



SAKURA-CON

**Pacific Northwest Anime
Convention**

2602 So. 38th St. Tacoma, WA 98409

www.sakuracon.org
www.ancea.org

Dear Potential Sponsor,

The Asia-Northwest Cultural Education Association (ANCEA) is proud to present Sakura-Con, the Northwest's oldest and largest Japanese animation and culture convention. ANCEA is a 501 c3 non-profit corporation that promotes Asian cultural education, with particular focus on traditional and contemporary Japanese media. Sakura-Con is ANCEA's main annual gathering and realization of this mission. Sakura-Con features a wide variety of exhibits and activities. Some examples include: animation, comics, gaming, dance, cultural displays, performances, exhibits hall and costuming. It is our mission to support cultural exchange and education as well as entertainment. We invite your company to aid in continuing the legacy in 2013.

Sakura-Con is an opportunity for people of all ages to explore and share their enthusiasm for Japanese media and Asian culture. Over 20,000 members attended Sakura-Con 2012. Sakura-Con is well respected in the national and international community. In 2012, ANCEA/Sakura-Con was awarded a special commendation from the Japanese Foreign Minister for ongoing contribution to cultural exchange and education.

Our dedicated staff consists entirely of talented, innovative, and capable volunteer members who work hard to produce an entertaining, educational, and all-ages event. Sakura-Con is "for the fans, by the fans" and benefits greatly from the passion its volunteers bring to the organization. Relationships with businesses such as yours help Sakura-Con continue to fulfill its broader educational mission while promoting the organizations that bring Japanese media to its fans.

Sakura-Con 2013 will take place on **March 29th -31st** at the Washington State Convention Center in downtown Seattle, Washington. Sakura-Con appreciates your commitment to its members, its programs, and its goals. Please return the enclosed corporate packet by **January 14, 2013**. If you have any questions, please contact us. We look forward to hearing from you.

Sincerely,
Alyxandra Lechner
Director of Relations

Elmira Utz
Director of Publicity

Sponsors@sakuracon.org

Demographics

So who attends Sakura-Con? These statistics were gathered from registration forms and surveys returned of our members. We had over 20,000 individual member attendees last year; most were young adults and attended for all three days. Attendees aged 14-17 are our second largest demographic.

Age Group by Percentage

Age	% of Membership
13 and under	12%
14 to 17	20%
18 to 26	47%
27 to 44	14%
45 and Older	7%

Sakura-Con is a three-day event. Member attendees may purchase a membership and attend as few or as many days as they prefer.

Our membership traveled from 41 states, the District of Columbia, the Armed Forces Pacific, Canada, Japan, the United Kingdom and Australia. The top ten states our members resided in were **Washington, Oregon, California, Idaho, Montana, Alaska, Colorado, Utah, Texas and Nevada.**

For three days, your company will have a captive audience attending events, panels, browsing the Exhibitors' Hall for the latest and greatest or the hard to find classics, or viewing a variety of anime titles on a big screen. Our membership will be talking among themselves about what they've seen and done – why not make your company and its products the topic of conversation?

Sakura-Con Sponsorship Levels:

Sakura-Con offers a variety of sponsorship tiers that our corporate liaisons can tailor to your business. Please choose a category that fits your contribution level below. We do accept donations of materials and services in kind and count those toward your sponsorship level.

Sakura Orange (\$300)

- ★ Acknowledgement in Souvenir Book
- ★ Acknowledgement on Sakura-Con Website (no active link)

Sakura Yellow (\$600)

- ★ All *Sakura Orange* benefits
- ★ 1/4 page color ad in Souvenir Book
- ★ Web link on Sakura-Con website

Sakura Green (\$2,000)

- ★ All *Sakura Yellow* benefits
- ★ 1/2 page color ad in Souvenir Book
- ★ 1 VIP pass

Sakura Blue (\$5,500)

- ★ All *Sakura Green* benefits
- ★ 1 additional VIP pass
- ★ Full page color ad in Souvenir Book instead of 1/2 page
- ★ Logo on t-shirt (subject to availability)

Sakura Red (\$10,000)

- ★ All *Sakura Blue* benefits
- ★ Full page color ad in Souvenir Book
- ★ Acknowledgement at Opening and Closing Ceremonies and Masquerade
- ★ 1 single booth space in Exhibitors' Hall
- ★ Ad or feature in Electronic Members Newsletter (if sponsorship is finalized before January 19th)

Sakura Pink (\$15,000 and over)

- ★ All *Sakura Red* benefits
- ★ Full Page ad, inside cover or back-outside cover instead (subject to availability) in Souvenir Book
- ★ 1 double or two single booth spaces in the Exhibitors' Hall
- ★ 2 additional VIP passes
- ★ Other benefits as negotiable

Custom sponsorship packages are available upon approval by both the Sakura-Con Relations and Publicity Departments.

Explanation of benefits listed above:

The Convention Souvenir Book is a full-color book given to each registered member in attendance. Approximately 15,000 of these books are expected for distribution this year. They serve as a guide to the major guests and industry sponsors visiting the convention. Containing maps, visitor's guides, bios of guests, and pages devoted to autographs, these books are meant to be kept as a memento for convention visitors.

The Sakura-Con website Having your company name and/or logo on our site gives you the opportunity to be visible to our visitors. Feel free to take a look at our website at www.sakuracon.org.

VIP Passes allow industry guests to have membership to the convention, entrance to both the Guest Reception and Industry Dinner and preferred seating to all Special Events (i.e. Masquerade, Opening Ceremonies, etc.).

Ways to Sponsor Sakura-Con:

Sakura-Con offers corporate sponsors various ways to support the Convention and thus earn a sponsorship level. Below is a list of categories in need of your support. This list, however, is by no means exclusive. Should your company wish to sponsor the Convention in a unique way not mentioned here, please contact Sakura-Con directly to discuss your ideas.

Guest of Honor Sponsorship

Sponsors have the option to provide at least two or possibly more of the following items: airfare, acquisition, hotel and performance or attendance fee. The average contribution needed to sponsor a Guest of Honor is between \$3,000 - \$6,000 per Japanese Guest and \$2,000 - \$3,000 per American Guest. Sponsors interested in supporting a Guest of Honor, please contact us early to start the process. Guest of Honor sponsorship will be done on a case-by-case basis and may require additional paperwork, contracts, and negotiations.

Guest of Honor sponsors have the following additional benefits:

- ★ So long as the Guest of Honor agrees to participate, sponsors may create special promotions involving the Guest of Honor, depending on how the sponsorship is structured provided Sakura-Con's Publicity department can provide for the campaign.
- ★ Acknowledgement as sponsor alongside any mention of Guest of Honor.

Registration Bag Sponsorship

The Registration Bag sponsorship offers an excellent opportunity to introduce your company to our membership. Sponsors will directly provide bags for Convention use as registration and/or goodie bags (a minimum of 15,000 are required). Please fill out the **Registration Bag Sponsorship** section below and send it back with your completed Sponsorship Application. Bags must be in the possession of the convention by **March 7th, 2013**.

Equipment Sponsorship

Corporate sponsors may contribute in one of two ways: 1) provide funds for Sakura-Con to rent or buy the necessary equipment; or 2) lend or donate equipment to Sakura-Con for use at the Convention. Please fill out the **Equipment Sponsorship** section below and send it back with your completed Sponsorship Application.

Equipment available for sponsorship

LCD projectors

Communications equipment

Audio equipment

35mm projector

TV/Video equipment

Laptops and printers

Promotional Sponsorship

Beyond the basic level of promotional support Sakura-Con expects from its sponsors, Sakura-Con offers companies the opportunity to gain a sponsorship level (i.e. Sakura Orange to Sakura Yellow, etc.) by supporting advertising of Sakura-Con directly. Sponsors in this category have the option to provide funding and/or access to publicity in the form of television, radio, web, product and print based advertising of Sakura-Con. In addition to the standard level of sponsorship benefits, sponsors in this category would have the opportunity to put their company logos and/or acknowledgements into unique advertising that goes directly to the public. Sponsors in this category would work directly with the Sakura-Con Publicity department to work out the specifics of this sponsorship. Please fill out the **Promotional Sponsorship** section below and send it back with your completed Sponsorship Application.

All advertising/promotional copy must first be approved by the Sakura-Con Publicity Department and copies must be submitted to the Sakura-Con Publicity Department as verification of successful advertisement distribution before **February 1, 2013**. Use of the Sakura-Con trademark logo or official mascot will only be available to Sakura-Con and approved Sakura-Con Promotional Sponsors for specifically approved advertising/promotions until May of 2013.

Bag Stuffing

We also welcome items to place in the registration bags. Sponsors will provide items to place in registration bags (a minimum of 5,000 pieces required). Please fill out the **Bag Stuffing** section below and send it back with your completed Sponsorship Application. Bag stuffing items must be in the possession of Sakura-Con by **March 7th, 2013**.

Prize Donation

Companies wishing to donate prizes are always encouraged. Please fill out the **Prize Donation** section below and send it back with your completed Sponsorship Application. Please note that due to Convention Facility policies, food or drink items may not be distributed by outside vendors. Prizes must be in the possession of the Convention by **March 7th, 2013**, if they are being shipped. Otherwise, a company representative may deliver the prizes in person during the Convention.

Ad Submission Guidelines:

In order to produce the highest quality documents possible, we request that you submit electronic files. Please also send a printed copy of your ad. Laser printer or inkjet output is acceptable. When submitting your electronic files, we can accept any of the following types of source files (for either Windows or Macintosh platforms): Adobe InDesign or Adobe Photoshop.

All submitted materials should be made available in 300 DPI at the target size. File submissions can be accepted on CD-ROM, DVD-R or electronic transmission (FTP site preferred). Include all fonts and placed artwork used in your ad and a way to contact the designer of the ad. Sakura-Con reserves the right to reject advertisements that it deems unacceptable on the grounds of content and/or graphic specifications. Please see the Conditions of Acceptance of Advertisements & Sponsorship in the Sponsorship Agreement for more information.

The deadline for all advertisement submissions is **January 14th, 2013**.

Sakura-Con 2013 Sponsorship Application

Company Name		
Contact Name	Title	
Address		
Phone	Fax	Email Address
Best hours to reach you by phone?		Type of merchandise you sell?
Website		

Please indicate, with an X, the amount your company is interested in providing as a sponsorship to Sakura-Con.

- | | |
|--|--|
| <input type="checkbox"/> <i>Sakura Orange (\$300)</i>
<input type="checkbox"/> <i>Sakura Yellow (\$600)</i>
<input type="checkbox"/> <i>Sakura Green (\$2,000)</i> | <input type="checkbox"/> <i>Sakura Blue (\$5,500)</i>
<input type="checkbox"/> <i>Sakura Red (\$10,000)</i>
<input type="checkbox"/> <i>Sakura Pink (\$15,000)</i> |
|--|--|

Number of Bags (Minimum of 15,000)	Total Value of Bags
	\$

Please mark with an X if your company will provide financial support or actual equipment.

- Sponsoring equipment with the amount of: \$ _____
 Providing Equipment (please list below) _____

Equipment Description	Quantity	Equipment Description	Quantity

Please mark with an **X** if your company will provide financial support or actual advertisements.

- Sponsoring promotions with the amount of: \$ _____
- Providing Advertisement/s (please list below)

Advertising Description	Quantity and Distribution Dates	Advertising Description	Quantity and Distribution Dates

All advertising/promotional copy must first be approved by the Sakura-Con Publicity Department and copies must be submitted to the Sakura-Con Publicity Department as verification of successful advertisement distribution before **February 1st 2011**. Use of the Sakura-Con trademark logo or official mascot will only be available to Sakura-Con and approved Sakura-Con Promotional Sponsors for specifically approved advertising/promotions until May of 2013.

Items must be in possession of the convention by **March 7th, 2013**. If more space is needed, please photocopy this form.

Description of Item	Number of Item (Minimum 5,000)

Prizes must be in possession of the convention by **March 7th, 2013**, if being mailed. Otherwise, a company representative may deliver the prizes in person during the Convention. If more space is needed, please photocopy this form.

Description	Quantity	Total Value of Item
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
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		\$
		\$
		\$
		\$
TOTAL VALUE OF DONATION:		\$

Sponsorship Agreement

Conditions of Acceptance of Advertisements & Sponsorship

In its sole discretion, Sakura-Con reserves the right to reject any advertisement submitted for publication on the Sakura-Con website, the Convention Souvenir Book, the Pocket Programming Guide, or the Registration Bag. Within seven days of receiving any ad submission, Sakura-Con shall notify the sponsor of its intent to reject a specific ad. Such notice shall be in writing via e-mail or facsimile and shall include a list of Sakura-Con's specific objections to the ad. Sakura-Con's objections shall be reasonable and shall not be arbitrary. Reasonable grounds for objection shall include, but not be limited to, graphic/obscene content, unlicensed use of copyrighted or trademarked materials, vulgarity, errors, etc. Within five days after receiving notice, sponsor shall then provide Sakura-Con with an ad that sponsor has edited or altered to adequately conform to or address Sakura-Con's written objections. Should sponsor fail to take timely action in addressing Sakura-Con's objections, then Sakura-Con may in its sole discretion elect to alter or edit the ad to conform to its objections or choose not to print the ad. In such instances, sponsor will not be due any refund.

Sakura-Con shall not be held liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of any printed material, signage, or article of clothing on which any advertisement is scheduled to appear. In the event of any error, misprint, or omission in the printing of any advertisement or part of an advertisement, Sakura-Con will either re-insert the corrected or omitted advertisement or relevant part of the advertisement, as the case may be, or make a reasonable refund or adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the effectiveness of the advertisement. In no circumstances shall the total liability of Sakura-Con for any error, misprint or omission exceed the amount of the full refund of the price paid to Sakura-Con for the particular advertisement.

Sakura-Con will not be held responsible for the loss of any electronic or hard copy of any advertisements submitted to Sakura-Con. For this reason, sponsors are strongly encouraged to keep a readily available back-up copy of all submissions.

Proofs: No alterations will be made other than for spelling, grammar, factual or size information that differs from the copy supplied unless it is considered necessary to maintain event standards or unless sponsor fails to respond to Sakura-Con's written list of objections (see above). Should Sakura-Con determine that such alterations are warranted and/or necessary, Sakura-Con shall make said alterations and then provide sponsor with an edited proof in electronic format. Sponsor will then have five days to accept or reject the changes. Sponsor's failure to respond in a timely manner to Sakura-Con's proposed edits and/or changes shall be deemed an acceptance of such edits and/or changes, and the ad shall be printed as it appears in the edited proof.

The quality of Sakura-Con's reproductions is dependent upon the quality of the original electronic image file supplied by the sponsor. To ensure the highest quality reproduction, please follow the ad submission guidelines listed above.

Please note: Sakura-Con reserves the right to advertise its list of sponsors to the public at large. Additionally, Sakura-Con needs promotional consideration from its sponsors and it is expected that any and all sponsors will make a reasonable effort to share their participation in Sakura-Con via press releases, inclusion in company event calendars and on company websites, where applicable. All sponsors will be invited to collaborate with the Sakura-Con Publicity Department to facilitate overall sponsorship

and Sakura-Con promotional exchanges. Additional promotional consideration can itself be considered a form of sponsorship.

Special Provision for Guest of Honor Sponsors. Sakura-Con makes no representations or warranties, express or implied, regarding the Guest of Honor’s willingness or availability to participate in any promotional events organized by the sponsor. Sakura-Con also makes no representations or warranties, express or implied, as to whether the Guest of Honor will satisfy, to any degree, any or all of the provisions in their appearance contract. Should a Guest of Honor cancel their appearance contract, depending on the sufficiency of the notice provided to Sakura-Con, Sakura-Con will use a good faith effort to secure the appearance of a replacement Guest of Honor. If the canceling Guest of Honor fails to provide adequate notice to Sakura-Con or if after exercising its good faith efforts Sakura-Con is unable to secure the appearance of a replacement Guest of Honor, then Sakura-Con will reallocate the sponsorship money in a manner it deems appropriate, but shall give the sponsor recognition at the convention for its contribution.

Special Provision for Equipment Sponsors. Sakura-Con shall be held harmless for any loss or damage to any equipment the sponsor voluntarily lends to Sakura-Con for its use at the convention no matter whether such loss or damage was willfully, accidentally or negligently caused by any member of the Sakura-Con staff, a Guest of Honor and their staff and/or representatives, a Sakura-Con member, an employee of the Convention Facility, or any other individual, animal or act of God, war or terrorism.

Limitation of Liability. Under no circumstances shall Sakura-Con be liable for any financial losses or any incidental, special, indirect, punitive or consequential damages whatsoever for any acts or omissions whether or not warned of the possibility of any such losses or damages. Under no circumstances shall Sakura-Con’s maximum liability ever exceed the amount actually paid to Sakura-Con by sponsor pursuant to this Contract. Sakura-Con makes no representations or warranties, express or implied, regarding the number of persons who will attend the Convention or regarding any other matters.

I/We, acting as representative(s) of _____, have read and agree to adhere to the terms stated in the Sakura-Con Sponsorship Agreement.

Representative Name (Print)

Sakura-Con Director of Relations (Print)

Representative (Signature)

Sakura-Con Director of Relations. (Signature)

Title/Position

Date

Date