

otafest

sponsorship

package for 2013





sponsorship package

ADVERTISE with otafest

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 appreciate 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 3600 - 4300 attendees annually since 2008! Our attendees were evenly split by gender. 80% are from Calgary. 37% and 39% are in the 13-17 and 18-24 age groups respectively, age groups known for spending money on what they love!

Otafest 2013

May 17-19, 2013

University of Calgary

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

For more info about Otafest, please see our information package attached to this advertising and sponsorship package or visit our website at www.otafest.com



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GUIDEBOOK advertisements

Full page ads, including prime locations, are approximately 6.5”(w) x 10”(h). Half page ads are approximately 6.5”(w) x 5”(h). Quarter page ads are approximately 3.25 (w) x 5”(h). Please allow 0.25” bleed for full page ads including prime locations. All ads are in full color! Ads should be of 300 dpi, and submitted electronically.

Prime Locations	Standard Locations
Back Cover (Color) - \$400	Full Page Ad (Color) - \$200
Inside Cover (Color)- \$300	½ Page Ad (Color)- \$100
Inside Back Cover(Color) - \$300	¼ Page Ad (Color) - \$50

SPECIAL advertisements

Items	Description
Otafest Flag Runner - \$500	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!
Logo on Wristband - \$400	All attendees must wear wristbands; that’s advertising exposure to all 4000+ expected attendees! Put your logo (1 color, TBA) on Otafest’s wristbands!
Ad placement on viewing room screen - \$250	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!



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COMPREHENSIVE packages

Levels	Highlights
Champion Package - \$1000 \$1,650 value! Save 40%!	<ul style="list-style-type: none">• Special Event Champion (aka - [Event name] brought to you by [Yourname], etc)• Logo on Wristband• Otafest Flag Runner Advertising• Logo placement in 1 viewing room screen between showings• Full paged ad (Color) in guidebook• Distribution of sponsor provided promotional materials• Table space in sponsorship area• Ad on Otafest's printed ads• Ad on Otafest Web site• 10 free full weekend tickets
Hero Package - \$500 \$600 value! Save 17%!	<ul style="list-style-type: none">• Logo placement in 1 viewing room screen between showings• Full paged ad (Color) in guidebook• Table space in sponsorship area• Distribution of sponsor provided promotional materials• Ad on Otafest Web site• Ad on Otafest's printed ads• 5 free full weekend tickets
Helper Package - \$200	<ul style="list-style-type: none">• ½ page ad (Color) in guidebook• Distribution of sponsor provided promotional materials• Ad on Otafest Web site• Ad on Otafest's printed ads• 3 free full weekend tickets

*Customized sponsorship opportunities are also available upon request!



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PROMOTING and booking your business

Name of Organization:

Mailing Address:

City/Province/Postal Code

_____ / _____ / _____

E-mail

Phone Number

(_____) _____

Contact Name (please print)

Signature

(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.)

Date

Guidebook Advertising

Back Cover (1 available)	\$400	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___	= _____

Special Advertising

Flag Runner	\$500	X___	= _____
Logo on wristbands	\$400	X___	= _____
Ad on showing room screen	\$250	X___	= _____

Comprehensive Packages

Champion Package	\$1000	X___	= _____
Hero Package	\$500	X___	= _____
Helper Package	\$200	X___	= _____

Subtotal = _____

GST (5%) = _____

Total = _____

Please scan/e-mail this application to:

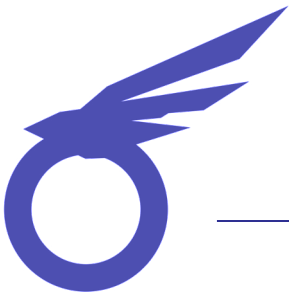
pr@otafest.com

Please make payment to:

Otafest Film & Cultural Festival Planning Committee

Send payment to:

**Otafest
Southland Crossing RPO
PO Box #42143
Calgary, AB, Canada T2J 7A6**



DEADLINES & terms and conditions

1. Payment is due at the time the application is submitted unless arrangements are separately made with authorized Otafest personnel. Otafest reserves the right to give refunds based on extenuating circumstances only.
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 1, 2012**.
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 IN BY APRIL 1, 2012 TO
ENSURE YOUR ADVERTISEMENT IS INCLUDED ON
OTAFEST'S PRINTED MATERIALS.**