

Sponsorship and Advertising Opportunities



KUMORICON

November 13 – November 15, 2026

Oregon Convention Center | Portland, OR

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kumoricon.org



Sponsorship and Advertising Opportunities 2026

Kumoricon is a production of Altonimbus Entertainment, an Oregon nonprofit public benefit 501(c)(3) organization. Kumoricon is a 100% volunteer-run event, including executive staff and board.

      @Kumoricon  @KumoriTV

What is Kumoricon?

History

Altonimbus Entertainment (ANE) is proud to present Kumoricon, the largest anime, manga, and Japanese culture convention in Oregon. ANE is an Oregon nonprofit 501(c)(3) corporation, dedicated to creating an inclusive environment for fans of anime, manga, and Japanese culture to share and learn from one another.

With a humble beginning of approximately 400 attendees, ANE hosted the very first Kumoricon convention in Springfield, Oregon November 29–30, 2003. Gaining its namesake (曇り kumori) from the Japanese word for "cloudy", Kumoricon celebrates intercultural enthusiasm for the Pacific Northwest and numerous facets of Japanese culture. Stretching across generations, con-goers have gathered together, rain or shine, for over twenty years to participate in a jam-packed weekend of cosplay, performances, fandom festivities, and more!

Today, Kumoricon continues to cultivate an inclusive, family-friendly event for over 10,000 local and out-of-state members annually at the Oregon Convention Center in the heart of Portland, Oregon.

Mission

Altonimbus Entertainment (ANE) is dedicated to providing a collaborative space for the celebration and education of Japanese culture, anime, manga, games, and other related media.

As part of this mission, ANE hosts an annual Japanese pop culture convention, Kumoricon, where we bring attendees in the Pacific Northwest region together with experts of Japanese culture and the anime and manga industry to foster a vibrant and diverse community. Through this, we connect like-minded individuals in a space where they feel comfortable to express their passions and share ideas.

The Kumoricon Experience!

Kumoricon celebrates Japanese and anime culture with our kindred community through a range of fun and immersive experiences. Our events and activities cover a variety of interests, hobbies, and fandoms for our attendees to enjoy.

A typical Kumoricon weekend includes...

Cosplay Contest

Kumoricon's main costume event where entrants compete for recognition and top prizes.

Concerts and Performances

Japanese and anime industry guests from across the country and abroad will be performing live for our attendees during the convention weekend celebration.

Fashion Show

Kumoricon partners with industry guests for a stylish showcase in celebration of Japanese fashion!

Video Gaming Hall

Running nonstop, our Video Gaming department boasts one of the largest video game collections in the area!

Tabletop Gaming Hall

Not your typical round of cards, our Tabletop Gaming team brings folks together to play tournaments, run drafts, and help out beginners who just want to try their hand at a new game.

Manga Library

Come sit, relax, and read your favorite manga in Kumoricon's very own manga library! It's a great place to take a break from all the con chaos!

Chibi Room

The Chibi Room is a place for exploring the natural cultural curiosity of children and teens through simple arts and crafts.

Fan Creation Workshops

Looking for something a little more hands-on? A little more interactive? Fans host a variety of workshops that let you test out their lessons.



Guests of Honor

Kumoricon invites voice acting, musical, industry, cultural, and cosplay guests to celebrate with our community each year. Attendees can receive signed autographs, visit guest-hosted panels, enjoy guest performances, and more!

Guests from Previous Years!



Johnny Yong Bosch
Voice Actor



Stephanie Sheh
Voice Actor



Michelle Ruff
Voice Actor



Kana Ueda
Seiyuu



Alejandro Saab
Voice Actor



Kikuko Inoue
Seiyuu



Ray Chase
Voice Actor



Erica Mendez
Voice Actor



TeddyLoid
Music Producer



Jonathan Young
Singer/Musician



Caleb Hyles
Singer/Musician



James Landino
Music Composer



Alisa Freedman
Professor



Rock M. Sakura
Drag Queen



6% DOKIDOKI
Fashion Industry



Titmouse
Animation Industry



Studio Trigger
Animation Industry



Tonari Animation
Animation Industry



ACME
Band



BURNOUT SYNDROMES
Band

Demographics

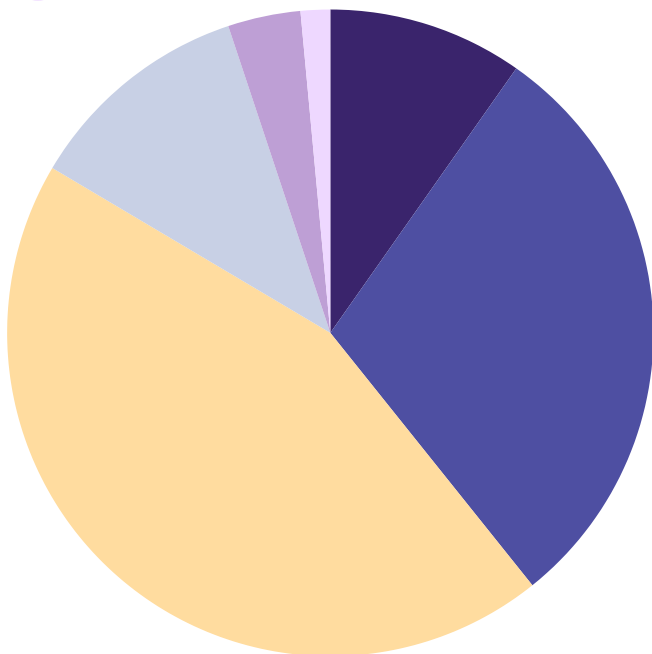
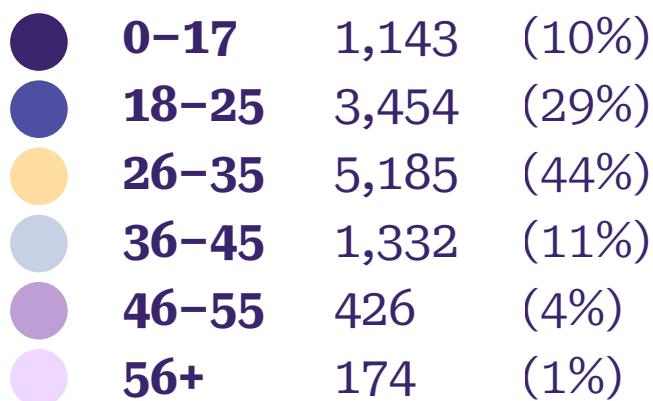
Kumoricon's attendees cover a large array of ages, interests, and locations. Portland, and the Northwest as a whole, has a reputation for embracing geek culture and celebrating fandom via festivals, craft fairs, and conventions.

Our 2025 Community at a Glance

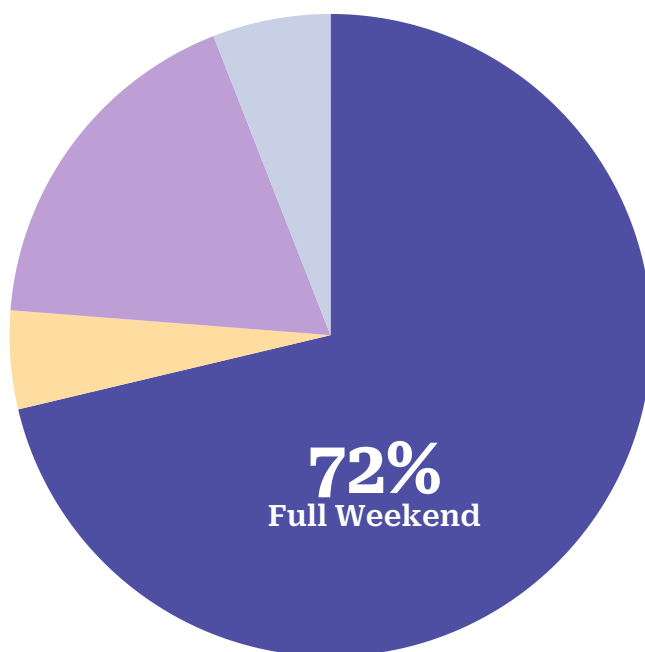
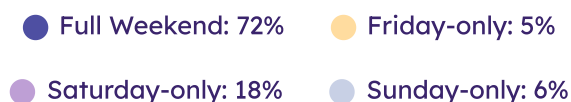
Total Paid Members

11,714

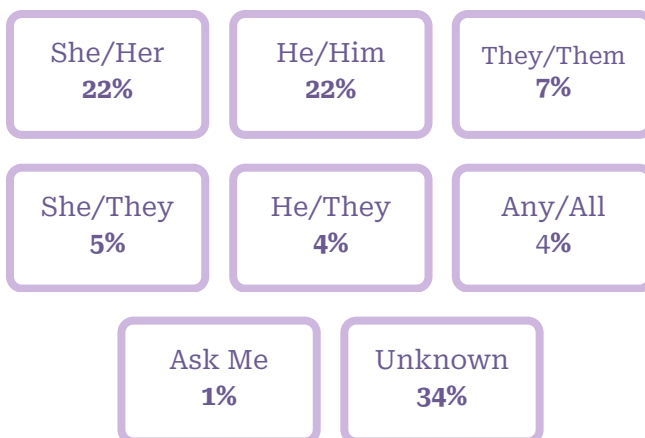
Paid Members Age Range



Attendee Type



Attendee Pronouns



Audience Reach

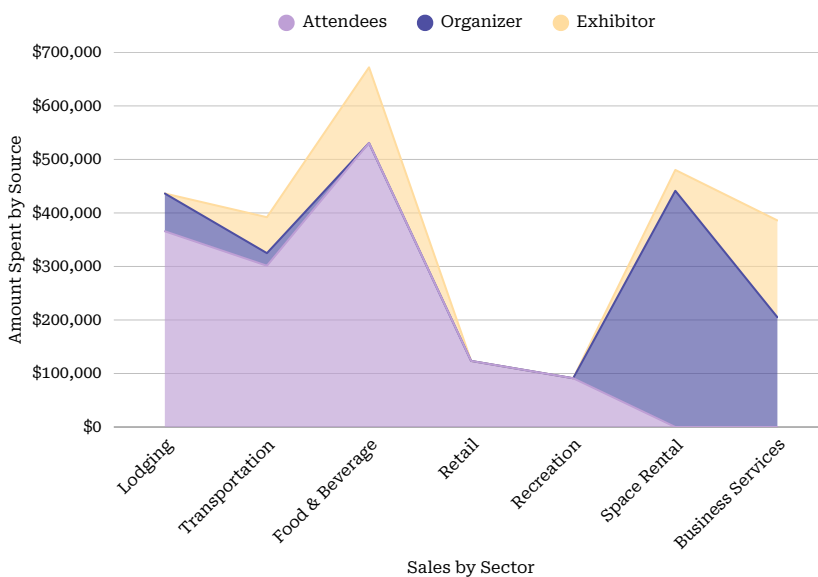


Attendance Geographic Background

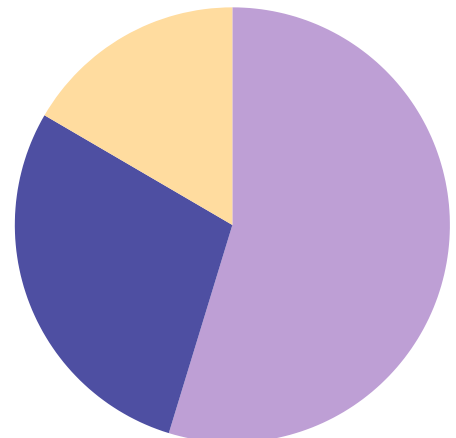


~65% from Oregon
 ~28% from Washington
 ~7% from across the US
 > 0.01% visiting internationally

2025 Economic Impact



Attendee Spending \$1,412,556
 Organizer Spending \$740,582
 Exhibitor Spending \$428,323



Sponsorship Levels

Printed Advertisement	Cumulus \$10,000	Cirrus \$5,000	Stratus \$2,500	Nimbus \$1,000
Logo on Sponsor/Thank You Page in the Pocket Guide	✓	✓	✓	✓
1/4 Page Advert in the Pocket Guide			✓	
1/2 Page Advert in the Pocket Guide		✓		
Full Page Advert in the Pocket Guide	✓			
Logo Used on KumoriMarket Map (Print & Digital)	✓	✓		
Reader Board Banners 4' x 9'6" exterior advertising	✓			
Registration Hall Advertisement Three 22" x 7" ads on In-Line-Signage		✓		
Registration Hall Advertisement Two 22" x 28" In-Line-Signage	✓			
Digital Advertisement				
Acknowledgment on Sponsor Page of website	✓	✓	✓	✓
Acknowledgment on Guidebook App Sponsor Page	✓	✓	✓	✓
Guidebook App Banner Advert	✓	✓		
Logo on Thank You "Sponsor" Social Media Blast		✓	✓	
Individual Thank You Post on Kumoricon's Social Media Platforms	✓			
Exhibit Space				
10' x 10' Booth Space		✓	✓	
10' x 20' Booth Space	✓			
On-Site Recognition				
Logo on Two Exhibits Hall Entry Unit "Thank You" Signs	✓	✓	✓	
Logo on "Thank You" Slide in our Main Programming Idle Projection	✓	✓		

Customized sponsorship opportunities are also available. Please feel free to reach out with any questions or specific sponsorship goals to 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 print ads, booths, & on-site banners). Please reach out to industry@kumoricon.org to check availability.

Other Ways to Sponsor Kumoricon

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.

Event Sponsorship

Sponsors may also contribute for exclusive acknowledgments in print and digital for various events at Kumoricon. 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.

Events Include:

- Cosplay Contest
- AMV Contest
- Cosplay Cabaret
- Cosplay Lip Sync
- Fashion Show
- Gunpla Lounge
- Idol Festival

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 between October 1-October 18.

Promotional Sponsorship

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.)

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 2025, all proceeds raised from the Charity Auction will go to Outside In. All contributions to Kumoricon 2025's Charity Auction must be in the possession of the convention between October 1-October 18, if they are being shipped.

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 between October 24-November 7. (Sponsorship agreement documents are due September 31.)

VIP Attendee Gift Bag Sponsorship

Become a part of making Kumoricon a VIP experience by sponsoring the VIP Gift Basket! This basket is the first thing our VIP Attendee's receive when they check in to the convention and is our way of introducing them to everything that is unique about Portland and the Northwest. 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 Gift Bag must be in the possession of the convention between October 24-November 7. (Sponsorship agreement documents are due September 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 12,000 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 between October 24-November 7. (Sponsorship agreement documents are due September 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 12,000 are required). Lanyards must be in the possession of the convention between October 24-November 7. (Sponsorship agreement documents are due September 31.)

Guest of Honor Sponsorship

The average contribution needed to sponsor a Guest of Honor is between \$4000 - \$6,000 per American Guest— which covers airfare and other associated guest hosting expenses. For International Guests, the average contribution is \$7,000 - \$10,000. 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.

Trades

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).

Exclusivity Rights

We are open to negotiating exclusivity for sponsors or industry booths within specific markets. Please let us know if interested so we can discuss to see if this will be viable.



The Kumoricon Website

As with any event, our website gets the most traffic right before our big event. Kumoricon.org had 71,000 visitors during the two week prior and two weeks after or event with over 13,500 visitors at peak. This includes 65,000 first time visitors and over 178,000 pageviews!* Having your company name and/or logo on our site gives you the opportunity to be visible to all our visitors.

*Based on Google Analytics

Guidebook

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

Kumoricon uses a variety of social media platforms to keep our attendees involved and informed throughout the year. With a combined following of over 43,000 put your advertisement in front of a very active and attentive community.

Advertising Opportunities

Sponsored by Logo or Company Advertisement

Printed Advertistment	Spots	Price
Printed Pocket Guide		
● Quarter Page Advertisement(2.25 x 2.75 or 4.25 x 1.375)	4	\$400
● Half Page Advertisement(4.25x5.5 OR 8.5x2.75)	4	\$600
● Full Page Advertisement(8.5x5.5)	3	\$950

3-Sided Table Signs, One(1) Side Advertisement : Ten(10) throughout the OCC \$500

Registration Hall	Spots	
● Sponsored by Logo(5.5x7) on Six (6) In-Line-Sign	4	\$500
● Logo or Advertisement(11 x 7) on Four (4) In-Line-Sign	4	\$700
● Advertisement(22 x 9.25) on Three (3) In-Line-Sign	3	\$900
● Advertisement(22 x 28) on Two(2) In-Line-Sign	3	\$1800

Digital Advertistment	Price
Guidebook Application : Linked Sponsored by Logo	\$500
Kumoricon Website : Linked Logo on Sponsor Section of Home Page for 1 Month	\$250
Kumoricon Website, Discord and Social Media “Sponsored by” Announcement	\$750
Kumoricon Social Media : Two (2) Boosted Posts on Instagram or Facebook	\$750
Kumoricon Twitch Offline/Waiting screen : 3 Months	\$500

Service	Spots	Price
Staff Lanyard Sponsorship : Sponsor Logo included in lanyard artwork	1	\$3,000
Staff Shirt Sponsorship : Sponsor Logo included in Tee Shirt artwork	4	\$3,000

Sponsorship and Advertising Deadline

September 31, 2026



Contact✉
industry@kumoricon.org

Application Policies

Graphics Submission Guidelines

- To produce the highest quality documents possible, we request that you submit electronic files. We accept: PNG, JPEG, TIFF, PDF, PSD, AI, EPS, and INDD.
- All submitted materials must be made available in 300 DPI at the target size.
- File submissions can be accepted by email attachment.
- Must 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 the deadline listed above.

Alternative Sponsorship Proposals

To propose promotional options other than those included in this packet, please email proposals to industry@kumoricon.org. Our team is open to exploring alternative methods of supporting ANE/Kumoricon.

Deadline Expectations

To secure sponsorship benefits, applications must be received by ANE/Kumoricon sponsorship and advertising representatives by the deadline listed above. Failure to provide a completed application by the due date will result in your sponsorship being declined.