



powell street festival society

パウエル祭協会

Our Next 50 Years

A Case for Support



POWELL STREET FESTIVAL SOCIETY

Since 1977, the Powell Street Festival has been a homecoming and celebration of Japanese Canadian heritage. Each August long weekend, thousands gather to experience music, dance, art, film, martial arts, and culinary traditions in Paueru Gai, Vancouver's historic Powell Street neighbourhood—on the unceded territories of the xʷməθkʷəy̓əm, səliłwətał, and Skwxwú7mesh Nations.

The festival is more than a celebration—it is a platform for artists, a space for community connection, and a living testament to resilience, creativity, and intergenerational cultural exchange.

The Powell Street Festival Society (PSFS), a registered non-profit charity, carries this mission year-round. We provide a hub for Japanese Canadian artists, foster partnerships across communities, and ensure the history, arts, and stories of Paueru Gai continue to inspire future generations.

As we mark our 50th anniversary, we honour the generations of artists, volunteers, and community members who have shaped this festival—and lay the groundwork for the next 50 years of Japanese Canadian arts, culture, and community.





Our Mission

To celebrate Japanese Canadian arts and culture, connecting artists, communities, and audiences across generations while fostering equity, creativity, and belonging.



Our Vision

A vibrant interconnected society where Japanese Canadian arts, culture, and stories thrive - rooted in history, shaped by resilience, and shared across generations and communities. We honour and evolve our living cultural heritage, embrace the diversity of Japanese Canadians, and inspire creativity, solidarity, and intercultural understanding.



Our Values

- Community Solidarity
- Artistic Innovation
- Equity & Inclusion
- Heritage & Place
- Resilience & Justice

THE ANNUAL POWELL STREET FESTIVAL



Taiko

A hallmark of the festival, the thunderous rhythms of taiko do more than entertain — they embody resilience and joy, transforming sound into a communal heartbeat that connects generations. The presence of taiko signals cultural vitality, offering both a powerful performance and a profound act of cultural affirmation.

At the annual festival, audiences witness the evolution of the art form as youth performers learn from elders, women and 2SLGBTQIA+ drummers claim center stage, and new compositions merge traditional rhythms with contemporary influences.



Sumo & Martial Arts

Held in the iconic sumo dohyō (the ring where wrestlers compete), the annual sumo tournament is one of the festival's signature attractions, drawing competitors of all genders, body types, and experience levels. Participants train with local mentors and experience the precision and philosophy behind disciplines such as aikido, iaido, karate, kyudo, and kendo.



Theatre, Film, & Literature

Creating opportunities for deep, intergenerational collaboration, Powell Street Festival's theatre, film, and literature programs ensure that Japanese Canadian stories are carried forward for generations to come.



Workshops & Interactive Arts

Powell Street Festival offers an extensive array of interactive arts and workshops designed for participants of all ages and abilities. These include calligraphy, origami, block printing, and omamori (good luck charm) making, as well as cultural history workshops and guided tours of the Paueru Gai neighbourhood.



Music & Dance

Powell Street Festival offers a dynamic blend of traditional and contemporary music, alongside dance performances that invite community participation. From folk songs to contemporary Japanese Canadian compositions, the festival provides a platform for musicians of all generations and disciplines. Dance programs include both choreographed performances and participatory opportunities, such as the annual Tankō Bushi (Coal Miner's Dance), where audience members are invited to join the circle, creating a shared celebration of heritage and community.

Powell Street Festival creates a platform for Japanese Canadian, Indigenous, and Downtown Eastside organizations, non-profit groups, and vendors to display their work and uplift our shared goals of community, inclusivity, heritage, and resilience.



Craft & Marketplace

The Craft & Marketplace booths highlight artists, makers, and small businesses from Japanese Canadian, Indigenous, and Downtown Eastside communities. Handmade goods, wearable art, and gifts showcase both traditional craftsmanship and contemporary design.



Food Vendors

The festival is renowned for its culinary programming, which celebrates Japanese Canadian food traditions while engaging local chefs and restaurateurs. Signature offerings include the Powell Street Salmon BBQ, spam musubi, shaved ice, and other festival favourites.



Community Booths

Community booths share knowledge, resources, and interactive programming, from environmental stewardship to cultural education and civic engagement. Attendees learn, participate, and leave with tangible knowledge, fostering long-term connections between audiences and community organizations.



EMPOWERING YOUTH

The Powell Street Festival Society (PSFS) believes that investing in youth is investing in the future of Japanese Canadian arts and culture.

The Japanese Canadian Youth Cohort is our flagship youth initiative. Designed for Japanese Canadians ages 19–29 living outside the Greater Vancouver area, the program provides a fully immersive, hands-on summer experience in cultural event production and community engagement.

Beyond the Japanese Canadian Youth Cohort, PSFS facilitates year-round programming for youth in Vancouver and surrounding areas. These initiatives create spaces for youth to engage creatively, socially, and culturally, while fostering intergenerational exchange.

A hallmark of PSFS youth programming is intergenerational engagement. Youth are paired with festival volunteers, professional artists, and elders in collaborative projects.



*“The generation who went through internment and displacement are not going to be around forever, so **it’s up to us youth to carry forward those stories.**”*

— Grace Miyoko Challenger,
Japanese Canadian Youth Cohort Alumni



YEAR-ROUND PROGRAMS

We work year-round to champion Japanese Canadian voices through our Community Care and Arts & Culture programs.



DTES Community Care

PSFS' DTES Community Care programs are rooted in Vancouver's Downtown Eastside (DTES), one of Canada's most economically marginalized neighbourhoods. These initiatives combine cultural programming, meal-sharing, low-barrier employment, and social support, reflecting PSFS' commitment to equity, solidarity, and community wellness.

Working closely with local Indigenous host nations, PSFS ensures programming is culturally sensitive and collaborative. Programs provide low-barrier employment opportunities for DTES residents, who

work alongside PSFS staff to organize events, workshops, and community meals. These positions offer meaningful engagement, skill-building, and economic empowerment to residents facing poverty, housing precarity, or systemic exclusion.





Arts & Culture

PSFS plays a vital role as an arts presenter year-round, showcasing artists from the Japanese diaspora and fostering the growth of Japanese Canadian creators and audiences. The development of many artists' practices can be traced from emerging to professional through their appearances at the festival.

Theatre and performance productions explore Japanese Canadian narratives, centering themes of resilience, identity, and community.

Curated film screenings and book readings highlight diasporic experiences and heritage preservation.

Music and dance programs range from taiko workshops to contemporary musical performances, emphasizing collaboration, participation, and intergenerational learning.

Interactive installations, murals, artist residencies, and exhibitions bring Japanese Canadian creativity into public spaces, supporting both emerging and established artists.



POWELL STREET FESTIVAL IN NUMBERS

70+

Programs

100

Vendors

550+

Artists

4k

Sold Out
Lottery
Tickets

23k

Attendees

Our Volunteers

Our hardworking volunteers are essential to the success of the festival. Each year, multiple generations come together and build bonds that last a lifetime.

Our volunteer culture is a stand out of PSFS—many community members volunteer for multiple decades, and we are honoured that founders of the festival are still deeply involved in the organization 50 years later!

We owe a great debt to the figureheads who first conceived of the festival in 1977, and to the thousands of volunteers, festival coordinators, and community leaders who have since contributed their skills and knowledge to build a vibrant, thriving cultural space.

480+

festival volunteers
in 2025

120

new volunteers

86%

of volunteers return

5000+

volunteer hours
contributed annually





Year-Round Numbers

1,000+

Hours of low-barrier employment for low income and homeless residents of the Downtown Eastside (DTES) neighbourhood, creating meaningful work through connection and community. DTES peer workers are key collaborators during our annual festival and year-round programs.

1,400

Meals made and served during workshops, knowledge-building sessions, and gatherings in the DTES. DTES peers work with PSFS staff and volunteers to prepare and distribute meals such as our signature Japanese curry.

150

Winter Care Packages filled with nonperishable food, warm clothes, toiletries, and art supplies. Made and distributed by and for residents of the DTES.

10

Arts & Culture events bringing Japanese Canadian voices to stages and gathering spaces across Vancouver, Canada, and beyond.

8 Free

Community Care events in the DTES, building resilience and solidarity across communities who face displacement from the neighbourhood.





Our Next 50 Years

The Powell Street Festival Society (PSFS) is committed to boundary-pushing art, deep intergenerational relationships, and strong allyship, together building a society enriched by Japanese Canadian arts and advocacy. For the past 50 years, our community has carried us through triumphs and challenges, building our festival and year-round programs from the ground up.

Now, we are stepping into a new era, one grounded in resilience and long-term sustainability. With the launch of our inaugural endowment fund and the expansion of our annual and project funds, we are working to secure a vibrant future for Japanese Canadian arts and culture.

To realize this vision, we are calling on the full strength of our community: families, businesses, artists, mentors, advocates, volunteers, and friends.

Together, let's invest in our next 50 years and build a brighter future.



Endowment Fund

Securing Tomorrow

The Endowment Fund ensures the long-term stability of PSFS by creating a permanent and reliable source of income to support Japanese Canadian arts and culture for generations to come. It is a lasting investment in the future of the community, providing steady annual funding that is not dependent on short-term or uncertain funding cycles.

Endowment Fund Impact

- Provides stable, year-round support for arts and community programming for decades to come
- Nurtures emerging and intergenerational artists, preserving tradition while encouraging creative growth
- Sustains essential operations to ensure high-quality festival experiences every year

“I want young people to feel proud of who they are, and the Powell Street Festival helps in connecting and providing a sense of belonging.”

—Dr. Imogene Lim

Annual Fund

Supporting Today

The Annual Fund supports PSFS’ day-to-day operations and year-round programming. Unlike the Endowment Fund, it provides immediate, flexible resources that make current programs and community initiatives possible.

Annual Fund Supports

- Festival production costs, including artist honoraria, venue rentals, technical support, and logistics
- Community care initiatives such as Winter Care Packages, meal-sharing programs, and DTES workshops
- Year-round arts programming, including youth mentorship, theatre, film, music, and visual arts
- Volunteer coordination, training, and operational support

Legacy Giving & Planned Gifts

Legacy gifts ensure Japanese Canadian arts and culture continue well into the future. Planned giving allows donors to create meaningful, long-term impact in ways that align with their financial and estate plans.

- **Bequests:** Gifts through wills or estate plans
- **Charitable Remainder Trusts:** Providing income to donors or beneficiaries during their lifetime, with remainder funding PSFS
- **Life Insurance & Annuities:** Offering predictable, lasting support

Legacy donors are recognized in the **Matsuri (祭) Circle**, which provides:

- Invitations to exclusive events and private performances
- Recognition in festival communications and donor walls
- Updates on programs supported by their gifts, illustrating measurable impact

THE COMMUNITY DONOR PROGRAM



Hikari (光) Donor
Up to \$500

- Thank-you email;
- Annual postcard;
- Digital impact update.



Take (竹) Donor
\$500 - \$999

- Thank-you email;
- Annual postcard;
- Digital impact update;
- Handwritten thank-you card;
- Name listed online.



Momiji (紅葉) Donor
\$1,000 - \$4,999

- Thank-you email;
- Annual postcard;
- Digital impact update;
- Handwritten thank-you card;
- Name listed online;
- Recognition on the festival donor wall;
- Name listed in printed program;
- Early access to ticket sales or exclusive events.



Sakura (桜) Donor
\$5,000 - \$9,999

- Thank-you email;
- Annual postcard;
- Digital impact update;
- Handwritten thank-you card;
- Name listed online;
- Recognition on the festival donor wall;
- Name listed in printed program;
- Early access to ticket sales or exclusive events;
- Verbal acknowledgement at the festival opening ceremonies or annual community dinner;
- Featured recognition in donor communications (newsletter or annual report).

THE MATSURI (祭) DONOR PROGRAM

See Naming Opportunities on Page 18.



Bronze (銅) Donor \$10,000 - \$14,999

- Thank-you email;
- Annual postcard;
- Digital impact update;
- Handwritten thank-you card;
- Name listed online;
- Early access to ticket sales or exclusive events;
- Verbal acknowledgement at the festival opening ceremonies or annual community dinner;
- Featured recognition in donor communications (newsletter or annual report);
- Recognition as Bronze (銅) Donor on festival donor wall;
- 1/4-page acknowledgement in festival program;
- **Bronze (銅) level naming opportunity.**



Silver (銀) Donor \$15,000 - \$24,999

- Thank-you email;
- Annual postcard;
- Digital impact update;
- Handwritten thank-you card;
- Name listed online;
- Early access to ticket sales or exclusive events;
- Verbal acknowledgement at festival and fundraising dinner;
- Featured recognition in donor communications (newsletter or annual report);
- Recognition as Silver (銀) Donor on festival donor wall;
- 1/2-page acknowledgement in festival program;
- Speaking opportunity at the festival opening ceremonies or annual community dinner;
- Personalized stewardship plan;
- **Silver (銀) level naming opportunity.**



Gold (金) Donor \$25,000 +

- Thank-you email;
- Annual postcard;
- Digital impact update;
- Handwritten thank-you card;
- Name listed online;
- Early access to ticket sales or exclusive events;
- Verbal acknowledgement at the festival opening ceremonies or annual community dinner;
- Featured recognition in donor communications (newsletter or annual report);
- Recognition as Gold (金) Donor on festival donor wall;
- Full-page acknowledgement in festival program;
- Speaking opportunity at the festival opening ceremonies or annual community dinner;
- Private dinner or small-group experience with leadership and artists;
- **Top-tier Gold (金) level naming opportunity.**

THE COMMUNITY SPONSOR PROGRAM

Designed for local businesses and community supporters who want to engage attendees, be featured in festival marketing, and connect with the Japanese Canadian community.



Take (竹) Sponsor \$500 - \$999

- Name in 2 newsletters;
- Name on PSFS website;
- Name in printed & online festival program;
- Logo on festival sponsor wall.



Momiji (紅葉) Sponsor \$1,000 - \$4,999

- Name on PSFS website;
- Name in printed & online festival program;
- Logo on festival sponsor wall.
- Name & logo in 3 newsletters;
- 1 social media post + story.



Sakura (桜) Sponsor \$5,000 - \$9,999

- Name & logo in 3 newsletters;
- Name on PSFS website;
- Logo on festival sponsor wall.
- Logo on festival poster;
- Name & logo + 1/6 page ad in printed & online program;
- 2 social media posts + 1 story;
- Name acknowledgement in festival MC announcements.

“Powell Street Festival is a living memory, a reclamation of space, and a celebration of everything our community has built from the grassroots up.”

—John Endo Greenaway

THE MATSURI (祭) SPONSOR PROGRAM

High-impact tiers offering elevated visibility, naming opportunities, and recognition across multiple channels. Ideal for partners seeking a substantial community impact, year-round recognition, and opportunities to showcase heritage.

See Naming Opportunities and Matsuri (祭) Sponsor Table Area on Page 18.



Bronze (銅) Sponsor \$10,000 - \$14,999

- Name & logo in 3 newsletters + spotlight mention in 1 newsletter;
- Name & logo + sponsor bio on PSFS website;
- Bronze (銅) level logo placement on festival sponsor wall;
- Bronze (銅) level logo placement on festival poster;
- Name & logo + ¼ page ad in printed and online program;
- 3 social media posts + 1 story;
- Name acknowledgement in festival MC announcements;
- Tabling opportunity at the festival's Matsuri (祭) Sponsor area;
- **Bronze (銅) level naming opportunity.**

Silver (銀) Sponsor \$15,000 - \$24,999

- Name & logo in all newsletters + feature story;
- Name & logo + sponsor bio on PSFS website;
- Silver (銀) level logo placement on festival sponsor wall;
- Silver (銀) level logo placement on festival poster;
- Name & logo + ½ page ad in printed and online festival program;
- 3 social media posts, 1 story, 1 reel;
- Name acknowledgement in festival MC announcements;
- Recognition in festival press releases;
- Tabling opportunity at the festival's Matsuri (祭) Sponsor area;
- **Silver (銀) level naming opportunity.**

Gold (金) Sponsor \$25,000 +

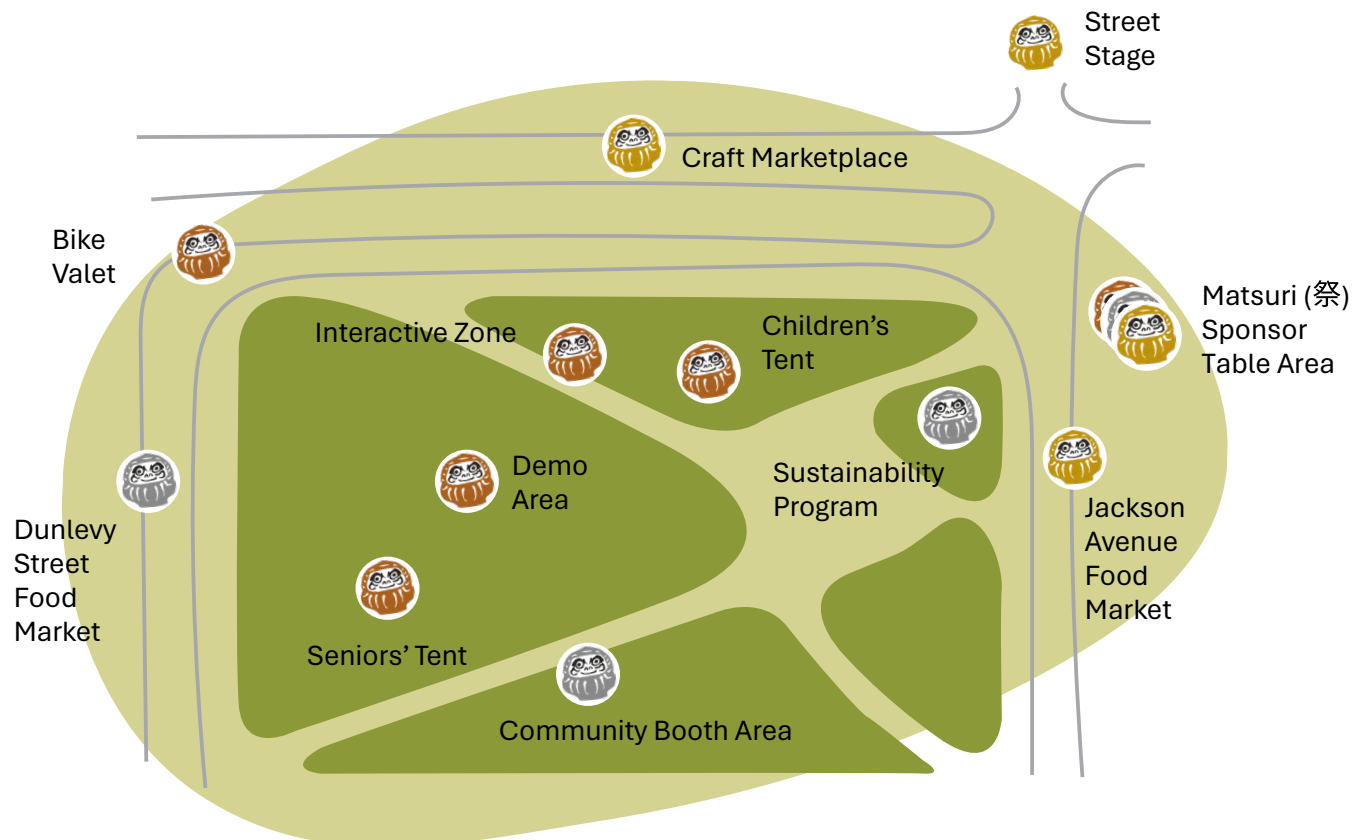
- Name & logo in all newsletters + feature story;
- Name & logo + sponsor bio on PSFS website;
- Top-tier Gold (金) logo placement on festival sponsor wall;
- Top-tier Gold (金) logo placement on festival poster;
- Name & logo + ½ page ad in printed and online festival program;
- 3 social media posts, 1 story, 1 reel;
- Name acknowledgement in festival MC announcements;
- Recognition in festival press releases;
- Personalized thank-you from leadership;
- Private dinner or small-group experience with leadership and artists;
- Tabling opportunity at the festival's Matsuri (祭) Sponsor area;
- **Top-tier Gold (金) level naming opportunity.**

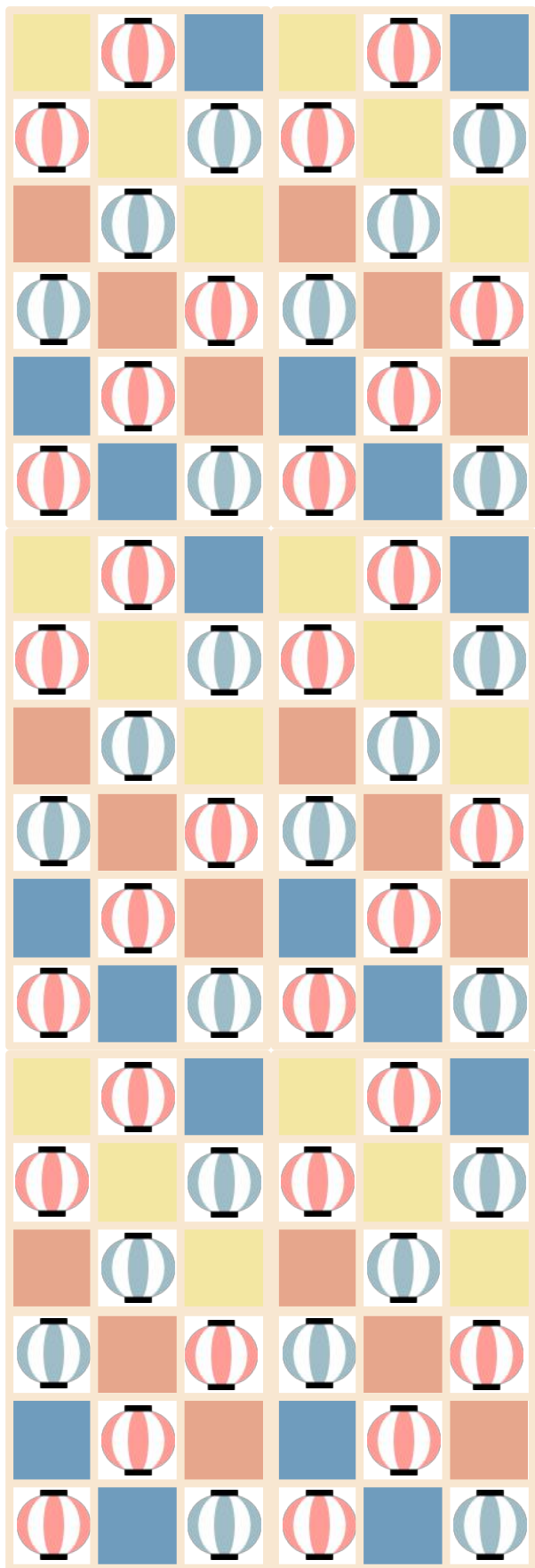
NAMING OPPORTUNITIES

For Matsuri (祭) Donors & Sponsors

PSFS is proud to begin offering strategic naming opportunities, allowing donors and sponsors to leave a lasting mark on Japanese Canadian cultural preservation.

	 Gold (金) \$25,000 +	 Silver (銀) \$15,000	 Bronze (銅) \$10,000
Bring the Festival to Life	• Street Stage • Craft Marketplace • Jackson Avenue Food Market	• Dunlevy Street Food Market • Community Booth Area • Sustainability Program	• Children's Tent • Interactive Zone • Demo Area • Seniors' Tent • Bike Valet
Empower People	• Artist Residency • PSFS Early Career Program	• Japanese Canadian Youth Cohort • Volunteer Program	
Year-Round Programs	• Arts Presentation Series • Community Care Programs		





WAYS TO GIVE

MAIL A CHEQUE:

410-111 West Hastings Street
Vancouver, BC
V6B 1H4

DONATE ONLINE:

Make an immediate one-time or monthly gift by credit card at: www.powellstreetfestival.com or scan the QR code below.

BECOME A SPONSOR:

Review the Community and Matsuri (祭) Sponsor Programs and get in touch with us at the information below.

GET IN TOUCH

To learn more about our Donor and Sponsor programs and the benefits of contributing to Powell Street Festival Society, please get in touch!

Development@powellstreetfestival.com
(604) 739-9388



Donate
Today!

(604) 739-9388
Development@powellstreetfestival.com
410—111 West Hastings Street
Vancouver, BC
V6B 1H4



Donate
Today!

50 Years of Celebrating Japanese
Canadian Arts and Culture

Situated in Paueru Gai, the historic
Japanese Canadian neighbourhood, in
the unceded territories of the
xʷməθkʷə́y̓əm, səlilwətał, and
Skwxwú7mesh Nations.

