

# Otafest 2010 Advertising & Sponsorship Package!

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Thank you for your interest in sponsoring Otafest! Otafest is a Japanese Animation (“anime”) festival held annually in May!

Otafest is operated by the “Otafest Film & Cultural Festival Planning Committee”, a registered not-for-profit organization. No members, directors, executives, staff or volunteers are monetarily compensated. All money collected is used strictly for the operations of the organization and the festival! Your support is most appreciated!

Anime fans have disposable income and are known to support those companies that show support for their hobbies! By supporting Otafest with a sponsorship or an advertising placement not only will you be supporting a beloved festival, which acts as a creative outlet for youth and local artists, you’ll also be targeting your marketing efforts at a highly sought after and lucrative market!

Otafest has had over 4000 attendees annually since 2008, with over 4200 expected for 2010! Our attendees were evenly split by gender. 82% are from Calgary. 40% and 39% are in the 13-17 and 18-24 age groups respectively, age groups known for spending money on what they love!



## Otafest 2010

May 21 – May 23 2010

University of Calgary

2500 University Drive NW,  
Calgary, AB, Canada, T2N-1N4.

For more information about Otafest, please see our information package attached to this advertising & sponsorship package, or visit our website @ [www.otafest.com](http://www.otafest.com)

# Advertising & Sponsorship Information

## Guidebook Advertising Opportunities

PRIME LOCATIONS	STANDARD LOCATIONS
Back Cover - \$600	Full Page Ad (B/W) - \$200
Inside Cover - \$300	½ Page Ad (B/W) - \$100
Inside Back Cover - \$300	¼ Page Ad (B/W) - \$50

\*Full page ads, including prime locations, are approx 7.5"(w) x 10"(h). Half page ads are approx 7.5"(w) x 5"(h). Quarter page ads are approx 3.5 (w) x 5"(h). Please allow 0.25" bleed for full page ads including prime locations. Prime locations are in full color; all other ads are in grey scale. Ads should be of 300 dpi, and submitted electronically.

## Special Advertising Opportunities

ITEM	DESCRIPTION
<b>Otafest Flag Runner \$500</b>	Similar to announcement runners from days of yore, your advertisement (greyscale) will be put on advertising banners which will be carried throughout the festival by various Otafest personnel whilst completing various duties! A unique Otafest advertising exclusive!
<b>Logo on Wristband \$400</b>	All attendees must wear wristbands; that's advertising exposure to all 4000+ expected attendees! Put your logo (1 color, tba) on Otafest's wristbands!
<b>Ad placement on viewing room screen \$250</b>	Similar to movie trailers, your full color ad will be prominently displayed in one of our AV view rooms between anime showings, all weekend long!
<b>Table in sponsor area \$200</b>	Purchase table space (Approx 2' x 4') in our sponsorship area (located in a prime location close to our registration desk) as a base of operations from which to promote your organization with your own flyers, banners, posters, etc!



Chibi-Seph, Otafest-lite 2009 by Sonny Ngo

## Comprehensive Sponsorship Packages

Level	Price	Highlights	
<b>Champion Package</b>	<b>\$1000</b>	<ul style="list-style-type: none"> <li>➤ Special Event Hero (aka – Cosplay Contest brought to you by [Yourname] , or AMV Contest brought to you by [Yourname], etc.)</li> <li>➤ Logo on Wristband</li> <li>➤ Otafest Flag Runner Advertising</li> <li>➤ Logo placement in 1 viewing room screen between showings</li> </ul>	<ul style="list-style-type: none"> <li>➤ Full paged ad (B/W) in guidebook</li> <li>➤ Distribution of sponsor provided promotional materials</li> <li>➤ Table space</li> <li>➤ Ad on Otafest's printed ads</li> <li>➤ Ad on Otafest Web site</li> <li>➤ 10 free full weekend tickets</li> </ul>
<b>Hero Package</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>➤ Logo placement in 1 viewing room screen between showings</li> <li>➤ Full paged ad (B/W) in guidebook</li> <li>➤ Table space</li> </ul>	<ul style="list-style-type: none"> <li>➤ Distribution of sponsor provided promotional materials</li> <li>➤ Ad on Otafest Web site</li> <li>➤ Ad on Otafest's printed ads</li> <li>➤ 5 free full weekend tickets</li> </ul>
<b>Helper Package</b>	<b>\$200</b>	<ul style="list-style-type: none"> <li>➤ ½ paged ad (B/W) in guidebook</li> <li>➤ Distribution of sponsor provided promotional materials</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ad on Otafest Web site</li> <li>➤ Ad on Otafest's printed ads</li> <li>➤ 2 free full weekend tickets</li> </ul>



# Advertising & Sponsorship Application

<p><b>Name of Organization:</b></p> <hr/> <p><b>Mailing Address:</b></p> <hr/> <hr/> <hr/> <p><b>City/Province/Postal Code</b></p> <p>_____/_____/_____</p> <p><b>Email</b></p> <hr/> <p><b>Phone Number</b></p> <p>(_____) _____</p> <p><b>Contact Name (please print)</b></p> <hr/> <p><b>Signature</b> (By signing this agreement I acknowledge having read all pages of this application and agree to be bound by all covenants, agreements, terms and conditions in this document).</p> <hr/> <p><b>Date</b></p> <hr/>	<p style="text-align: center;"><b>Advertising &amp; Sponsorship Items Requested</b></p> <p><b>Guidebook Advertising</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td>Back Cover (1 available)</td> <td style="text-align: right;">\$600</td> <td style="text-align: center;">X</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">=</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>Inside Cover (1 available)</td> <td style="text-align: right;">\$300</td> <td style="text-align: center;">X</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">=</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>Inside Back Cover (1 available)</td> <td style="text-align: right;">\$300</td> <td style="text-align: center;">X</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">=</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>Full Page Ad</td> <td style="text-align: right;">\$200</td> <td style="text-align: center;">X</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">=</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>Half Page Ad</td> <td style="text-align: right;">\$100</td> <td style="text-align: center;">X</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">=</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>Quarter Page Ad</td> <td style="text-align: right;">\$50</td> <td style="text-align: center;">X</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">=</td> <td style="text-align: center;">_____</td> </tr> </table> <p><b>Special Advertising</b></p> <table style="width: 100%; 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Cultural Festival Planning Committee</b></p> <p>Send payment to:</p> <p style="text-align: center;"><b>Otafest 2010</b>  <b>Southland Crossing RPO</b>  <b>PO Box #42143</b>  <b>Calgary, AB T2J 7A6</b>  <b>Canada</b></p>	Back Cover (1 available)	\$600	X	_____	=	_____	Inside Cover (1 available)	\$300	X	_____	=	_____	Inside Back Cover (1 available)	\$300	X	_____	=	_____	Full Page Ad	\$200	X	_____	=	_____	Half Page Ad	\$100	X	_____	=	_____	Quarter Page Ad	\$50	X	_____	=	_____	Flag Runner	\$500	X	_____	=	_____	Logo on wristbands	\$400	X	_____	=	_____	Ad on showing room screen	\$250	X	_____	=	_____	Table space	\$200	X	_____	=	_____	Champion Package	\$1000	X	_____	=	_____	Hero Package	\$500	X	_____	=	_____	Helper Package	\$200	X	_____	=	_____
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**TERMS AND CONDITIONS**

1. Payment is due at the time the application is submitted unless arrangements are separately made with authorized Otafest personnel.
2. Applicants may be accepted or rejected for any reason as deemed appropriate by Otafest. Refunds will be sent back to applicants in the case of rejection. Successful applicants will be contacted to arrange for transfer of electronic files.
3. Advertising materials may be edited, modified or rejected at Otafest's sole discretion. Otafest does not guarantee the placement of any ad in a specific section or within a page as placement is dependent upon publication requirements and availability. We cannot be responsible for quality of reproduction if ad size needs to be changed.
4. Any cancellations or corrections must be in writing and must be received by Otafest prior to the deadline. Orders, cancellation or corrections communicated orally or after the deadline are entirely at the Advertiser's own risk and Otafest assumes no responsibility thereafter.

5. The Applicant represents that they have the full right and authority to use all material provided and that its advertisements will not violate any person or entity's rights or violate any law.
6. Deadline for application, payment and submission of materials is April 10, 2010.
7. Otafest shall have the full power in the interpretation and enforcement of all contract regulations contained herein, and the power to make such amendments thereto, and such further rules and regulations as shall be considered necessary and proper.

PLEASE HAVE THIS APPLICATION AND ALL ADVERTISING MATERIALS SUBMITTED BY APRIL 10 TO ENSURE YOUR ADVERTISING MATERIAL IS INCLUDED ON OTAFEST'S PRINTED MATERIALS.