



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 501c3 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. ANCEA/Sakura-Con are one and the same in terms of goals and operations. We invite your company to aid in continuing the legacy in 2018.

Sakura-Con is an opportunity for people of all ages to explore and share their enthusiasm for Japanese media and Asian culture. Over 24,000 members attended Sakura-Con 2017 and it consistently ranks among the top 5 largest events of its kind in the USA.

ANCEA/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. ANCEA/Sakura-Con is “for the fans, by the fans” and benefits greatly from the passion its volunteers bring to the organization.

Sakura-Con 2018 will take place on March 30th - April 1st, 2018 at the Washington State Convention Center in downtown Seattle, Washington. ANCEA/Sakura-Con appreciates your commitment to its members, its programs, and its goals.

Please return the enclosed corporate packet by January 31, 2018. If you have any questions, please contact us. We look forward to hearing from you.

Sincerely,
Alyxandra Lechner
ANCEA/Sakura-Con Director of Relations

Elmira Utz
ANCEA/Sakura-Con Director of Publicity

Sponsors@sakuracon.org

ANCEA/Sakura-Con 2018 Sponsorship Agreement (#1 of 6 pages)

Demographics

These statistics were gathered from registration forms and surveys returned of our members. We had over 24,000 individual member attendees in 2017; 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	7%
14 to 17	20%
18 to 26	50%
27 to 44	15%
45 and Older	8%

All ages from infants to 60+ are represented in our attendee pool.

- Female: 45%
- Male: 55%

Origin

Fans come to Sakura-Con from 36 states, Australia, Canada, Japan, Malaysia, Mexico, Norway and the UK. Approximately half our member attendees are from outside the Seattle area, including out of state and international origin. Exit surveys indicate that over 75% of Sakura-Con attendees do not attend other conventions, so you can be assured of reaching a substantially unique audience.

ANCEA/Sakura-Con Sponsorship Levels

As a 501c3 corporation, all donations are tax deductible to the full extent allowed by law and can include, cash, goods and services, which are credited at a retail level.

Sakura Orange (\$300)

- Acknowledgment in Souvenir Book

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

Sakura Blue (\$5,500)

- All Sakura Green benefits
- 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
- Acknowledgment at Opening and Closing Ceremonies and Masquerade
- 1 single booth space in Exhibitors' Hall

ANCEA/Sakura-Con2018 Sponsorship Agreement (#2 of 6 pages)

ANCEA/Sakura-Con Sponsorship Levels Cont.

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

Custom sponsorship packages are available-please just ask!

Explanation of sponsor considerations listed above

The Convention Souvenir Book is a full-color book given to each registered member in attendance. Approximately 18,000 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, but please note it is in process of being re-designed for the 2018 event.

Ways to Sponsor ANCEA/Sakura-Con

ANCEA/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 ANCEA/Sakura-Con directly to discuss your ideas.

Guest of Honor Sponsorship

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-which covers airfare, and other associated guest hosting expenses. 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.

Con Bag Sponsorship

The Con 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 18,000 are required). Bags must be in the possession of the convention by March 9th, 2018. (Sponsorship agreement documents are due January 31st).

Promotional Sponsorship

ANCEA/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. Promotional campaigns must be in place by February 15th 2018 (Sponsorship agreement documents are due January 31st).

ANCEA/Sakura-Con 2018 Sponsorship Agreement (#3 of 6 pages)

Ways to Sponsor ANCEA/Sakura-Con Cont.

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). Bag stuffing items must be in the possession of ANCEA/Sakura-Con by March 9th, 2018 (Sponsorship agreement documents are due January 31st).

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 9th, 2018, if they are being shipped.

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): jpeg, gif, tiff, pdf, 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 or electronic transmission (FTP site preferred). Include a way to contact the designer of the ad. ANCEA/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.

Sponsorship Agreement Details and Due date

Again, these ways of supporting ANCEA/Sakura-Con are suggestions. If your company has a specific promotion or means of support for ANCEA/Sakura-Con in mind please be sure to present it. Simply email Sponsors@sakuracon.org.

Sponsorship Applications must be received by ANCEA/Sakura-Con sponsorship representatives by January 31st 2018 or inclusion as a sponsor for Sakura-Con 2018 is not assured.

ANCEA/Sakura-Con 2018 Sponsorship Agreement (#5 of 6 pages)

Conditions of Acceptance of Advertisements & Sponsorship

In its sole discretion, ANCEA/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 Con Bag. Within seven days of receiving any ad submission, ANCEA/Sakura-Con shall notify the sponsor of its intent to reject a specific ad. Such notice shall be in writing via e-mail and shall include a list of ANCEA/Sakura-Con's specific objections to the ad. ANCEA/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 ANCEA/Sakura-Con with an ad that sponsor has edited or altered to adequately conform to or address ANCEA/Sakura-Con's written objections. Should sponsor fail to take timely action in addressing ANCEA/Sakura-Con's objections, then ANCEA/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.

ANCEA/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, ANCEA/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 ANCEA/Sakura-Con for any error, misprint or omission exceed the amount of the full refund of the price paid to ANCEA/Sakura-Con for the particular advertisement.

ANCEA/Sakura-Con will not be held responsible for the loss of any electronic or hard copy of any advertisements submitted to ANCEA/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 ANCEA/Sakura-Con's written list of objections (see above). Should ANCEA/Sakura-Con determine that such alterations are warranted and/or necessary, ANCEA/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 ANCEA/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 ANCEA/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.

ANCEA/Sakura-Con reserves the right to advertise its list of sponsors to the public at large. Additionally, ANCEA/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 ANCEA/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 ANCEA/Sakura-Con Publicity Department to facilitate overall sponsorship and ANCEA/Sakura-Con promotional exchanges. Additional promotional consideration can itself be considered a form of sponsorship.

ANCEA/Sakura-Con 2018 Sponsorship Agreement (#6 of 6 pages)

Special Provision for Guest of Honor Sponsors. ANCEA/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. ANCEA/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 ANCEA/Sakura-Con, ANCEA/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 ANCEA/Sakura-Con or if after exercising its good faith efforts ANCEA/Sakura-Con is unable to secure the appearance of a replacement Guest of Honor, then ANCEA/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. ANCEA/Sakura-Con shall be held harmless for any loss or damage to any equipment the sponsor voluntarily lends to ANCEA/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 ANCEA/Sakura-Con staff, a Guest of Honor and their staff and/or representatives, a ANCEA/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 ANCEA/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 ANCEA/Sakura-Con's maximum liability ever exceed the amount actually paid to ANCEA/Sakura-Con by sponsor pursuant to this Contract. ANCEA/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.

Valid Sponsorship Agreements must be submitted by January 31st of 2018 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 ANCEA/Sakura-Con Sponsorship Agreement.

Representative Name (Print)

Representative (Signature and Date)

ANCEA/Sakura-Con Director of Relations. (Print)

ANCEA/Sakura-Con Director of Relations. (Signature and Date)

Initial of Director of Relations