

Kumoricon 2017

Sponsorship and
Advertising Opportunities



www.kumoricon.org



Oregon Convention Center
Portland, OR | October 27-29





KUMORICON

AN ANIME, MANGA, AND JAPANESE CULTURE CONVENTION

曇りコン

アニメ、漫画、および日本文化のコンベンション

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 7,000 members in attendance at Kumoricon 2016, the staff have high expectations for Kumoricon 2017. Arguably the largest step in Kumoricon's 15 year history, the convention moved back to Portland last year, hosted in the beautiful Oregon Convention Center. Kumoricon 2017 will take place October 27th - October 29th, 2017, just in time for Halloween festivities.

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 2017 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,

Sam Taylor
Director of Relations
relations@kumoricon.org

Samantha Feldman
Director of Publicity
publicity@kumoricon.org

Table of Contents

Our Membership	03
Sponsorship Levels	04
Advertisements	05
Other Ways to Sponsor ANE/Kumoricon	08
Graphic Submission Guide	12
Sponsorship and Advertising Agreement Details and Due Date	12
Sponsorship and Advertising Agreement	13

Follow us on social media and find out more about Kumoricon at www.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 2016 event. These statistics were taken directly from our membership database.

Age Group by Percentage*

Age	% of Membership
13 and under	4%
14 to 17	21%
18 to 26	54%
27 to 44	17%
45 and older	4%

*All ages are represented in our membership pool.



Origin

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



Sponsorship Levels

	Nimbus \$5,000+	Cirrostratus \$2,500	Cirrus \$1,000	Stratus \$500	Cumulus \$250
Print Advertisement (Full Color Program Book)					
Acknowledgment on Sponsor Page	✓	✓	✓	✓	✓
1/4 Page Advert					✓
1/2 Page Advert			✓	✓	
Full Page Advert		✓			
Full Page Advert (Inside front cover or back cover)	✓				
Logo used on Exhibit Map	✓	✓			
Digital Advertisement					
Acknowledgment on Guidebook App Sponsor Page	✓	✓	✓	✓	✓
Guidebook App Banner Advert	✓	✓	✓		
Logo displayed on Website Sponsor Page	✓	✓	✓		
Social Media Blast (Facebook, Twitter, Instagram)	✓				
Exhibit Space					
10' x 10' Booth Space		✓			
10' x 20' Booth Space	✓				
On-Site Recognition					
Acknowledgment at Opening and Closing Ceremonies	✓				

Custom sponsorship and advertising packages available, contact industry@kumoricon.org for details.

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 Program Book

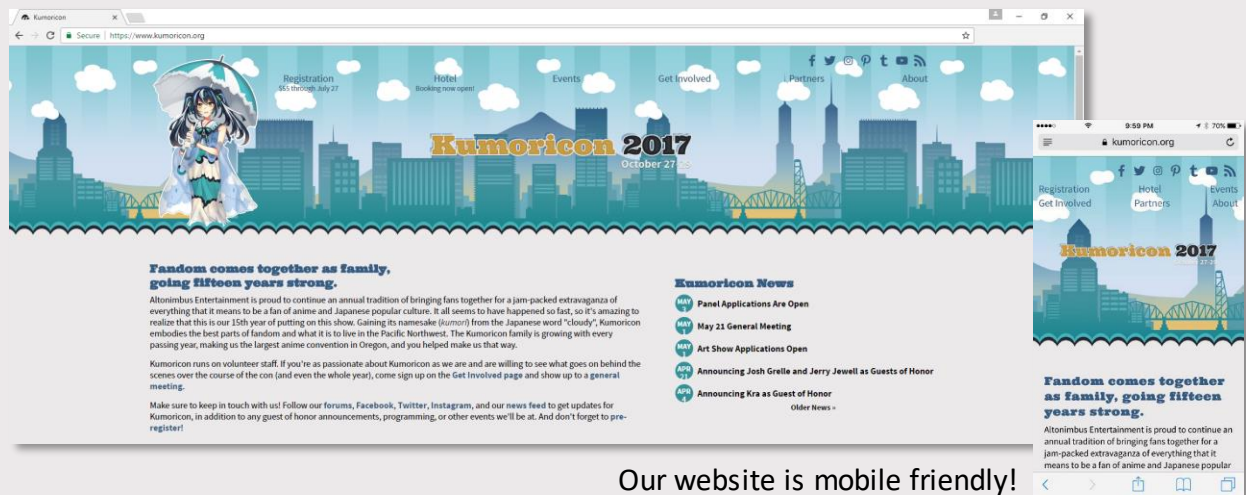
The Program Book is a full-color book given to each registered member in attendance. Approximately 8,000 of these books are expected to be distributed this year. They serve as a guide to the attendees, major guests, and industry sponsors visiting the convention. Containing maps, visitors' guides, bios of guests, and pages devoted to autographs, these books are meant to be kept as a memento for convention visitors.

Size	Advertisement Measurements	Price
¼ Page	4 ¼ x 5 ½	\$75
½ Page	8 ½ x 5 ½ or 4 ¼ x 11	\$150
Full Page	8 ½ x 11	\$300

The Kumoricon Website

As with any event, our website gets the most traffic right before our big event. The Kumoricon website averages 50,000 “visits”, 25,000 unique visitors, and 140,000 page views the month prior to 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 take a look at our website at www.kumoricon.org.

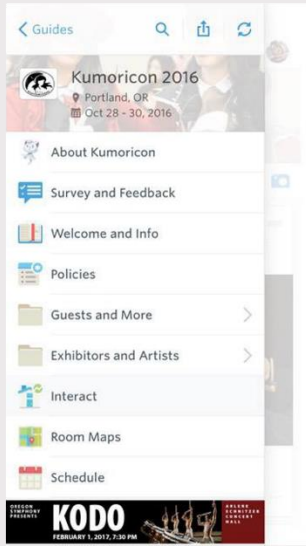
*Based on Google Analytics



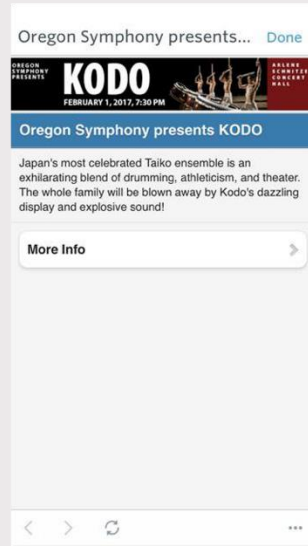
Our website is mobile friendly!

guidebook

This mobile app is used to help attendees track their preferred schedule for the weekend and 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 through the weekend.



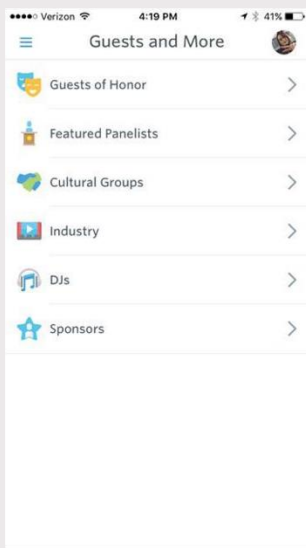
Main Menu with Ad Location



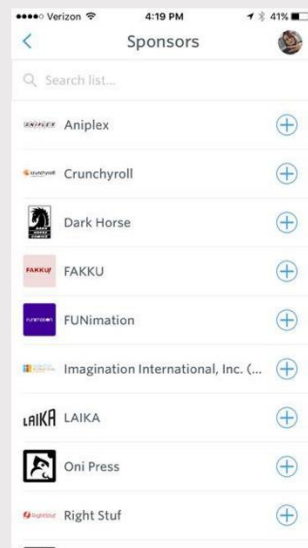
Example Ad Page



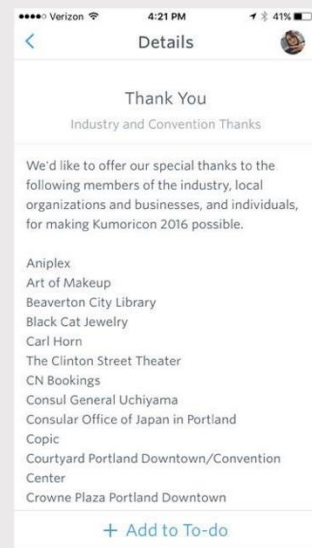
Example Sponsor Table Location



Sponsors Listing in Menu



Sponsor Listing Page



Sponsor Thank You Page

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.



Kumoricon's Social Media team strives to keep platforms active throughout the year, as well as during our event. They use event specific hashtags such as #kumoricon2017 as well as tagging other events, groups, shows, etc as needed.



Facebook and Instagram are Kumoricon's most active platforms. The convention also has Twitter, YouTube, Pinterest and Tumblr accounts.



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 October 15th, 2017. (Sponsorship agreement documents are due September 15th.)

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 8,000 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 October 15th, 2017. (Sponsorship agreement documents are due September 15th.)

Promotional Sponsorship

ANE/Kumorigon offers companies the opportunity to gain a sponsorship level (e.g. Cumulus to Stratus, etc.) by supporting advertising of Kumorigon 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 Kumorigon. (Sponsorship agreement documents are due September 15th.)

ANIME AT OMSI! The EMPIRICAL THEATER

EVANGELION 1: YOU ARE (NOT) ALONE • EVANGELION 2: YOU CAN (NOT) ADVANCE • EVANGELION 3: YOU CAN (NOT) REDO • AKIRA • THE BOY AND THE BEAST • PSYCHO-PASS: THE MOVIE

FRIDAY, OCT. 28	SATURDAY, OCT. 29	SUNDAY, OCT. 30
8:00PM EVANGELION 1: YOU ARE (NOT) ALONE. (SUBT)	7:00PM THE BOY AND THE BEAST. (SUBT)	7:00PM PSYCHO-PASS: THE MOVIE. (SUBT)
8:00PM EVANGELION 2: YOU CAN (NOT) ADVANCE. (SUBT)	9:30PM AKIRA. (SUBT)	
10:00PM EVANGELION 3: YOU CAN (NOT) REDO. (SUBT)		

TICKETS AVAILABLE AT OMSI.EDU

OFF
TICKETS

ALSO SHOWING AT THE EMPIRICAL THEATER
RUBI AND THE TWO STORIES
SATURDAY, OCT. 29 & SUNDAY, OCT. 30 @ 8:00PM

Kumorigon 2016 [Event Report]

EVENT Nov. 15, 2016 08:08

3 Likes

Nov 15, 2016 08:08

3 Likes

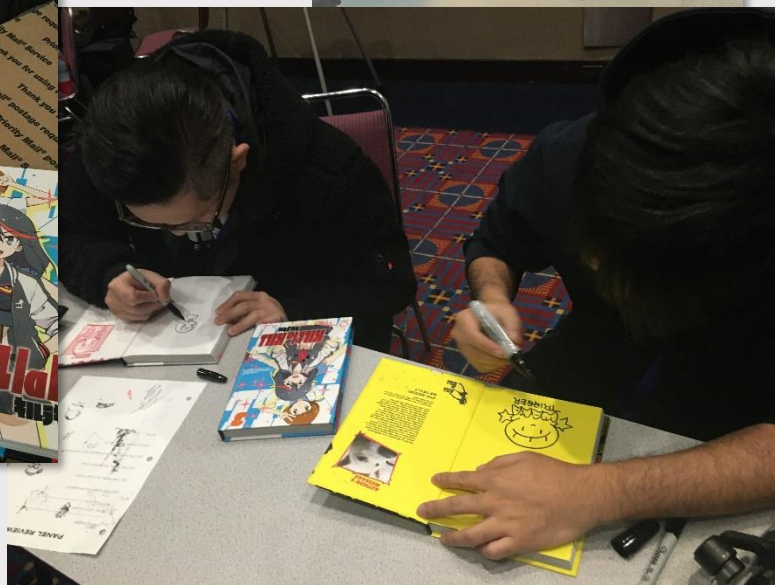
Nov 15, 2016 08:08

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 8,000 are required). Lanyards must be in the possession of the convention by October 14th, 2017. (Sponsorship agreement documents are due September 15th.)

Charity Auction Contribution

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 2017, all funds raised from the Charity Auction will go to the Doernbecher Children's Hospital in Portland, OR. All contributions to Kumoricon 2017's Charity Auction must be in the possession of the convention by September 15th, 2017, if they are being shipped.



Prize Contribution

Companies wishing to donate prizes are always encouraged. Please fill out the Prize contribution section below and return it 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 September 15th, 2017, if they are being shipped.

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).



Conventions, local organizations and cultural groups are encouraged to email industry@kumoricon.org to discuss possible trades!

THE SUPER-DUPER LGBTQ+ / SAGA PANEL (ALLIES WELCOME!)
Sun 12:30 pm - 1:30 pm - Panel 1, K1218
LGBTQ+ issues, nerd culture, and the convention scene have been likely partners for many years now. Our panel of queer- and ally-identifying hosts will guide a thoughtful, tolerant, and open-minded discussion on non-heteronormative characters and themes, safety and inclusion at conventions, and how we have possibly used fanworks to explore our own genders and sexualities. Call us Queer Geeks Anonymous! This panel (which is sponsored by Kieran Strange and friends! LGBTQ+ / SAGA geek group the Kaleidoscope Project) is a great one for both queer-identifying people, as WELL as allies old and new who may have questions about certain aspects of the queer community. We want to help you to learn, grow, understand, and therefore become better allies—and so we encourage and maintain a super-duper inclusive atmosphere in a judgement-free space for **everybody's** comfort!

THE WAY THINGS ARE (OR THE TRUTH ACCORDING TO ERIC VALE)
Fri 2:00 pm - 3:00 pm - Live Events 1 (0115-0116)
Have you ever asked a question and felt like you weren't getting a straight answer? Ever wondered what it would be like to ask a voice actor a question if the veil of diplomacy and political correctness was lifted? Then bring it. Any question you want answered will be answered in a Q&A the likes of which you've never seen, as Eric Vale speaks his mind in his usual brash and blunt fashion, without concern for societal norms or human feelings. Ask him whatever your devious little mind can stir up. Anime, actors, politics, his bathroom habits, anything! You have been warned.

CELEBRATING OUR 20TH YEAR ANNIVERSARY
SAKURA-CON
WASHINGTON STATE CONVENTION CENTER | APRIL 14-16 2017

JUMP IN

- All ages, "by the fans, for every fan"
- 100% volunteer-run 501c3 non-profit
- 2012 recipient of the Japan Foreign Ministry's Official Commendation
- Over 1200 hours of round-the-clock anime, manga, and more presented in three days
- Experience Asian culture with traditional artists, educators, & performers
- Cosplay, dances, guests, & artists are only a silver of what's available at Sakura-Con

FOLLOW US

- Like us on Facebook
[facebook.com/SakuraCon](https://www.facebook.com/SakuraCon)
- Follow us on Twitter
[@SakuraCon](https://twitter.com/SakuraCon)
- Register online at Sakuracon.org

Graphic 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: 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 documents are due no later than September 1st, 2017. Graphics for digital display are due no later than September 29th, 2017.



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 September 15th, 2017 or inclusion as a sponsor for Kumoricon 2017 is not assured.

Kumoricon 2017 Sponsorship and Advertising Agreement

Company/Organization Name:		
Primary Contact:	Primary Contact Title:	
Company/Organization Mailing Address:		
City:	State:	Zip Code:
Phone:	Email:	
Company/Organization Website:		

Please select your desired Sponsorship Level:

- Cumulus (\$250)
 Stratus (\$500)
 Cirrus (\$1000)
 Cirrostratus (\$2500)
 Nimbus (\$5000+)
 Other (\$_____)

Please select your desired Advertising:

- Full Page Program Book Ad (\$300)
 ½ Page Program Book Ad (\$150)
 ¼ Page Program Book Ad (\$75)
 Guidebook App Banner (\$200)
 Social Media Posts (\$50 each)
 Other (\$_____)

Is this a trade with ANE/Kumoricon?

- Yes
 No
 Partial Trade (Approx. \$_____)

Description of Sponsorship or Advertising Contribution:

Conditions of Acceptance of Advertisements and Sponsorship

Kumoricon reserves the right to reject any advertisement submitted for publication on the Kumoricon website, the Program Book, or Guidebook app. Within seven days of receiving any ad submission, Kumoricon shall notify the sponsor of it being accepted or rejected. Notice will be sent via email and shall include a list of any objections to a rejected ad. Within five days after receiving notice, sponsor shall then provide Kumoricon with an ad that sponsor has edited or altered to adequately conform to or address Kumoricon’s written objections. Should sponsor fail to take timely action in addressing Kumoricon’s objections, then Kumoricon 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. Sponsors are strongly encouraged to keep a readily available back-up copy of all submissions.

Kumoricon 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, Kumoricon 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 Kumoricon for any error, misprint or omission exceed the amount of the full refund of the price paid to Kumoricon for the particular advertisement.

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 Kumoricon’s written list of objections (see above). Should Kumoricon determine that such alterations are warranted and/or necessary, Kumoricon 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 Kumoricon’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 Kumoricon’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.

Kumoricon reserves the right to advertise its list of sponsors to the public at large. Additionally, Kumoricon 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 Kumoricon via press releases, inclusion in company event calendars and on company websites, where applicable. All sponsors will be invited to collaborate with the Kumoricon Publicity Department to facilitate overall sponsorship and Kumoricon promotional exchanges. Additional promotional consideration can itself be considered a form of sponsorship.

Special Provision for Guest of Honor Sponsors. Kumoricon 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. Kumoricon 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 Kumoricon, Kumoricon 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 Kumoricon or if after exercising its good faith efforts Kumoricon is unable to secure the appearance of a replacement Guest of Honor, then Kumoricon 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 Kumoricon 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 Kumoricon’s maximum liability ever exceed the amount actually paid to Kumoricon by sponsor pursuant to this Contract. Kumoricon makes no representations or warranties, express or implied, regarding the number of persons who will attend the convention or regarding any other matters.

Valid Sponsorship Agreements must be submitted by September 15th, 2017, unless special arrangements are approved by the Director of Relations as noted below.

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

Representative Name (Print)

Representative (Signature and Date)

Kumoricon, Director of Relations (Print)

Kumoricon, Director of Relations (Signature and Date)