

2023 NIKKEI GAMES

“GAMES FOR THE GENERATIONS”



PROPOSAL KIT



“GAMES FOR THE GENERATIONS”



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A circular, faded photograph of a young person wearing a traditional Japanese drumming costume, including a headband and a large, white, cylindrical drum. The person is looking directly at the camera.

SPONSOR PACKAGE

prepared by

ORANGE COUNTY NIKKEI COORDINATING COUNCIL
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HISTORY

The year was 1928, and Japanese-Americans were rumbling through the “Roaring 20’s.” Unprecedented growth within the Southland, especially in the Los Angeles basin, created a need for many more community activities. Among the many traditions born during this period were the Junior Olympics, initially sponsored by the Japanese Athletic Union. Little did our forefathers realize that their thirst for healthy competition and friendship through these track and field events some ninety years ago would foster a legacy for many generations.

These “Olympics” initiated the formation of numerous small track clubs to organize area participants—some with corporate or company names. Because these games would draw so many Isseis and Niseis from various areas, great friendships and rivalries were created. The “Olympics” could only be interrupted by one of the greatest conflicts in the history of man, World War II.

The Junior Olympics were resurrected in 1948; however, due to the six years layoff and the dominant culture’s attitude toward “things that were Japanese,” the next few years’ games were anemic at best. Then, in 1952 after battling with the United States Olympic Committee regarding name usage, the Japanese-American Citizen’s League took up the torch of revitalizing what would be known as the “Relays.”

Larger track clubs with even more corporate and business sponsorship were soon developing as participation within the community increased. Friendships and rivalries again blossomed as records continued to be set and then broken. The Nisei Relays flourished for decades, until it too became a victim of changing attitudes and apathy. The starter’s gun sounded for the last time in 1992.

In 1994, The Orange County Nikkei Coordinating Council addressed the issue of resurrecting the “Relays” again. OCNCC examined many of the reasons for the

untimely death of the "Relays" and decided to change the focus; hence, The Nikkei Games: Games for the Generations. As the renamed title implies, all ages within the Nikkei community would be encouraged to participate. The initial Nikkei Games' 300 participants ranged in age from two years old Yonsei toddlers to 80 years old Issei and Nisei grandparents and great-grandparents. The day's events included; the long jump, the 50 yard dash, a bean bag throw, gate ball, two-on-two basketball, and the Family Daikon Relay. Last year's games had over 3000 contestants representing the five continents participating in many events, which included: track and field events; karate tournament; martial arts demonstrations; adult coed 4-on-4, as well as youth 3-on-3 basketball tournaments; softball tournament; junior and senior golf tournament; volleyball tournament; Kendo tournament; youth All Star baseball games; and various Taiko group demonstrations.

The 2023 Games will be held July through August at California State University, Long Beach, and at many other venues throughout Orange and Los Angeles Counties. With competition spread over four weeks, the "Games" promise to be bigger and better is becoming a reality. Most of the Games events will again be held in the Pyramid, one of our nation's newest and most recognizable sports' venues. Again, the martial arts (judo, kendo, and karate,) will compete side by side in their own tournament formats. The golf tournament will be held at the beautiful and challenging Strawberry Farms Golf Course. For youth baseball, the best 9-10 year olds, 11-12 year olds, with the addition of the 13-14 year olds, and high school players from Orange County will compete against those of Los Angeles County. With the cooperation of many Southern California sport organizations, the Games are truly on the way to becoming the greatest Nikkei sports festival in our country.

The Orange County Nikkei Coordinating Council and all of the sponsoring organizations are inviting you to join us in celebrating the traditions of our past and to help preserve it for the future: **The Nikkei Games: Games for the generations.**



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FACT SHEET

Dates:	July - August 2023
Sites:	CSU, Long Beach Pyramid & other sites TBA
Games Organizers:	Orange County Nikkei Coordinating Council Nisei Week Japanese Festival
General Chairman:	Art Ishii
Media:	Rafu Shimpo Newspaper and others
Events:	Adult Co-Ed 4 on 4 Basketball, Men's 3 on 3 Basketball, Women's 3 on 3 Basketball, Youth 3 on 3 Basketball, Bowling, Golf, Judo, Karate, Kendo, Co-Ed Softball, Track & Field, Pickleball, Fishing Derby
2022 Games:	Athletes: 3,300 Volunteers: 800 Spectators: 8,000 Ages: 1 - 80+

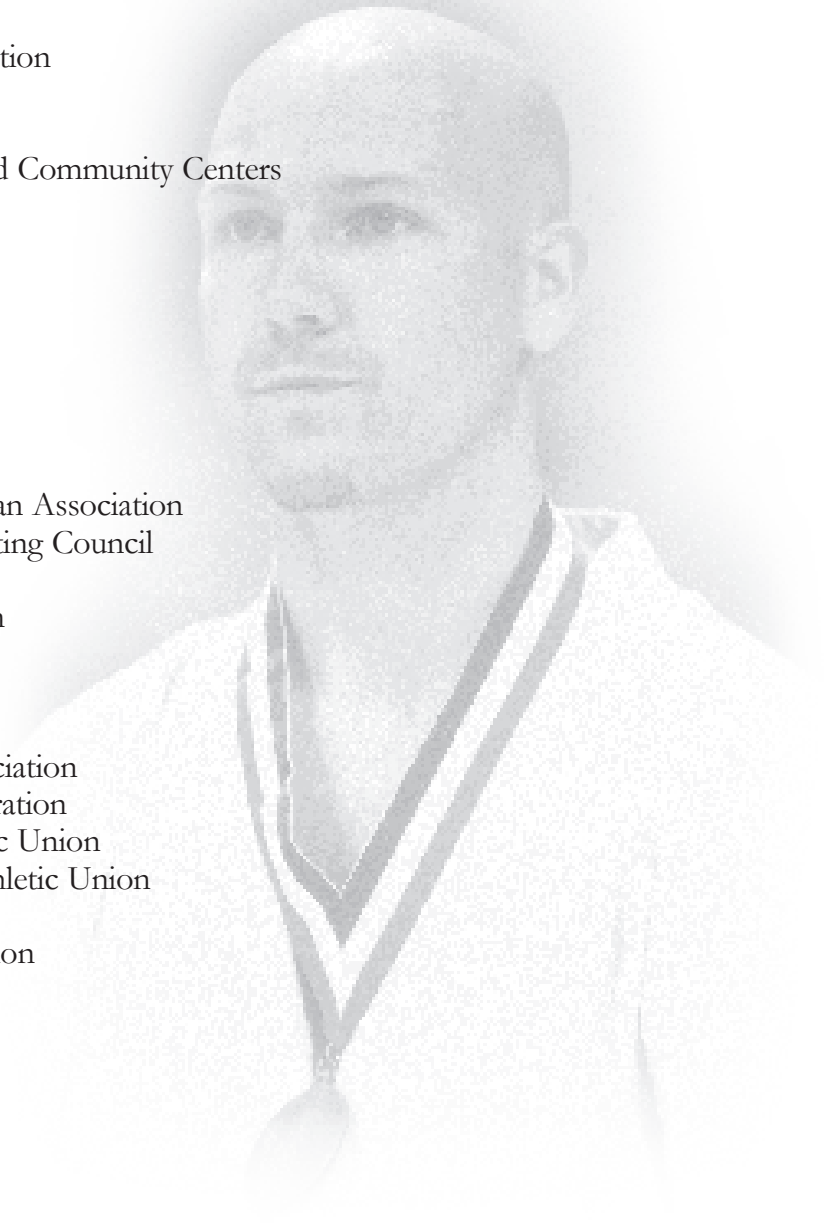


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SUPPORTING ORGANIZATIONS

Anaheim Free Methodist Church
Arroyo Grande Growers
California State University Long Beach, Asian & Asian American Studies
Gardena Evening Optimist
JAO Girls Basketball
Japan Karatedo Federation
Jet/Jetts Youth Athletic Organization
Nanka Judo Yudanshakai
Nanka Kenjinkai Kyogikai
Nikkei Federation of Cultural and Community Centers
Nikkei International Association
Nisei Athletic Union
Nisei Week Japanese Festival
Norwalk Youth Sports
Orange Coast Optimist Club
Orange Coast Sports Association
Orange County Buddhist Church
Orange County Chapter, JACL
Orange County Japanese American Association
Orange County Nikkei Coordinating Council
Orange County Queen's Council
Pan-American Nikkei Association
SELANOCO Chapter, JACL
Sansei Baseball Association
South East Youth Organization
Southern California Karate Association
Southern California Kendo Federation
Southern California Nisei Athletic Union
Southern California Women's Athletic Union
Southern Pacific Judo Federation
Southern Pacific Karate Association
Suburban Optimist Club
Tigers Youth Club
United States Judo Federation
United States Judo, Inc.
VFW Youth Group
Wintersburg Sports Ministry
Yonsei Basketball Association






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SPONSORSHIPS

GOLD (\$10,000)

- 
- Acknowledgement at all venues and events
 - One table of ten (10) at Sponsor Dinner
 - Opening Ceremonies participation
 - Banner display at all venues
 - Banner at Nisei Week Parade
 - Display table at all venues
 - One color full page ad in program journal
 - One black and white full page ad in program journal
 - Full page company bio
 - Media ads (2)
 - Acknowledgement on all participant forms
 - Golf Tournament package for two foursomes (8 players)
 - Tee signage at Golf Tournament

SILVER (\$5,000)

- 
- Acknowledgement at major venues
 - Half table of five (5) at Sponsor Dinner
 - Opening Ceremonies participation
 - Banner display at major venues
 - Banner at Nisei Week Parade
 - Display table at major venues
 - One full page black and white ad in program journal
 - Full page company bio
 - Media ads (2)
 - Acknowledgement on all participant application forms
 - Golf Tournament package for one foursome (4 players)
 - Tee signage at Golf Tournament

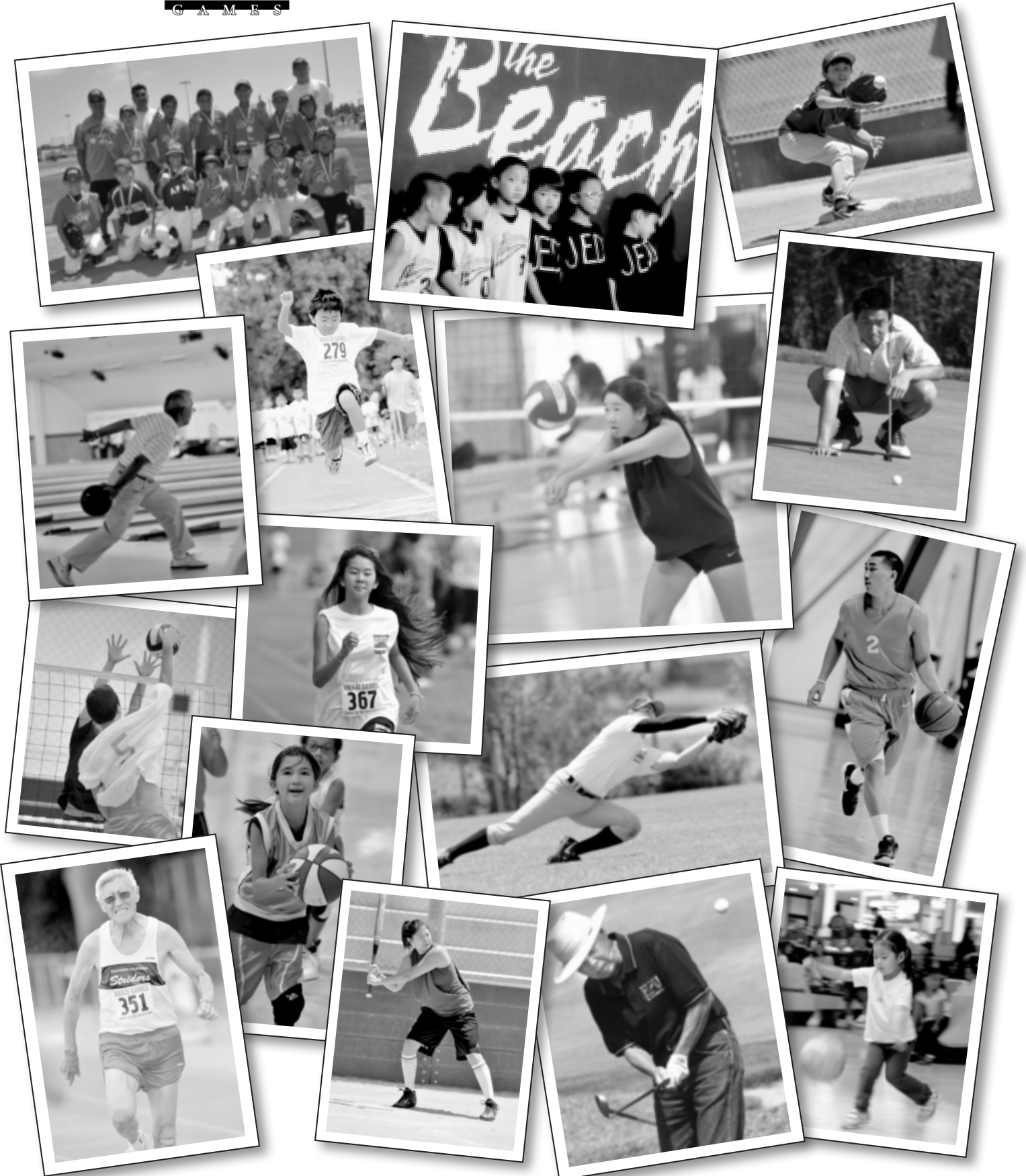
BRONZE (\$1,200)

- Two seats at Sponsor Dinner
- Opening Ceremonies participation
- Banner display at the Pyramid
- Display table at selected venue
- One black and white full page ad in program journal
- Media ad (1)
- Golf Tournament package for 2 players
- Tee signage at Golf Tournament



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