



SAKURA-CON

**Pacific Northwest Anime
Convention**

2602 So. 38th St. Tacoma, WA 98409

www.sakuracon.org
www.ancea.org

Dear Present and Potential Sponsors:

The Asia-Northwest Cultural Education Association (ANCEA) is proud to present Sakura-Con, the Northwest's oldest Japanese animation convention. ANCEA is a 501 c3 non-profit corporation that seeks to provide Asian cultural education, with particular focus on traditional and contemporary Japanese media. Sakura-Con is ANCEA's annual gathering and the main realization of the ANCEA mission.

Sakura-Con is an opportunity for people of all ages to explore and share their enthusiasm for Japanese media and Asian culture. Sakura-Con keeps its membership growing by continually providing high quality programming including presentations from international guests, media presentations, concerts, film screenings, and more.. Sakura-Con provides a stage for fans, industry and cultural organizations to celebrate anime, manga, gaming, music and more. Every year Sakura-Con also hosts a successful charity auction for the Make-A-Wish foundation and has been honored to have coming to Sakura-Con included in many children's wishes. In 2011, Sakura-Con was proud to be a founding member of Seattle Japan Relief, a local collaboration of Japanese American nonprofit organizations and community groups seeking to provide tsunami relief to Japan.

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 2012 will take place on **April 6th- 8th** at the Washington State Convention and Trade Center in downtown Seattle. Sakura-Con appreciates your commitment to its members, its programs, and its goals. Please return the enclosed corporate packet by **February 1st, 2012**. If you have any questions, please contact us. We look forward to hearing from you.

Sincerely,
Sabrina Taylor
Sponsorship Manager
sponsors@sakuracon.org

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 (\$600)

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

Sakura Yellow (\$1000)

- * 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 industry pass

Sakura Blue (\$5,500)

- * All *Sakura Green* benefits
- * 1 additional industry pass
- * Full page color ad in Souvenir Book instead of 1/2 page
- * Logo on t-shirt (subject to availability)
- * 1 single booth space in Exhibitors' Hall (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
- * 2 single booth spaces in Exhibitors' Hall (subject to availability)
- * 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
- * 2 double booth spaces in the Exhibitors' Hall (subject to availability)
- * 2 additional industry passes
- * Other benefits as negotiable

To receive the sponsorship acknowledgements coincident with your Sakura-Con Sponsorship Level a completed and signed sponsorship agreement must be turned into the Sakura-Con Sponsorship manager for your sponsorship by February 1st 2012.

Custom Sponsorship packages are available upon the approval of 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 to be distributed 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.

Industry Passes allow industry guests to have membership to the convention, entrance to the Industry Dinner.).

Ways to Sponsor Sakura-Con:

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 1st, 2012**. You can also be a Registration Bag sponsor by donating as little as \$400. This will put your logo onto bags that we have printed along with up to 3 other Registration Bag sponsors (subject to availability).

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. Sponsors in this category 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 14th, 2012**. 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 2012**.

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, 2012**.

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 13th, 2012**, 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. 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 **February 14th, 2012**.

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.

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