

ANIME 画 fest

movies+manga+music+more

2005

Sponsor Information Packet



3001 S. Hardin Blvd.
Suite 110, PMB# 108
McKinney, TX 75070
Phone #: 972-569-8995
Fax #: 972-692-5996

Dear Prospective Sponsor,

I would like to offer you the opportunity to become a sponsor of AnimeFest! AnimeFest is a non-profit social club for fans of Japanese Animation. Since 1992 we have united fans from around the country in our common interest and gather at our annual convention in Dallas, TX for the purpose of meeting fellow fans, viewing new anime, buying & trading merchandise, and just reveling in all that is anime.

Our annual convention is typically held on the four days (Friday through Monday) spanning Labor Day weekend. With increased advertisement this year, our expected attendance is over 3000 members for 2005. Our primary goal is to host the best anime convention possible for our members and we would like you to think about being a sponsor in helping toward a successful convention in 2005.

During the convention we have events such as a live concert, popular voice actors, industry guests, Japanese cultural panels, FanFic competition, Cosplay masquerade, dances, 24 hour video rooms, Art Show and auction, a variety of gaming, a huge Exhibit Hall, exciting discussion panels, different types of workshops, and much more.

There are many different ways you could help support AnimeFest and be recognized by it's many members: sponsorship, advertising, registration gift bag donations, or trade-in-kind. We hope that you will consider joining us this year. The sooner you become a sponsor the more the word gets out about you and your company.

Sincerely,

Laura Jenks

DEALER SPONSORS

PLATINUM SPONSOR - \$5000

20' X 20' Sponsor booth inside the Dealer Room

* with up to 8 tables, if needed (more may be rented)

10 Sponsor Memberships

1 full-page ad in the AnimeFest! 2005 program book

1" logo on AnimeFest! 2005 flyers

Logo on AnimeFest! 2005 poster

3 banner placements within convention space at hotel

(banners to be supplied by sponsor, if none available AnimeFest! will have one made with sponsor's logo if logo is supplied no later than July 1, 2005)

Sponsor logo to be put on main AnimeFest 2005 banner if supplied by July 1, 2005

Listed as Platinum Sponsor on Sponsor page in program book

10 AnimeFest! 2005 t-shirts

Mention of business as Platinum Sponsor at:

1. Opening Ceremonies
2. Concert
3. Cosplay
4. Art Auction

GOLD SPONSOR - \$3000

20' X 10' Sponsor booth inside the Dealer Room

7 Sponsor Memberships

Half-page ad in the AnimeFest! 2005 program book

1" logo on AnimeFest! 2005 flyers

Logo on AnimeFest! 2005 poster

1-banner placements within convention space at hotel

(banners to be supplied by sponsor, if none available AnimeFest! will have one made with sponsor's logo if logo is supplied no later than July 1, 2005)

Sponsor logo to be put on main AnimeFest 2005 banner if supplied by July 1, 2005

Listed as Gold Sponsor on Sponsor page in program book

7 AnimeFest! 2005 t-shirts

Mention of business as Gold Sponsor at:

1. Opening Ceremonies
2. Concert
3. Your choice of announcement at

- a. Cosplay, or
- b. Art Auction

SILVER SPONSOR - \$1500

10' X 10' Sponsor booth inside the Dealer Room
5 Sponsor Memberships
Quarter-page ad in the AnimeFest! 2005 program book
1" logo on AnimeFest! 2005 flyers
Sponsor logo to be put on main AnimeFest 2005 banner if supplied by July 1, 2005
Listed as Silver Sponsor on Sponsor page in program book
5 AnimeFest! 2005 t-shirts
Mention of business as Silver Sponsor at:

- 1. Opening Ceremonies
- 2. Your choice of announcement at
 - a. Concert, or
 - b. Cosplay, or
 - c. Art Auction

BRONZE SPONSOR - \$500

1 Regular Dealer booth inside the Dealer Room
3 Sponsor Memberships
Listed as Bronze Sponsor on Sponsor page in program book
Name on AnimeFest! 2005 flyers
3 AnimeFest! 2005 t-shirts
Mention of business as Bronze Sponsor at Opening Ceremonies

All Dealer Sponsors:

All Sponsor booths must abide by the same rules and regulations as an Exhibitor booth. Exhibitor packets can be found on the web (<http://www.AnimeFest.org>) or you may contact Laura Jenks (ljenks@AnimeFest.org) or Victor Manuel (vmanuel@AnimeFest.org) to have a hard copy sent to you.

NON-DEALER SPONSORS

CRYSTAL SPONSOR - \$250

2 Sponsor Memberships
2 AnimeFest! 2005 t-shirts
1-banner placements within convention space at hotel
Listed as a Crystal Sponsor on Sponsor page in program book
Name on AnimeFest! 2005 flyers

Mention of business as Crystal Sponsor at:

1. Opening Ceremonies
2. Your choice of announcement at
 - a. Saturday Night Concert
 - b. Sunday Night Cosplay
 - c. Sunday Night Art Auction

LANYARD SPONSOR (Partner) - \$3000

Details - Lanyards will be handed out to all members at AnimeFest 2005. This includes all attending members, volunteers, exhibitors, guests, etc... The lanyards will be made with the AnimeFest logo and the Sponsor logo alternating. An order of 5000 lanyards will be made.

2 Sponsor Memberships

2 AnimeFest! 2005 t-shirts

Sponsor logo to be put on main AnimeFest 2005 banner if supplied by July 1, 2005

Name on AnimeFest! 2005 flyers

Listed as a Lanyard Sponsor on Sponsor page in program book

Mention of business as Lanyard Sponsor at:

1. Opening Ceremonies

EQUIPMENT SPONSOR - \$TBD

Donating the use of equipment to AnimeFest during the convention (example: for video rooms—projectors, speakers; concert—lighting, sound; etc...)

2 Sponsor Memberships

Listed as a Equipment Sponsor on Sponsor page in program book

Mention of business as Equipment Sponsor at:

1. Opening Ceremonies

BAG SPONSOR - FREE

A donation of a minimum of 3500 bags is needed to place the 2005 program book, schedule of events, and all of the promotional items that we receive from different companies. You could have every AnimeFest members carrying your logo with them everywhere they go for a full 4-day weekend. Seeing your logo everywhere they look.

OTHER ADVERTISING POSSIBILITIES

PROGRAM BOOK ADVERTISING

If you are looking for a great opportunity to reach over 3000 anime fans all at one time, advertising in the AnimeFest program book is the way to go. These books are collector's items with our annual FanFic contest winners inside, informative anime reviews, guest info, and as of this year our manga contest winners. Your ad will be seen over and over again as

members look up convention and local information over the weekend and for years to come.

Advertising Rates:

Full page - \$100

Half page - \$ 50

Ads will need to be received no later than July 1, 2005.

Accepted Formats:

Illustrator

Publisher

JPG, BMP - minimum 300 dpi, 600 dpi is preferred

REGISTRATION GIFT BAG

Bag Filler:

AnimeFest registration gift bags are a great way to promote your company with flyers, buttons, stickers, collectible cards, posters, comics, catalogs and samples. Every member will receive a gift bag so a minimum of 3500 of each item will be required to cover everyone. If you are interested in sending promotional materials to AnimeFest, please contact Laura Jenks (ljenks@AnimeFest.org) for details.

LEGAL JARGON

Placement / Refusal of Promotional Materials:

AnimeFest reserves the right to determine the placement of all advertising and sponsorship materials. We also reserve the right to refuse applications for sponsorship and/or placement of advertising for any reason. You will be notified and your fee will be refunded should your ad be refused.

Other Information, Terms, Conditions:

All advertising space must be reserved by July 1, 2005. All artwork and full payment must be received by July 20, 2005. If payment is not received in full the ad will not run.

For mailing information, please contact Laura Jenks directly.

Checks may be made payable to: AnimeFest

Advertisements may be slightly altered for size requirements. If this is necessary, we will attempt to maintain the original look and layout of the advertisement.

AnimeFest is not responsible for any lost or damaged media supplied - film, digital, or otherwise.

Questions?:

If you have any questions or would like to discuss any other marketing possibilities, please contact Laura Jenks, ljenks@AnimeFest.org.

Sponsorship Registration Form

Space will not be reserved without full payment accompanied by this contract. Please initial each page and turn in the whole contract with this form.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____

http:// _____

Type of Product / Business (web / program book descriptions): _____

DEALER SPONSORS:

- Platinum Sponsor - \$5000.00
- Gold Sponsor - \$3000.00
- Silver Sponsor - \$1500.00
- Bronze Sponsor - \$ 500.00

NON-DEALER SPONSORS:

- Crystal Sponsor - \$ 250.00
- Lanyard Sponsor - \$3000.00
- Equipment Sponsor - \$TBD
- Bag Sponsor - Free
- Program Book/Reg Bag Filler

Sponsorship Agreement:

I/We have read and agree to adhere to the terms stated in the AnimeFEST 2005 Sponsorship document. I/We understand that any breach in the agreement to comply with these rules in the appropriate action or the ejection of all members of the company/group/organization from the convention as a response.

Signature: _____ Date: _____

PLEASE REMIT TO: ANIMEFEST
 3001 S. HARDIN BLVD, SUITE 110, PMB# 108 · MCKINNEY, TX · 75070
 Phone 972-569-8995 · Fax 972-692-5996