



Kumoricon Sponsorship and Advertising Opportunities

<https://www.kumoricon.org/>

Oregon Convention Center

Portland, OR | November 5-7, 2021

Dear Potential Sponsor or Advertising Partner,

Altonimbus Entertainment (ANE) is proud to present Kumoricon, the largest anime, manga, and Japanese culture convention in Oregon. ANE is an Oregon nonprofit corporation, dedicated to creating an environment for fans of anime, manga, and Japanese culture to share and learn from one another. ANE's primary event, Kumoricon, is the annual gathering and realization of this commitment.

As the oldest anime convention in Oregon, Kumoricon is an opportunity for people of all ages to explore and share their enthusiasm for Japanese media and Asian culture. With over 10,000 members in attendance at Kumoricon 2019, the staff have high expectations for Kumoricon 2021. Arguably the largest step in Kumoricon's 16-year history, the convention moved back to Portland in 2016, hosted in the beautiful Oregon Convention Center. Kumoricon 2021 will take place November 5-7, 2021.

Moving towards our largest event yet, we greatly value our previous sponsors' continued support, and the new relationships we hope to build with new sponsors and advertisers. Please review our Sponsorship and Advertising Packet for more information about sponsoring or advertising at our 2021 convention. If you have any questions, please email our Industry Manager (industry@kumoricon.org). We look forward to working with you to host the best Kumoricon to date.

Sincerely,



Heather Holland

Director of Relations

relations@kumoricon.org



Samantha Rushford

Director of Publicity

publicity@kumoricon.org

Our Membership

Kumoricon's attendees cover a large array of ages, interests, and locations. Portland, and the Northwest as a whole, have a reputation for embracing geek culture, and celebrating fandom via festivals, craft fairs, and conventions. At Kumoricon we try to embrace this diversity and offer a variety of programming tracks and focuses. All of this can be traced back to our commitment to creating an environment for fans of anime, manga, and Japanese culture to share and learn from one another. From guest and industry panels, to fan-run content, how-to workshops, competitions, and interactive events, our membership can choose from a variety of unique programming.

The statistics listed below represent the membership demographics from our 2019 event. These statistics were taken directly from our membership database.

Age Group by Percentage*

Age	% of Membership
Under 13	6%
13 to 17	14%
18 to 25	41%
26 to 40	30%
Over 40	9%

*All ages are represented in our membership pool.

Origin

Over half of our membership is from outside the Portland area, including out-of-state and international origin. Fans come to Kumoricon from 30 states, Canada, Czech Republic, United Kingdom, Sweden, Japan, Mexico, and Australia.

Sponsorship Levels	Cumulus (\$250)	Stratus (\$500)	Cirrus (\$1,300)	Cirrostratus (\$3,500)	Nimbus (\$5,000)
Digital Advertisement					
Acknowledgement on Guidebook App Sponsor Page	<input checked="" type="checkbox"/>				
Guidebook App Banner Advertisement		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo displayed on Website Sponsor Page			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Programming Room Projector Advertisement				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Blast (Facebook, Twitter, Instagram)					<input checked="" type="checkbox"/>
Exhibit Space					
10' x 10' Booth Space				<input checked="" type="checkbox"/>	
10' x 20' Booth Space					<input checked="" type="checkbox"/>
On-Site Recognition					
Acknowledgement at Opening & Closing Ceremonies					<input checked="" type="checkbox"/>
Outdoor Banner Advertisement					<input checked="" type="checkbox"/>
Street Banner Advertisement					<input checked="" type="checkbox"/>

Customized sponsorship opportunities are also available as well. Please feel free to reach out with any questions or specific sponsorship goals to help find the best fit for your organization. Note that some items are available on a first-come, first-served basis and have limited availability (such as cover ads, programming rooms, booths, on-site banners). Please reach out to industry@kumoricon.org to check availability.

Advertisements

There are plenty of ways to advertise with Kumoricon and reach our membership. Whether you are trying to promote a product, brand, or event, traditional advertisements are a great way to put your company name in front of thousands of fans.

The Kumoricon Website

As with any event, our website gets the most traffic right before our big event. The Kumoricon website averages 60,000 visits, 25,000 unique visitors, and 150,000 pageviews the month of our event!* Having your company name and/or logo on our site gives you the opportunity to be visible to all our visitors. Feel free to look at our website at <https://www.kumoricon.org>. *Based on Google Analytics

Guidebook

This mobile app is used to help attendees track their preferred schedule for the weekend as well as an immediate and effective communication of schedule changes. With more and more attendees opting to use Guidebook, your advertisement will be in the hands of thousands, actively using the guide throughout the weekend.

Social Media

ANE/Kumoricon uses a variety of social media platforms to keep our attendees involved and informed throughout the year. With a combined reach of over 15,000, put your advertisement in front of a very active and attentive community.

Other Ways to Sponsor ANE/Kumoricon

ANE/Kumoricon 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 industry@kumoricon.org directly to discuss your ideas.

Guest of Honor Sponsorship

The average contribution needed to sponsor a Guest of Honor is between \$2,000–\$4,000 per American Guest—which covers airfare and other associated guest hosting expenses. For sponsors interested in supporting a Guest of Honor, please contact us early to start the process. Guest of Honor sponsorships will be done on a case-by-case basis and may require additional paperwork, contracts, and negotiations.

Guest Welcome Basket Sponsorship

An easier way to sponsor a guest is to sponsor part of the Guest Welcome Basket! This basket is the first thing a guest receives when they arrive for the convention and is our way of introducing them to everything that is unique about Portland and the Northwest. Guest Basket sponsorships are approved on a case-by-case basis. Businesses and organizations local to Portland or the Northwest will be given preference. Sponsored contributions for the Guest Basket must be in the possession of the convention by September 30. (Sponsorship agreement documents are due August 31.)

Convention Bag Sponsorship

The Con Bag sponsorship is an excellent opportunity to introduce your company to our membership. Sponsors will directly provide bags for the convention to use as registration and/or goodie bags (a minimum of 10,000 are required). Due to the City of Portland's and the Oregon Convention Center's dedication to green technology and recycling, all bags distributed to attendees must be reusable, and cannot be made of disposable plastic materials. Bags must be in the possession of the convention by September 30. (Sponsorship agreement documents are due August 31.)

Promotional Sponsorship

ANE/Kumoricon offers companies the opportunity to gain a sponsorship level (e.g. Cumulus to Stratus, etc.) by supporting advertising of Kumoricon 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 Kumoricon. (Sponsorship agreement documents are due August 31.)

Lanyard Sponsorship

Get your company brand and logo in the hands of every attendee! Sponsors will directly provide lanyards for the convention to use throughout the event (a minimum of 10,000 are required). Lanyards must be in the possession of the convention by September 30. (Sponsorship agreement documents are due August 31.)

Charity Auction

In order to run our Charity Auction every year, we rely on contributions from staff, attendees, and the industry. Contributions can range from original artworks, rare signed prints, gift certificates, or even certificates for services such as subscriptions. Usually unique and hard to find items are what do best, but we appreciate all contributions. For 2021, all proceeds raised from the Charity Auction will go to the Doernbecher Children's Hospital and The Greeney Family Fund for Japanese Track Scholarships at the International School in Portland, OR. All contributions to Kumoricon 2021's Charity Auction must be in the possession of the convention by September 30.

Prize Contribution

Companies wishing to donate prizes are always encouraged. 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 September 30.

Trades

ANE/Kumoricon offers advertisement and booth/table trades to other events, businesses, nonprofits, and local and cultural groups. Trades should be of approximate equal value unless otherwise arranged with an authorized representative of both organizations. Payment for trades may come in the form of identical items from both organizations, in product/merchandise, donations, programming hours, and other agreed-upon item(s).

Event Sponsorship

Sponsors may also contribute for exclusive acknowledgments in print and digital for various events at Kumoricon. These events include cosplay contests, gaming tournaments, and other prominent events. These events can be supported with monetary or prizes for attendees. Please reach out to industry@kumoricon.org to see all available events that are accepting sponsorship.

Exclusivity Rights

Sponsors may also be eligible for rights to be the exclusive sponsor for a particular product. Whether this is a streaming service, hobby, line of product, etc., Kumoricon is open to discussing options. Due to existing agreements, not all intellectual properties may be available for exclusivity. Please reach out to industry@kumoricon.org for more information.

Street Banner Advertisements

The Oregon Convention Center is partnering with Kumoricon to promote the convention on prominent outdoor light pole banners. Sponsors are eligible to advertise on these banners for up to two weeks before the convention, exposed to local streets and light rail traffic. Additional large print outdoor banners are available in limited quantities as well. Please email industry@kumoricon.org for details on location, size, and availability.

Other Sponsorship

Kumoricon always welcomes new ways to get involved and support the event. Creative sponsorship or marketing approaches are welcome. If there are any methods you wish to contribute that are not mentioned, please feel free to reach out and let us know what you would love to do and our team will happily engage to see if your ideas are an option!

Graphic Submission Guidelines

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: PNG, JPEG, TIFF, PDF, PSD, AI, EPS, and INDD. All submitted materials should be made available in 300 DPI at the target size. File submissions can be accepted by email attachment. Include a way to contact the designer of the ad. ANE/Kumoricon 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 and Sponsorship in the Sponsorship and Advertising Agreement for more information.

Graphics for printed and digital documents are due no later than August 31.

Sponsorship and Advertising Details and Due Date

Again, please note that the options for supporting ANE/Kumoricon listed above are suggestions. If your company has a specific promotion or means of support for ANE/Kumoricon in mind, please be sure to present it. Simply email industry@kumoricon.org. Sponsorship and Advertising Applications must be received by ANE/Kumoricon sponsorship and advertising representatives by August 31 or inclusion as a sponsor for Kumoricon 2021 is not assured.