

The logo for Otafest features the word "otafest" in a bold, lowercase, sans-serif font. The letters "ota" are blue, and "fest" is white. The text is set against a blue background that has a white, rounded rectangular shape cut out behind the "ota" portion, creating a layered effect.

otafest

Otafest Film & Cultural Festival Planning Committee

Information Package

Effective: February 8, 2010

For more information, visit

<http://www.otafest.com>

or email

pr@otafest.com

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Executive Summary

What is Otafest

Otafest is a Japanese Animation (“anime”) festival held annually in May at the University of Calgary in Calgary, AB, Canada.

Otafest 2010 will be held on May 21st, 2010 to May 23rd, 2010. Hours of operations are Friday (6pm – 12am), Saturday (10am – 12am) and Sunday (10am - 10pm). General admission prices are Friday - \$20, Saturday - \$25, Sunday - \$20, or \$30 for the full weekend.

The official hotel for Otafest is Hotel Alma (<http://www.hotelalma.ca>), and is located on campus. Discounted rates are available if booked prior to April 20th.

History of Otafest

Otafest was first organized as a festival in 1999 by a University of Calgary Student’s Union club, the DOA club. Members of the club continued to run the festival until 2008. The individuals formerly associated with the club then incorporated as a not-for-profit organization on July 4, 2008 called, “Otafest Film & Cultural Festival Planning Committee”. The festival is now run by the Committee. No members, directors, executives, staff or volunteers are monetarily compensated. Otafest has grown in attendance from 700 attendees in its first year to over 4000 in its 11th.

Important Statistics

Otafest has had over 4000 attendees annually since 2008. In 2009, our attendees were evenly split, 50% male and 50% female. 82% of our attendees are from Calgary. 40% and 39% of our attendees are in the 13-17 and 18-24 age groups respectively.

Board of Directors

Otafest has a board of directors made up of 5 individuals. Justin Lo (Chairman) and Binh Du have both been involved with Otafest since its inaugural year in 1999. The remaining directors, Paul Kiemele, Jenny Chan, and Shawn Hansen have been involved since 2000, 2004 and 2005 respectively.

What is Otafest

Purpose



Chibi-Seph, Otafest 2010 by Sonny Ngo

Otafest is an annual conference for Japanese animation (anime), comics (manga) and video game enthusiasts. At the heart of the conference, Otafest is a film festival. We bring the latest anime shows and videos, as well as the fondest classics, and provide an opportunity for fans to see anime on a big screen, as well as a chance for the curious to see what it's all about.

Otafest acts as a creative outlet for fans, an occasion where they can show their passion and appreciation of the hobby. We are an event where fans can show off the costumes they have made, the music

videos they have created, and the art they have painted and drawn. Otafest is a forum for discussion and education. We host educational panels introducing others to the basics of the Japanese language, and tips on how to use computer programs to enhance music videos and CG art.

In the past, we have hosted guests who explained the process of donning a kimono; demonstrate the intricacies of tea ceremonies, and laido (the art of drawing a sword from a scabbard). We have invited individuals involved in the voice acting and animation industries to speak of their experiences. Otafest is a marketplace. We gather dozens of vendors together from all over Western Canada, to facilitate the best bargain hunting in town.

We offer the opportunity for fans to get together and celebrate their hobby, and to share their passions with you.

Mandate

At Otafest our goal is to provide the participant with a rich and diverse experience of many culturally relevant artistic elements found within modern and traditional Japanese culture.

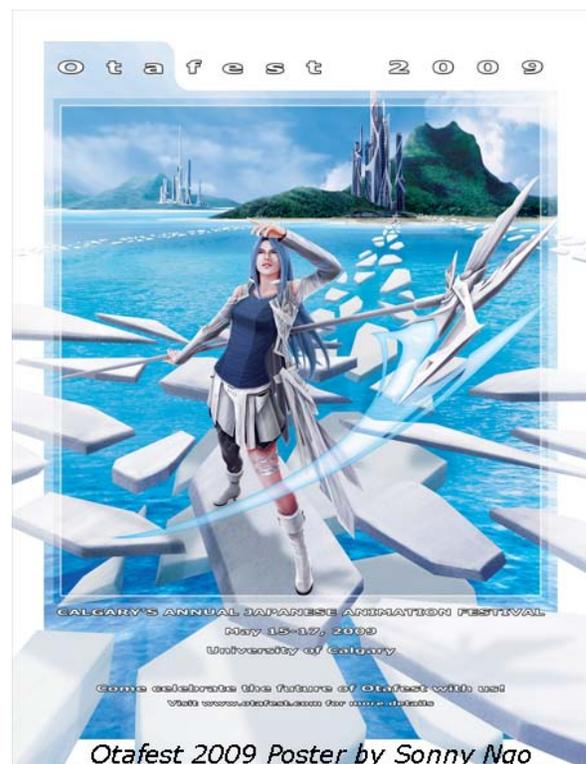
As a patron you will find yourself lost in the diverse nature of our festival's programming; be it the varied artists of all sorts attending the event to display their work, the high amount of Japanese media showings of a greatly mixed variety, or the highly interactive performance events encouraging you to be inclusive within them you will find that our festival has something for you.

Otafest is not a mere festival aimed at giving an audience a set experience, rather it is a festival aimed at encouraging our patrons to become a part of the experience. We encourage this involvement through our commitment to promoting amateur artists by providing them with opportunities to develop and showcase their artistic and cultural expressions within the Otafest community. Through the creation and implementation of interactive playgrounds in the form of special events, Otafest allows patrons to become an active part of the festivities. We welcome a diverse crowd of all ages to share in our festival, and invite you to take part in our yearly event.

Structure

Otafest Film & Cultural Festival Planning Committee (the "Society") was incorporated on July 4, 2008 under the Societies Act of Alberta.

The purpose of the Society is to organize and run an annual festival, known as Otafest, related to the celebration of popular Asian arts such as Japanese animation and culture. The Society is made up of 30 members who elect a Chairman annually. The Chairman then appoints the Board of Directors, who are responsible for



the direction and governance of the Society and the overall performance of Otafest.

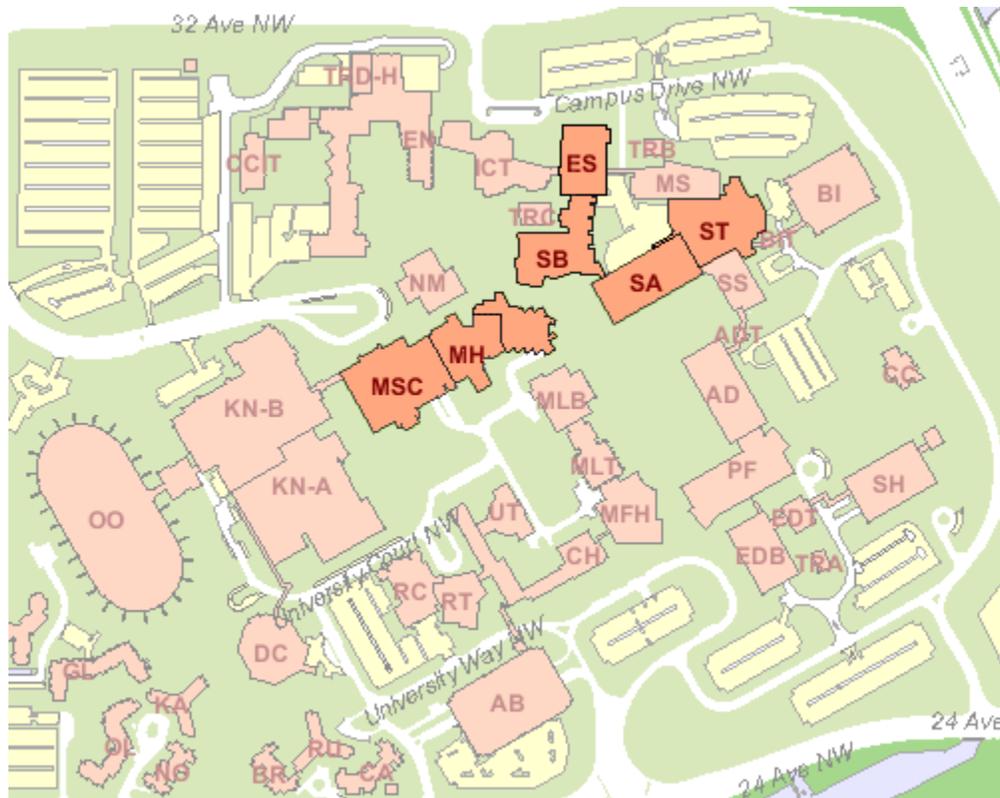
Executive positions responsible for the planning and operations of the annual festival are then staffed by members of the Society. Volunteers are used to assist in the operations of the festival, day-of.

Otafest is strictly volunteer run. Directors, executives, staff and volunteers are not monetarily compensated.

Location

Otafest has taken place at the University of Calgary, in Calgary, AB, Canada since the first year of operations. The campus is located in the North West quadrant of the City, at 2500 University Drive NW, Calgary, AB, Canada, T2N-1N4.

In recent years, the festival has utilized the following buildings: MacEwan Student Centre (MSC), MacEwan Hall (MH), Science A (SA), Science B (SB) and the Science Theatres (ST).



The city of Calgary is the third largest civic municipality in Canada with a population of just over 1,000,000. It is located at the front ranges of the Canadian Rockies, and is the closest international airport to popular tourist locations such as Banff and Lake Louise (approximately 1.5 to 2 hours from Calgary by automobile) In May, the temperature averages in the 12-15°C range (light spring jackets are a good idea).

Accommodations

The closest accommodations to Otafest include the on campus hotel, Hotel Alma, which was completed in 2009. The hotel is the first of its kind in Canada and is owned and operated by the University. Hotel Alma is Otafest 2010's official hotel, and discounted rates are available if booked before April 20, 2010.

Hotel Name	Address	Phone Number	Web
Hotel Alma	169 University Gate NW Calgary, AB Canada T2N 1N4	(403) 220-3203	www.hotelalma.ca stay@hotelalma.ca

Please contact Hotel Alma directly for reservations, and mention Otafest for discounted rates:

- 1) 2-bedroom suites (fits 4 people) - \$109/night + taxes (for 2 p, +\$25 for each extra person)
- 2) Euro-rooms (fits 2 people) - \$119/night + taxes

In addition, a variety of hotels are located at Hotel Village off of Banff Trail or 15 Avenue (15 minute walk away, or 1 train station away).

Hotel Name	Address	Phone Number
Best Western Village Park Inn	1804 Crowchild Trail NW Calgary, AB, Canada T2M 3Y7	(403) 289-0241
Comfort Inn & Suites Motel Village	2369 Banff Trail NW Calgary, AB, Canada T2M 4L2	(403) 289-2581
Econolodge	2440 16 Avenue NW Calgary, AB, Canada T2M 0M5	(403) 289-2561

Hampton Inn & Suites	2231 Banff Trail NW Calgary, AB, Canada T2M 4L2	(403) 289-9800
Ramada Limited	2363 Banff Trail NW Calgary, AB, Canada T2M 4L2	(403) 289-5571
Super 8 Motel – Village	1904 Crowchild Trail NW Calgary, AB, Canada T2M 3Y7	(403) 289-9211

Dates & Hours of Operation

Since 2005, Otafest has been held over Victoria Day long weekend (usually the 2nd or 3rd weekend in May). Otafest is held Friday – Sunday (with Friday being a half day). As the following Monday is a provincial holiday in Alberta this has allowed a significant number of out-of-town guests to attend Otafest.

Otafest is a daytime only convention. As such, hours of operations for 2010 are as follows:

Dates and Hours of Operation

	Friday May 21, 2010	Saturday May 22, 2010	Sunday May 23, 2010
Registration Desk	5 PM - 10 PM	9 AM - 10 PM	9 AM - 9 PM
Convention Hours	6 PM - 12 AM	10 AM - 12 AM	10 AM - 10 PM
Vendors Room	Closed	10 AM - 6 PM	10 AM - 6 PM
Artist Alley	Closed	10 AM - 5 PM	10 AM - 5 PM

Pricing

Attendees are charged admission to attend the festival. Admission is used to fund operations. Any excess funds collected over cost are held in reserve for future year operations. Pricing for Otafest 2010 is as follows:

Admissions			
	Ages 0 - 5	Ages 6 - 12	Ages 13+
Friday Admission	Free	\$5	\$20
Saturday Admission	Free	\$10	\$25
Sunday Admission	Free	\$10	\$20
Weekend Pass (includes all 3 days)	Free	\$10	\$30

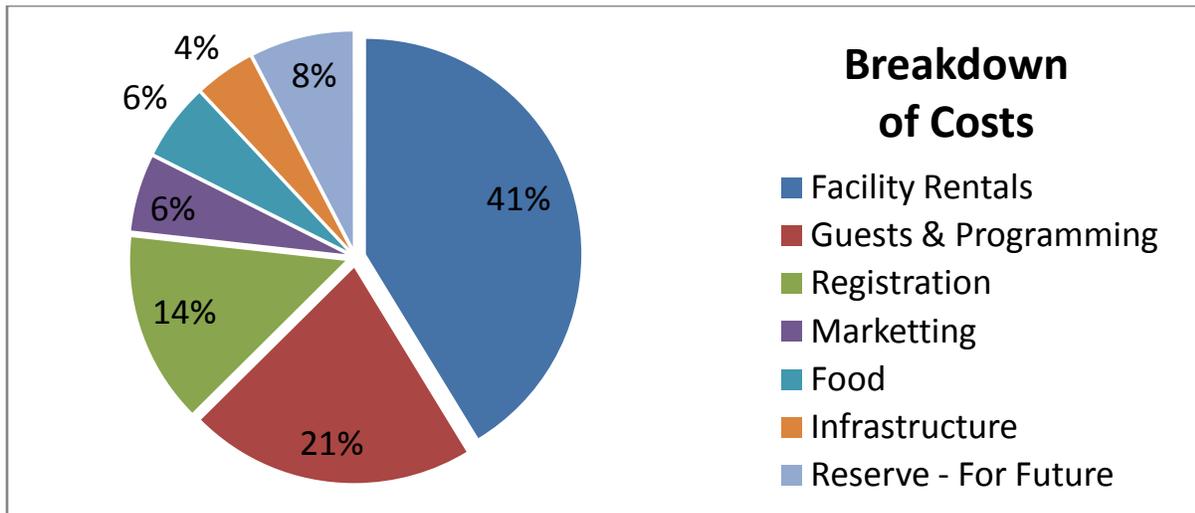
Note: All prices – take \$2 discount off with a food donation to the food bank

Otafest's admission price is comparable to similarly sized conventions across Canada. In comparison, Otafest is generally lower priced, due to comparably smaller scale operations (i.e. Otafest has only hosted concert performances by local bands and musicians, and has a smaller number of out-of-town guests).

Convention	Location	Full Weekend Admission Cost	Approximate Attendance
Anime Evolution	Vancouver, BC	~ \$35 - 55	~5000
Otakuthon	Montreal, QB	~\$35 - 45	~5000
Animethon	Edmonton, AB	~\$30 - 35	~5000
Ai-Kon	Winnipeg, MB	~\$34 - 39	~2200
Animaritime	Moncton, NB	~\$25 - 30	~1000-2000

Note: These estimates are based on 2009 operations only, and may be out of date.

A breakdown of what an attendee's admission cost goes towards is as follows:



Mascot

Otafest's beloved mascot is Persephone (affectionately nicknamed "Seph"). She was created in 1998 as the mascot of the DOA club by Kai Chamberlain, and first used as the mascot for Otafest in 1999. Seph is an angel of death, charged with ferrying those who've passed on to the next world. In her off-time, she enjoys attending anime conventions. Seph enjoys cosplaying, so her appearance is very different every year (and usually in accordance with that year's theme), but she is always depicted with light blue hair and red eyes. Otafest's current artist is Sonny Ngo.



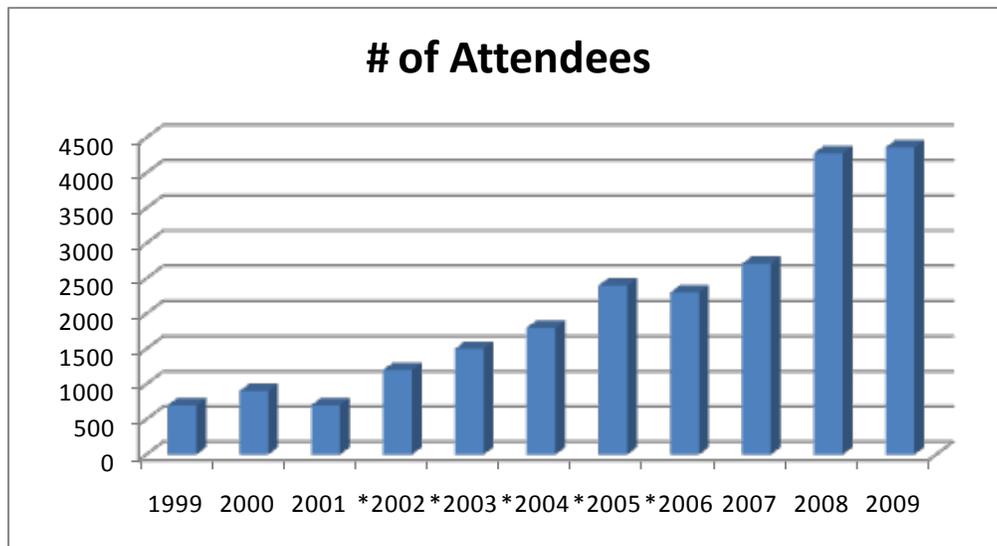
Chibi-Seph 2008 by Sonny Ngo

History of Otafest

Otafest has been an annual event since 1999, however, was not formally incorporated as a non-profit society until 2008. The festival began as a 1 day event held by the Dedicated Otaku Anime Society of the University of Calgary (“DOA”), a University of Calgary Student’s Union sanctioned club that still operates today (recently renamed “TAC – The Anime Club”). The festival was expanded to 2 days, and then 3 days in later years.

Otafest continued to be operated by the DOA until 2004. From 2005 – 2008, Otafest was operated by previous members of the DOA who had since graduated or moved on from the club. These individuals then registered Otafest as a non-profit society on July 4, 2008. The festival is now run by the non-profit society known as the Otafest Film & Cultural Festival Planning Committee.

Otafest attendance has grown by over 500% from its humble beginnings in 1999 from 700 attendees to over 4300 by 2009 with attendance as follows:



*Data for these years are estimates, as actual numbers were not tracked. Each attendee represents a unique, identified person, not turnstile.

Other operational data tracked over the last 4 years of Otafest is as follows:

Year	Date	# of Vendors / Size of Vendors hall	# of Events*	Special Guests**
2006	May 21-22	~20 / +8000sqft	> 60	-Jonathan Love (Voice Actor)
2007	May 19-20	~20 / +8000sqft	> 65	-Brad Belden (Recording Eng) -Roger Rhodes (Voice Actor) -Carol-Anne Day (Voice Actor)
2008	May 16-18	~20 / +8000sqft	> 70	-Applegeeks (web-comics)
2009	May 15-17	24 / +8000sqft	> 80	-Johnny Bosch (Voice Actor) -THWOMP (Band)

*Does not include anime showings.

**Includes select guests only. Otafest has had between 5-8 guests/year.

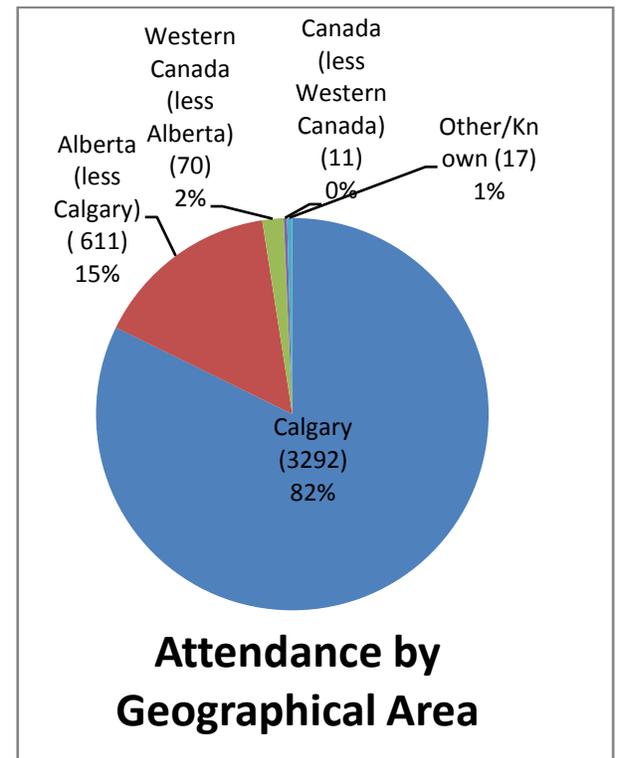
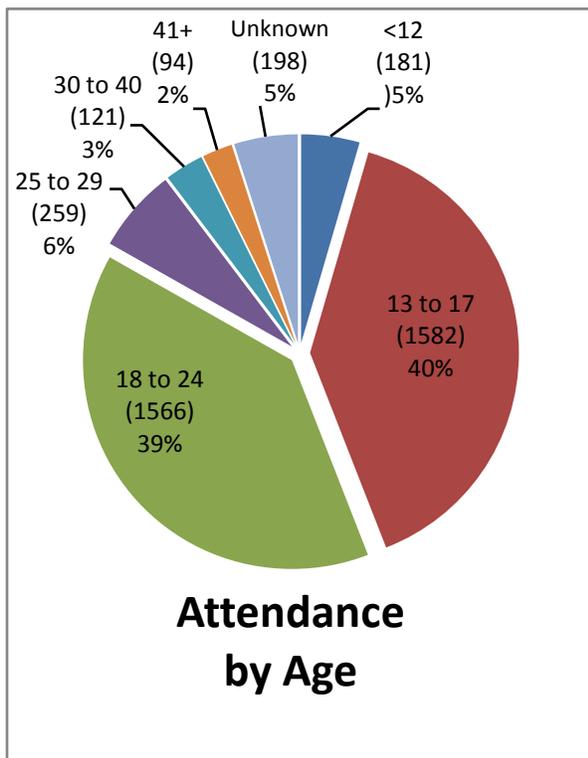
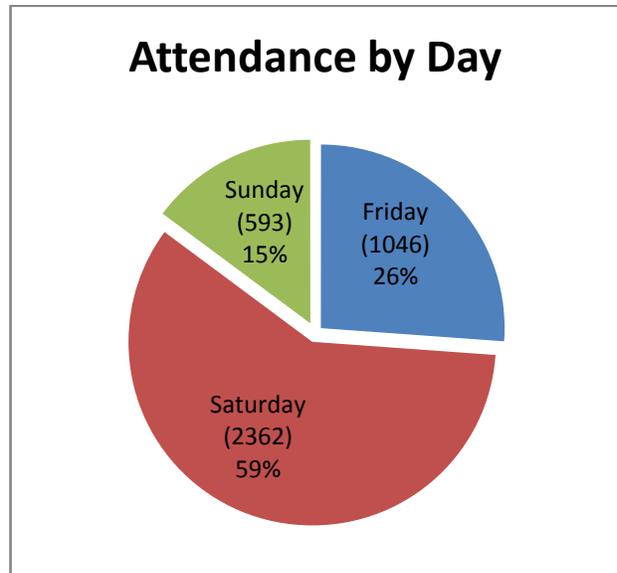
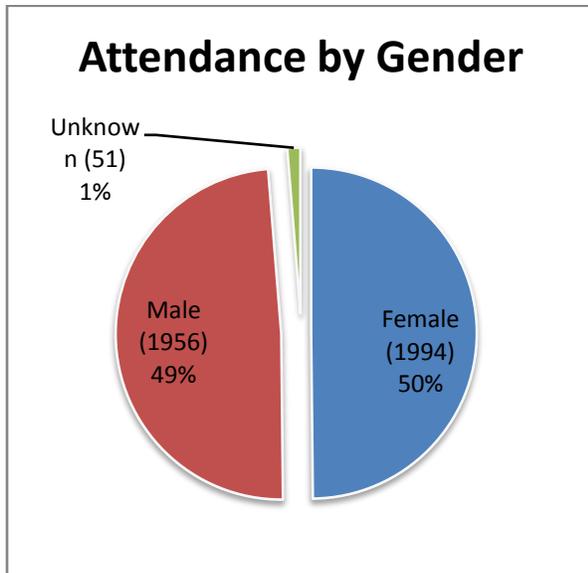


Otafest 2008 Handbill by Sonny Ngo

Important Statistics

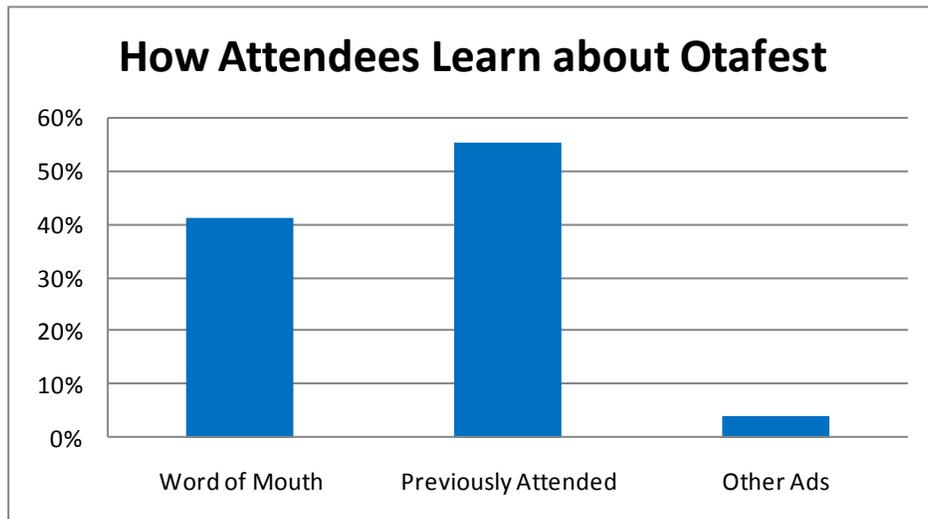
Paid attendance for Otafest 2009 was 4001 (4361 total). Breakdown of demographics are as follows: Gender, Day Registered, Age, and Location:

Attendance



Marketing

Upon registration, attendees are required to fill out an information form. One of the questions asked of attendees was how they heard about Otafest. 97% of attendees answered, and the breakdown is as follows:



This data has shown that Otafest attendees are very loyal; more than 50% of attendees are returning from prior years, and over 40% of the remaining 50% of our attendees come due to word of mouth from other attendees. This shows that Otafest has a very loyal attendee base, as most attendees come to Otafest for multiple years, and enjoy themselves enough to recommend us to others.

Otafest 2010

Programming

There is expected to be over 80+ individual live events during Otafest 2010 and +100 hrs of anime programming. Confirmed new events for Otafest 2010 include a Much Music Video Dance which will feature anime, j-pop, dance AMVs, Top 40 and dance music. The special event is expected to be a major draw for Otafest, as attendees have requested a dance for several years now.

Confirmed headlining Guests of Honor include voice actress Michelle Ruff and creator of the popular web comic, VGCats, Scott Ramsomair.

Vendor's Hall

Vendor's hall continues to be held in MacEwan Hall, which boasts a capacity of over 8000 sq ft. While the size of the hall remains the same as prior years, the Committee is re-drafting the floor plan to accommodate more vendors.

Artist Alley

Artist's Alley continues to be held in the foyer area just outside of MacEwan Hall. 38 tables were available for rental and tables were sold out within 6 hours of the opening of reservations. Due to the large demand for space in the Artist's Alley, the Committee is looking into expanding this area for future years.

Otafest-lite

Otafest-lite was a smaller scale, 1 day festival held on November 14, 2009. It was similar to the regular Otafest festival held annually in May but on a reduced scope. It featured 3 rooms of AV programming, a small area for vendors and roughly 20 live events. The goal was to re-create the small-convention atmosphere that characterized Otafest in the past and target attendance was expected to be 400-700 individuals.

Actual attendance was 800-900. Due to the success of Otafest-lite, the Committee is considering turning the event into an annual affair. General admission price was \$10/person with \$5 to be donated to be a charity to be announced.



Chibi-Seph, Otafest-lite 2009 by Sonny Ngo

2010 Board of Directors

Justin Lo, Chairman, Director, chairman@otafest.com

Justin has been involved with Otafest since 1999 as a volunteer. Through the years, he has held various positions in the organization. He was elected to the position of Chairman in 2007. He has been Chairman of Otafest since its incorporation as a not-for-profit society. Otafest has seen significant growth under Justin's leadership. By profession, Justin is a Computer Support Technician with TOTEM Building Supplies Ltd.

Binh Du, Treasurer, Director, admin@otafest.com

Binh has been involved with Otafest since 1999 as a volunteer. Through the years, he has held various operational positions in the organization, chiefly related to financial and internal infrastructural roles. He has been a Director for Otafest since its incorporation as a not-for-profit society. By profession, Binh is the Support Centre Team Lead for the University of Calgary. He is also the owner of several small businesses. Binh is also involved with other pop culture festivals, including the Calgary Comic & Entertainment Expo.

Jenny Chan, Secretary, Director, pr@otafest.com

Jenny has been involved with Otafest since 2004 as a volunteer. She has held the operational position of Special Events Coordinator, responsible for live programming from 2005-2009, and is now part of the Public Relations team. Jenny graduated from the University of Calgary with a B.Comm in 2006 and a minor in Japanese. She has been a Director for Otafest since incorporation as a not-for-profit society. By profession, Jenny is a Manager in the assurance practice with Ernst & Young LLP, and is a designated Chartered Accountant (CA).

Shawn Hansen, Director, special-events@otafest.com

Shawn has been involved with Otafest since 2005. He has held the operational position of Public Relations from 2006-2009, and is the Special Events Coordinator

for 2010. Shawn graduated from the University of Calgary with a B.Sc in 2003. He has been a Director for Otafest since incorporation as a not-for-profit society. By profession, Shawn is a Software Developer with SMART Technologies ULC. Shawn is also involved with other anime and pop culture festivals, including Animethon in Edmonton, and the Calgary Comic & Entertainment Expo.

Paul Kiemele, Director, av@otafest.com

Paul Kiemele has been involved with Otafest since 2000 as a volunteer. Through the years, he has held various operational positions in the organization including AV Department Head, guidebook editor, webmaster and producer of the annual Otafest Events DVD. He has been a Director for Otafest since its incorporation as a not-for-profit society. By profession, Paul is a Home Office Product Expert/Computer Sales Associate with Future Shop, a division of Best Buy Canada Ltd. He is also the owner of a sole proprietorship specializing in graphic design and new media production.