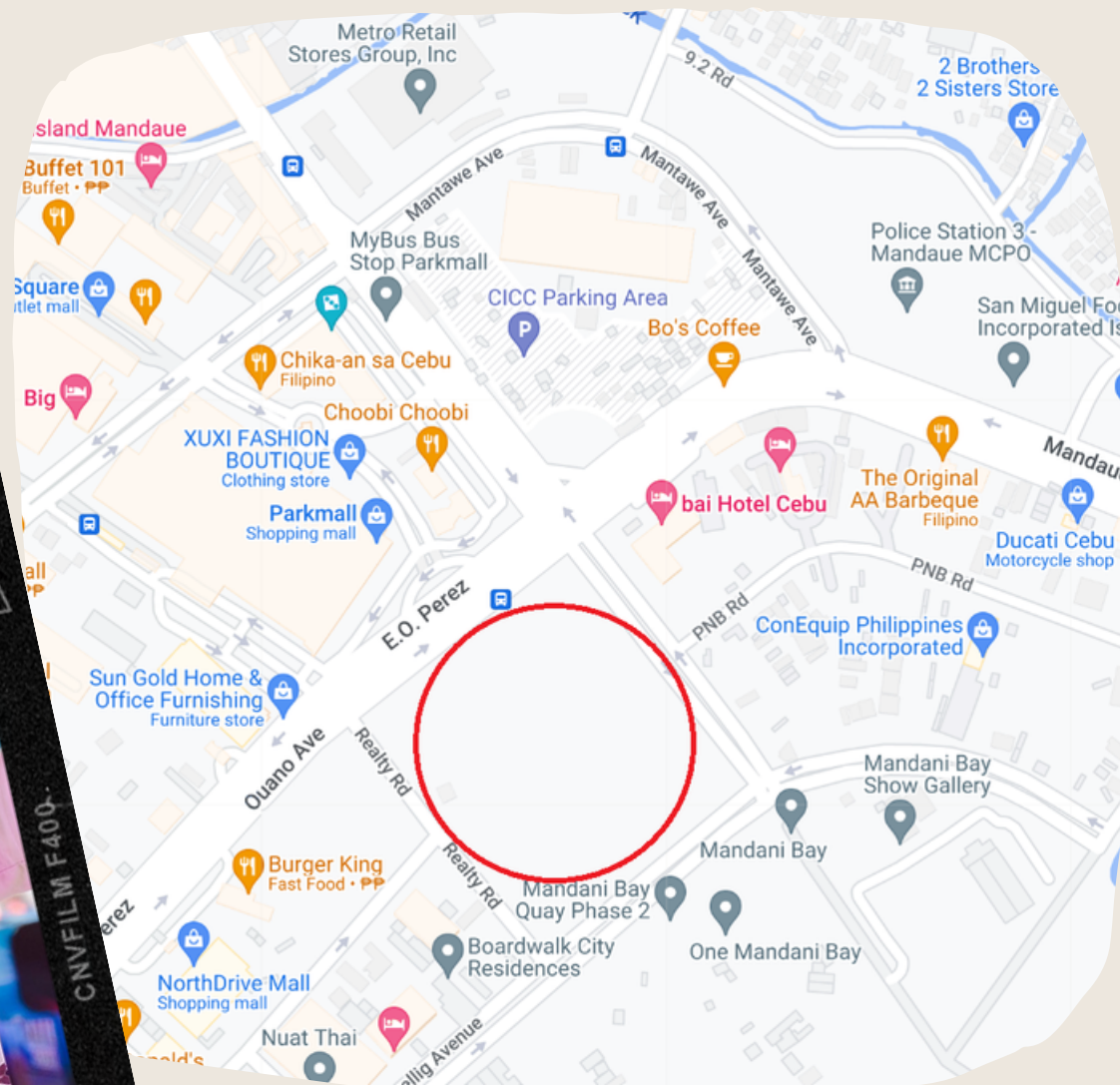
Fire works

Drum show

Yukata Contest

Cosplay Contest

Karaoke Contest etc...



出演者

- Japanese Drum Performer: GOCOO
- Enka (Japanese Country Singer): Ayumi Ozora
- YouTuber: Fumiya
- Japanese Singer: SHOGO (175R)
- Comedian: Yuki Horikoshi
- Japanese Traditional Music

E V E N T S DISPLAY & SALE

- Karaoke Contest
- Cosplay Contest
- Beauty Contest
- Bon Odori Dance
- Fireworks Display
- Japanese food
- Japanese drinks
- Otaku Goods
- Cosplay item



2017年動画



SPONSOR

○ ₱ 1,000,000

- EXCLUSIVE CONTRACT
- MERCHANDISE DISTRUBUTION
- 6×12M BOOTH
- ADVERTISEMENT ON ALL MEDIA (OVERSIZED)
- FREE 100 ADMISSION TICKET

○ ₱ 500,000

- 6×4M BOOTH
- ADVERTISEMENT ON ALL MEDIA (LARGE))
- FREE 50 ADMISSION TICKET

○ ₱ 300,000

- 4.5×3M BOOTH
- ADVERTISEMENT ON ALL MEDIA (LARGE))
- FREE 30ADMISSION TICKET

○ ₱ 100,000

- 4.5×3M BOOTH
- ADVERTISEMENT ON ALL MEDIA (MEDIUM)
- FREE 20 ADMISSION TICKET

○ ₱ 50,000

- ADVERTISEMENT ON ALL MEDIA (SMALL)
- FREE 10 ADMISSION TICKET

Other amounts, individual donations, and in-kind sponsorships are also accepted.

VENDOR

○ ₱ 80,000

- 12×6M BOOTH
- ADVERTISEMENT ON EVENT MEDIA
- 6 STAFF PASS
- PARKING PROVIDED

○ ₱ 30,000

- 4×6M BOOTH
- 4 STAFF PASS
- PARKING PROVIDED

○ ₱ 10,000

- 3×4.5M BOOTH
- 2 STAFF PASS
- PARKING PROVIDED





KAZUHITO MATSUDA

CHAIRMAN

JAPANESE ASSOCIATION CEBU, INC

Address: M. L. Quezon Ave, Mandaue City, 6014 Cebu, PHILIPPINES

Phone number : 032-343-8066 FAX: 032-343-7663

E-mail: jac.bonodori@gmail.com

