

otafest

sponsorship
& vendor

packages 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



sponsorship package

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!



sponsorship package

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!



sponsorship package

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.**



vendor package

DEAR vendors

On behalf of the Otafest Executive Committee, we, the Vendors Team, cordially invite you to join us at our new, winter-themed Japanese media and culture festival on December 15th, 2012 at the University of Calgary's Downtown Campus.

Otafest Aurora aims to celebrate the regal beauty of winter and offers our patrons the opportunity to express their passion for Japanese media and popular culture in a more lavish fashion. The winter festival will host a variety of panels, events and contests throughout the day and conclude with a grand gala consisting of a banquet and dance in the evening. Undoubtedly, we will have a winter-themed vendors hall to satisfy the pre-Holiday shopping desires of our patrons.

We are very excited to be hosting this new event and we hope you will be able to join us at Otafest Aurora.

Sincerely,

The Otafest Vendors Team

LOCATION and venue

The vendors hall for Otafest Aurora will be situated in one of the main event halls at the **University of Calgary Downtown Campus**. The vendors hall will comfortably accommodate **seven vendors** based on our space and attendance expectations for the festival.

For Otafest Aurora each vendor booth will be 112sq. ft in size (14 ft. by 8 ft.) and will include:

1. A maximum of six tables (approximately 6 x 2 ft.) and two chairs
2. Access to power outlets



VENDOR HOURS of operation

December 14th – Vendors set-up from 7:00pm – 10:00pm

December 15th – Otafest Aurora

- Vendors hall opens at 10:00am
- Vendors all closes at 5:00pm
- Vendors take-down from 5:00pm – 6:30pm

Due to the brevity of the festival, set-up and take-down periods will be more strict in order for us to prepare for the gala dinner and dance, however there will be Otafest staff available to assist in set-up and take-down.

ONLINE registration

Online registration for Otafest Aurora will commence on **October 22nd at 18:00 MST.**

Vendor registration will be accepted on a first come basis, however, the Otafest Vendors Team will ensure that the vendors hall contains a diverse and appropriate selection of merchandise as expected by our patrons. Once you have completed the online registration, you will be notified within 48hours as to your standing in the Otafest Aurora vendors hall. Also, please note that while the registration process will take into account your preferred booth space, vendors will be placed in the next available booth space should your first choice be taken.

***THE FULL PAYMENT FOR THE VENDOR BOOTH WILL NEED TO BE RECEIVED BY NO LATER THAN NOVEMBER 17TH, 2012. FAILURE TO MEET THE PAYMENT DEADLINE WILL RESULT IN A \$100 FINE OR LOSS OF THE RESERVED BOOTH SPACE.**



VENDOR RULES and regulations

The Otafest Aurora Vendor Hall is a Family-Friendly Space

The Otafest Aurora Vendor Hall caters to patrons of all ages. To maintain this comfortable environment, the display of sexually explicit goods is prohibited. Please display merchandise intended for adult patrons such that it is not accessible to minors. As a reminder, it is illegal to sell adult material to minors.

No Bootlegged Video Material or Weapons Allowed

The following media items may not be sold in the Otafest Aurora Vendor Hall:

- Bootleg videos and/or DVDs.
- Copies made on blank tapes with made up labels.
- Pirated copies of any titles that have been released commercially in the United States, Japan, or elsewhere.
- Titles taped off the air in Japan.
- Fan subs.

Weapons are prohibited at Otafest Aurora and on the University of Calgary Downtown Campus. An item is considered a weapon if:

- It is made from wood, metal, or a dense plastic, measuring more than one foot in length and can be swung.
- It resembles a melee weapon.
- Resembles a throwing weapon.
- Resembles a pistol, rifle, bow, or any other form of projectile weapon.

The Subletting of Exhibit Space in the Hall must be Authorized by the Vendor Team

Please let us know before hand if a sub-vendor will be sharing your space. Assuming the sub-vendor is approved they will be required to abide by the same rules and regulations contained in the Otafest contract.



VENDOR RULES and regulations

Vendors are Responsible for Adequately Staffing Their Booth Space

Otafest is grateful to have many volunteers who will be assisting with the operation of the Vendor Room. However, Otafest does not supply volunteers to staff your booth. If you should need to step away for a moment we would be happy to watch over your space briefly, but Otafest volunteers are not permitted to sell merchandise or handle money.

Vendor Hall Liability

Otafest is not liable for injuries of persons, lost, stolen, or damaged equipment or merchandise.

Please store your merchandise properly when the room is closed and ensure that you have enough staff to watch over your merchandise.

The Vendor Hall Will Operate Based on the Set Hours

To provide patrons with as much shopping time as possible the Vendor Hall must follow the set schedule. To facilitate this, Vendors are asked to be prompt for the set-up times and to keep their space open for the entire period as directed on the Vendor schedule. Volunteers will be available to ensure set-up and take down of the room is completed on time.

The Vendor Hall space will be needed for the Gala dinner and dance at 7:00pm. To ensure that the Gala starts on time take down must be completed by no later than 6:30pm.

If you are left with any questions, inquiries, or concerns they can be directed to:

Vicky Lau | vendors@otafest.com



vendor package

VENDOR HALL layout for Otafest Aurora

