



April 10th - 12th  
Washington State  
Convention and Trade Center

# SAKURA-CON 2009





## **Asia-Northwest Cultural Education Association**

[www.sakuracon.org](http://www.sakuracon.org)

**3702 South Fife St., Suite K2,  
PMB 78, Tacoma, WA 98409**

The Asia-Northwest Cultural Education Association (ANCEA) is a registered non-profit corporation. Every year, ANCEA participates in various cultural and educational events. Sakura-Con is ANCEA's main event and realization of the ANCEA mission to educate about Asian Culture, with a focus on Japanese Animation.

Sakura-Con is the oldest and most well attended anime convention in the Pacific Northwest. Sakura-Con features cultural exploration and education through traditional and contemporary media, arts and entertainment. Sakura-Con includes: musical performances, Guest of Honor participation, discussion panels, games, contests (costumes and skit performances), theaters, traditional Asian arts and an exhibitor's hall for the sale of Anime related merchandise by third party vendors.

ANCEA is a membership based all volunteer organization. The controlling administrative body for ANCEA (and thus Sakura-Con) is an Executive Board that's main function is to put on the main ANCEA event, Sakura-Con, and to generally steward the ANCEA mission. The board is democratically elected by the voting membership (volunteer staff) after first being nominated by the general member pool (Sakura-Con attendee members and volunteer staff). No member of ANCEA or staffer of Sakura-Con is paid for their participation as per the organization's Bylaws. Sakura-Con attendee members are encouraged to become more fully involved and are invited to attend all General ANCEA/Sakura-Con meetings and to consider joining the volunteer staff. They are also encouraged to attend "Team Sakura" events which include listings of local Asian Cultural events.

Secondary ANCEA events have included various tables, appearances and productions at local arts and cultural festivals including: the Seattle International Children's Festival (provided an educational multi-media presentation on the arts of Japan as they relate to popular media such as animation, gaming and comics), Aki Matsuri in Bellevue Washington (regular attendees: providing children's crafts, registrations for Sakura-Con and Q &A ), and at the Seattle Public Library Annual Staff Day (Invited guest speakers on the History of Anime and Manga and the History of Japanese media fandom in the United States).

ANCEA and Sakura-Con are regularly recognized by national, state and local officials. Examples include: The Japanese Consulate General in Seattle, who regularly speaks at Sakura-Con's Opening Ceremonies, Washington State Governor Christine Gregoire and Seattle Mayor Greg Nickels, who both wrote letters of greeting and endorsement for Sakura-Con 2008.





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On behalf of the Asia Cultural Education Association, a state and federal non-profit organization, I formally invite you to attend Sakura-Con 2009 as a guest of honor. Sakura-Con is celebrating its 12<sup>th</sup> year April 10<sup>th</sup> -12<sup>th</sup> in Seattle Washington at the Washington State Convention and Trade Center, the state's largest venue. We expect approximately 15,000 members to attend.

Sakura-Con is the west coast's second largest Japanese animation convention. A celebration created by fans, for fellow fans, Sakura-Con is a non-profit event, run by volunteers for the love of popular and traditional Japanese media. Through the support of talented guests, such as you, ANCEA/Sakura-Con reaches thousands of fans every year, and promotes appreciation for authentic Japanese anime, manga and gaming.

Should you agree to attend Sakura-Con, we will gladly pay for economy round trip airfare from Japan to Seattle for the dates of the event. Additionally, we will provide accommodation at the Grand Hyatt (a four star deluxe hotel), in Seattle Washington, adjacent to the Convention Center (or similar accommodation as necessary). We will cover your food costs as well as ground transportation during your stay. We will provide you with your own personal liaison fluent in Japanese and experienced providing translation services. Finally, we will also be happy to help you enjoy the sites of the city during your free time. Seattle is host to several notable attractions, including the Science Fiction Museum, Museum of Flight, Seattle Center/Space Needle, Seattle Aquarium, Seattle Art Museum, as well as an active night life.

Each guest is asked to participate in the following minimum appearances during Sakura-Con, but you are always welcome to create special appearances in addition to these, as is your preference. The minimum appearances needed include: 1 general autograph session (one hour), 1 staff autograph session (for volunteers putting on the event-also one hour), three informational panels (one hour each day), and attendance at the Industry only dinner Thursday night (provided by Tom Douglas, an internationally famous local Chef, two hours or more as preferred), and a Guest Reception dinner Friday night with fans (at the Sheraton-another excellent Seattle Hotel) two hours or more as preferred. This is a total of approximately 9-10 required hours. Additionally, we request, as is convenient, attendance at Opening Ceremonies-where the Consul General of Japan will be greeting all members. This is normally one hour.

We want to do all we can to make your appearance at Sakura-Con convenient and pleasurable. Please let us know if you have any questions, concerns or requests. I hope very much that we will meet at Sakura-Con 2008. We look forward to your response. Thank you for your time and consideration.

Kind Regards,

Sabrina Cretella  
Director of Relations  
Sakura-Con 2008



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## Sakura Con Fact Sheet

### **Purpose:**

Hosted by the Asia-Northwest Cultural Education Association (ANCEA), Sakura-Con is the first and largest Japanese Animation Convention in the Northwest. Sakura-Con is a volunteer-run Washington state and Federal non-profit organization. Sakura-Con is committed to providing people of all ages an opportunity to learn more about anime, manga, gaming, and Asian culture- both traditional and contemporary.

**Year Founded:** 1998. **2008 Attendance:** 13,600 individual members (w/press, industry and guests) Over 77% of all attendees came for all three days (making an approximate "turnstile" attendance of over 30,000 \*note turnstile count is commonly reported as 'total attendance').

**Projected 2009 Member Attendance:** 15,000+ individual members

Since 1998 Sakura-Con has grown by staggering numbers. Sakura-Con started with 313 attendees in its inaugural year. 12 years later Sakura-Con is now projecting 15,000 individual attendees-most, as has been established from previous years, attend all three days of the event. **Sakura-Con 2009 will be at the Washington State Convention and Trade Center April 10th-12th and will run around the clock.**

**Fan Origin:** Fans come to Sakura-Con from 36 States, Australia, Canada, Japan, Malaysia, Mexico, Norway & the UK. The top ten states were Washington, Oregon, California, Idaho, Utah, Alaska, Nevada, Michigan, Colorado, and Texas. Approximately half our member attendees are from outside the Seattle area, including out of state and international origin.

**Demographics:** Approximately 55% of attendees are male and 45% are female. All ages from infants to 60+ are represented in our attendee pool. 50% of our attendance was in the 18-26 age range, the largest group, with 14-17 year old being the next at 20%. 27-44 year olds made 15% of the attendee pool, under 13 were 7%, and over 45 were 8%. Professions of attendees vary widely: from laborers to lawyers, computer programmers to service professionals and students to military personnel. People from all walks of life seem to enjoy Sakura-Con.

**Press Attendance:** International news services such as Reuters and The Japan Times have covered Sakura-Con's role in the growing Japanese pop culture market in the United States. Sakura-Con has been covered in the greater Puget Sound area by: The Seattle Times, Eastside Journal, The Tacoma News Tribune, King 5, Kong TV, The Seattle Channel, The North American Post, Soy Source, Jungle.com, The Stranger, KGRG radio and many fan and student based publications.



