



Nihon Kairali Foundation

- Collaboration Proposal



About Nihon Kairali



- Established in 1986 as the Kerala Community Association in Japan
Celebrating 40 Years of Community Excellence (1986–2026)
- Nihon Kairali is the premier socio-cultural organization representing the vibrant Keralite diaspora across Japan
- As a registered NPO, we build a supportive ecosystem for professionals and families, fostering cultural exchange and deep Indo-Japan bilateral relationships
- Registered as an NPO with Japan Government (Ippan Shadan Hojin) in 2021 with operations in Tokyo, Nagoya, Osaka, Fukuoka, Tochigi and Gunma
- Nihon Kairali is also involved in various social causes and support people in need across Japan and India



Why Nihon Kairali ?



- **Excellent Reach:** Registered NPO with reach to over 1550+ residents in Japan (Active Members, extended family and friends)
- **High Income Professionals:** A highly concentrated demographic primarily composed of IT professionals, bilingual engineers, corporate executives, and business owners
- **Prime Consumer Base:** Young, growing families actively making major life decisions in Japan (banking, overseas remittances, real estate, schooling, automotive, and travel)
- **Corporate Social Responsibility (CSR):** Partner with an active NPO making measurable community impacts through local food donation drives and crisis relief initiatives
- **Tax Deduction:** As our sponsorship packages offer tangible marketing, media, and promotional value, corporate contributions can be fully treated as tax-deductible business expenses (Advertising & Promotion)
- **High Visibility:** Regular high-quality events and activities all year round
- **Targeted Business Growth:** Build sustained brand equity and unlock business opportunities directly within an integrated consumer base

Nihon Kairali Presence and Activities



Maximize Your Brand's Presence: Gain direct marketing access to a high-value, fast-growing international professional community in major Japanese metropolitan hubs.

Nihon Kairali Members

- 1350 registered members
- 200 + non registered members
- Average event participation 300-500 members



Social Media / Channels

Web:

<http://www.nihonkairali.com/>

Facebook Group

<https://www.facebook.com/groups/nihonkairali>

Facebook: [1.8k followers]

<https://www.facebook.com/nihonkairali/>

WhatsApp:

Active group with **912+** Members

Instagram: [740+ followers]

<https://www.instagram.com/nihonkairali>

Nihon Kairali Activities

1. X Mas and New Year (December)
2. Hanami Party (April)
3. Udayam – Talent show (May)
4. Grand Onam Event (September)
5. Thaliyola Yearly Magazine (September)
6. Keraleeyam Award
7. Halloween Party (October)
8. Trips and Outings
9. NK Career & Skill Up
10. Talk Shows
11. Events with Celebrities
12. Charity Fundraising Events
13. Japan Matsuri Participation
14. Clubs for Sports, Arts, Education

Nihon Kairali- Charity, Events, Publications

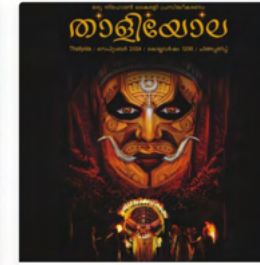


Nihonkairali Thaliyola magazine

The annual magazine published by Japan Malayalees and friends



2025



2024



2023



2022



Partnership Plans – Annual Pricing Tariff



	Emerald (1 slot)	Platinum (2 slots)	Gold	Silver	Bronze
TARIFF	JPY 700,000 ^(1*)	JPY 300,000 ^(1*)	JPY 140,000	JPY 65,000	JPY 30,000
40 Year Anniversary Special Celebrity Event Presenting Rights (Oct 3 - 500 People)	<i>[Your Brand Name] presents the 40th Anniversary Gala^(2*)</i>	<i>...40th Anniversary Gala in association with [Your Brand Name] & [Brand 2] ^(2*)</i>	NO	NO	NO
Nihon Kairali Main Event - Grand Onam Presenting Rights (Sep 12 - 500 People)	<i>[Your Brand Name] presents Avani 2026 ^(2*)</i>	NO	NO	NO	NO
XMAS OR Talent Show Event Presenting Rights (200 People Attendance)	NO	<i>[Your Brand Name] presents XMAS/Talent Show ^(2*)</i>	NO	NO	NO
Advertisement in Thaliyola - Nihon Kairali Annual Magazine	Full Page advt First page inside or Back page inside or outside	Full Page advt First page inside or Back page inside or outside	Full Page advt except Emerald & Platinum sponsor pages	Half Page	Quarter Page
Display in Website	Full Page	Full Page	Half	Quarter	Small Boxed Advt
Display Logo in Event Flyers	YES (All events)	YES (All events)	Up to 6 events	Up to 3 events	1 event
Social Media Posts to promote your brand	Up to 12 times per year	Up to 12 times per year	Up to 8 times per year	Up to 3 times per year	1 time
Recognition through Banner Display at auditorium	YES (Up to 3 times)	YES (Up to 3 times)	YES (Up to 1 time)	NO	NO
Your Brand's Flyer Distribution during our Events	YES (Up to 3 times)	YES (Up to 3 times)	YES (Up to 2 times)	NO	NO
Table Space, talk time on stage or video presentation during Events	YES (Up to 3 times)	YES (Up to 3 times)	YES (Up to 1 time)	NO	NO
Email Distribution of your Promotion Material	YES (Up to 12 times)	YES (Up to 6 times)	YES (Up to 3 times)	NO	NO
WhatsApp promotion of your Promotion Material	YES (Up to 12 times)	YES (Up to 6 times)	YES (Up to 3 times)	NO	NO
Promotion during Online Events	YES (All events)	YES (All events)	YES (Up to 6 events)	Up to 2 events	1 event

^(1*) Please contact us at board@nihonkairali.com in case you are looking for a custom sponsorship option

^(2*) Presentation wordings are for reference, exact structure will be fixed later

Sponsorship Cycle period 1 year October to September

For IT Companies & Recruiters



- **NK Career & Skill Up** : This new initiative supports the professional development of our community members by regular webinars on relevant topics. Also serves as a way to discover opportunities and talents
- **NK Career Portal** : This portal acts as a single window for potential recruiters to search into our members pool for potential matches - to be released in Sep 2026
- **Experienced Spouses** : Many of the members have spouses with many years of corporate experience in India, going through Japanese language course

Partner With Us Today



1. **Select Your Package:** Choose the tier that aligns with your 2026 marketing goals
2. **Connect With Our Board:** Contact us at **board@nihonkairali.com** to secure your slot or customize an integration
3. **Launch Your Campaign:** Provide your marketing collaterals, logos, and promotional schedules to begin immediate digital onboarding

Thank you for supporting the Indo-Japan cultural ecosystem. Let's build a meaningful partnership in 2026.



*Thank
You*

