



**ADVERTISEMENT
PACKAGE**

ANIMETHON 22 AUGUST 7-9, 2015



About Animethon 22

Coming this summer from August 7th to 9th, 2015, the largest Japanese animation festival in western Canada is back. Featuring a massive theatre that can fit over a thousand people, more events, and new anime, Animethon 22 will be the biggest yet!

Animethon was created twenty-two years ago by the Banzai Anime Klub of Alberta (BAKA) with the aim of promoting Japanese animation. By showing a combination of well-known and obscure anime, the festival became a success and grew to what it is now. Nowadays, Animethon is presented by the Alberta Society for Asian Popular Arts (ASAPA), a non-profit organization formed with the primary goal of ensuring the continued success of the festival.

Since Animethon 2, vendors have received an overwhelming amount of interest in their products, and they continue to return each year. With the increase in vendors, our marketplace now covers a wide variety of products. From large comic and collectable stores, to internet businesses, to clothing, and modeling stores, they have all been surprised and pleased with the large attention they have received from the attendees.

If you are involved in the anime, comics, modeling, or Japanese cultural products industry, or if you're just looking for an easily accessible way to garner the attention of Animethon's youthful demographics, let your potential customers know through advertising and sponsorship of the festival. We even have sponsorship opportunities that will still be in use by our patrons long after the event is over! Whether you are interested in purchasing space with us or if you have questions, our staff would be happy to hear from you.

Director of Public Relations
pr@animethon.org

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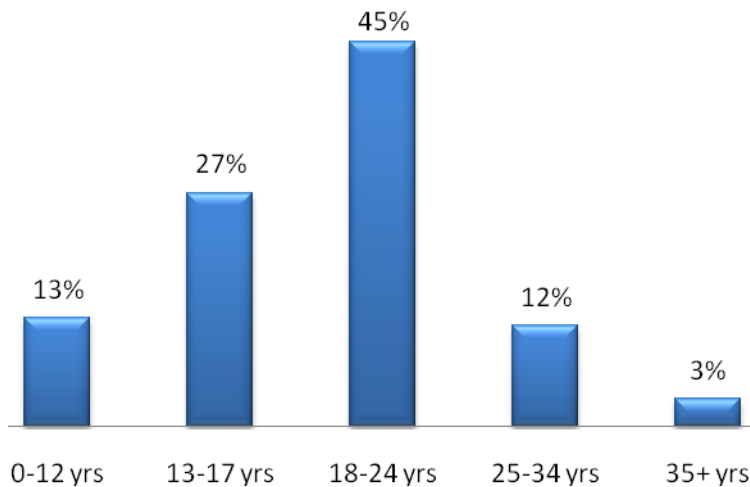
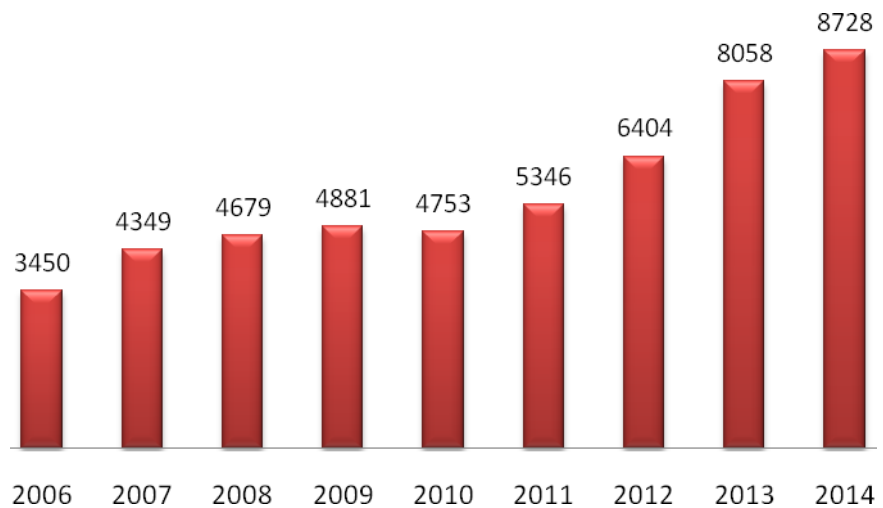
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I. Attendance and Demographics

Statistical analysis of historical Animethon pre-registration data has resulted in a rich cross-section of the attendees of Animethon. The analysis indicates that the largest groups of attendees are the 13 to 17, and the 18 to 24 age groups:

Animethon Year	Attendance
2006	3450
2007	4349
2008	4679
2009	4881
2010	4753
2011	5346
2012	6404
2013	8058
2014	8728



Age Group	% of Attendees
0-12yrs	12.70%
13-17yrs	27.27%
18-24yrs	44.98%
25-34yrs	11.82%
35+yrs	3.23%

- Attendance from 2007–2011 is based on total unique sum of attendees, staff, volunteers, panelists, etc.
- Age group statistics are based on 2014 registration.



II. Sponsorship and Advertising

OVERVIEW

Show your support for Animethon by taking advantage of the multitude of advertising options available. This package includes our standard advertising options which include:

- Guidebook Advertisements
- Contest trophies
- Screening Room Advertisements
- Giveaway Bags

There are many other ways that you can be involved in sponsorship and advertising with Animethon beyond what is offered here. Feel free to contact our Director of PR who will be more than happy to meet with you and work out a custom package.

GUIDEBOOKS

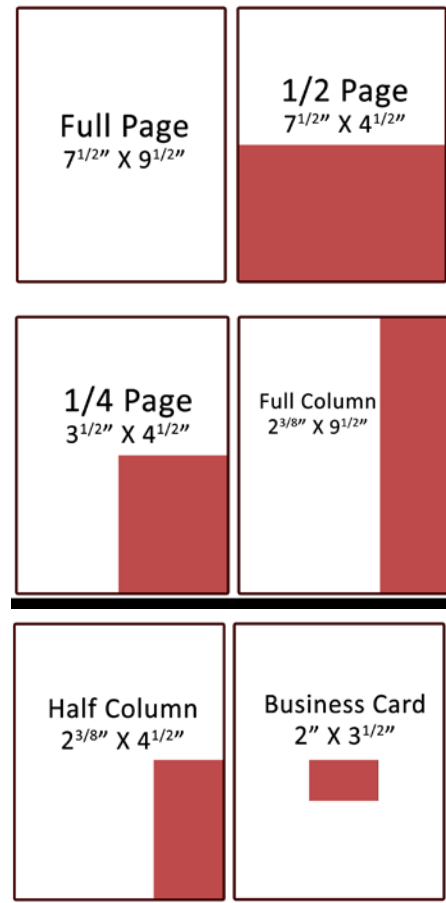
Every patron attending Animethon receives a free copy of the guidebook. We are anticipating a print run of at least 8,000. This year, the guidebook will include synopses of the Guest Profiles, Programming, Site map and major events

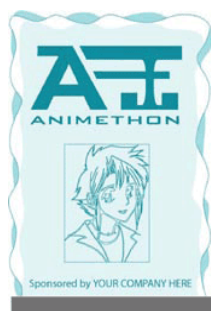
Location	Size	Cost
Back Cover	7 1/2" x 9 1/2"	\$575
Inside Back Cover	7 1/2" x 9 1/2"	\$425
Inside Front Cover	7 1/2" x 9 1/2"	\$425
Full Page Ad	7 1/2" x 9 1/2"	\$325
1/2 Page Ad	7 1/2" x 4 1/2"	\$175
1/4 Page Ad	3 1/2" x 4 1/2"	\$100
Full Column (1/3 Page)	2 3/8" x 9 1/2"	\$125
Half Column (1/6 Page)	2 3/8" x 4 1/2"	\$75
Business Card Horizontal	2" x 3 1/2"	\$50

*The entire **guidebook is in full colour.**

* The event will assign the location of non-cover advertisements.

*Note: Guidebook pages are 8.5"x11" with the printed areas as listed above.





CONTEST TROPHIES

Animethon has various competitive events and awards that become more popular each year thanks in part to the trophies that are awarded to the winners. Animethon trophies display the Animethon logo, the event, the category and, best of all, your company! The animated music video (AMV), and Cosplay Contests are just a few of the events that will benefit from your sponsorship.



Trophy Type	Cost (Each)
Large Trophy	\$75
Small Trophy	\$60

NOTE: Qualities of trophies available will depend on finalization of contest. Contact our Director of PR at pr@animethon.org for an update on quantity availability.

ANIMETHON'S SCREENING ROOM ADVERTISEMENTS

Whether it is a video or a full colour screen shot, your advertisement will be displayed between videos of our anime screenings occurring all weekend in multiple rooms. This will prominently be displayed to our captive audience as thousands enjoy one of the main attractions of Animethon. *Refer to the Appendix B for specifics.*

Location	Duration	Cost
Short Length Ad	0:30 – 1:00	\$200
Medium Length Ad	1:00 – 1:30	\$300
Long Length Ad	1:30 - 2:30	\$400



PROMO MATERIAL FOR ANIMETHON'S GIVEAWAY BAGS

Animethon will have 8,000 giveaway bags to distribute to patrons. This is a great opportunity to place a coupon, flyer, business cards, or pamphlets that will promote your products or services. *Refer to the Appendix B for limitations.*

Number of Bags	Cost
Insert into 2,500 Bags	\$250
Insert into 5,000 Bags	\$500
Insert into 8,000 Bags	\$750

III. Advertiser Contract

(Version: 2015-01-06)

This contract is made between ASAPA and the signee (the "Advertiser" or "Sponsor" as the circumstance dictates) as named in Appendix A: Advertiser Order Form ("Appendix A") and Appendix B: Advertising Specifications ("Appendix B") attached hereto. This contract, Appendix A, and Appendix B which form part hereof and are incorporated herein, are collectively referred to herein as the "Contract". In consideration of the mutual covenants set forth in this Contract and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows

1. Definitions

- 1.1 "ASAPA" means the Alberta Society for Asian Popular Arts its staff, agents, and representatives.
- 1.2 "Animethon" or "Animethon 22" means the anime and Japanese pop-culture event entitled Animethon 22 held on August 7 to August 9, 2015 at MacEwan University, Edmonton, Alberta, Canada.
- 1.3 "Animethon Committee" means the committee comprised of volunteers and staff who are charged with the administration and organization of Animethon 22. The Animethon Committee, except where expressly stated, has authority to carry out the responsibilities and duties on behalf of ASAPA.
- 1.4 "Sponsor" or "Advertiser" means an individual, group, or corporation which provides financing or other support to Animethon in return for advertising.
- 1.5 "Term" means the period of time from the signing date of this contract until 17:00 of August 9, 2015.

2. Contract Overview

- 2.1 Subject to the terms and conditions of this Agreement, ASAPA grants to Advertiser the non-exclusive privilege and license, variable at the will of ASAPA, to advertise on media produced for Animethon.
- 2.2 Upon written acceptance, the Advertiser or Sponsor agrees to the terms and conditions, notwithstanding the establishment of, adjustment to, or changes to the plan or Sponsors, Advertisers, rates, regulations, and any other areas, at the sole discretion of ASAPA, with or without notice.
- 2.3 For greater certainty, and without in any way limiting the generality of the foregoing, the Advertiser shall be solely responsible for any costs incurred or actions taken by ASAPA in the enforcement of this Contract, resulting from any breach of this Contract on the part of the Advertiser.

3. Advertising Content

- 3.1 Unless otherwise noted in Appendix A, or by other written agreement between ASAPA and Sponsor, all advertising material/medium will be supplied by ASAPA and all advertising content shall be supplied by Sponsor.
- 3.2 All advertisements are subject to ASAPA approval. ASAPA, in its sole discretion, may exercise a continuing right to reject such material including without limitation of the foregoing: false or unwarranted claims; Testimonials which cannot be authenticated; material relating to a lottery or a contest; appeals for funds; material which is defamatory, obscene, vulgar, or otherwise offensive; deceptive or misleading statements; any matter which in ASAPA's opinion would be inconsistent with ASAPA ratings or policies or is injurious or prejudicial to the interest of the public or ASAPA.

In the event material is unsatisfactory, ASAPA shall notify Advertiser by telephone or in writing.

It is the responsibility of the Sponsor to provide alternate material to ASAPA by all deadlines. In the event a replacement advertisement cannot be approved, ASAPA shall have the right to substitute other advertising material with no liability of ASAPA to Sponsor.

- 3.3 Sponsor shall deliver all advertising materials in accordance with formatting requirements as laid out in Appendix B. These materials shall be provided by May 11, 2015 and shall include a good quality printed colour proof of the advertisement.

In the event this deadline is missed or the proof is not provided, ASAPA cannot be held responsible for any misprint of advertisement.

- 3.4 Sponsor grants ASAPA a limited license to use any and all intellectual property provided in advertising content for the purpose of fulfilling the terms of this contract.
- 3.5 ASAPA shall exercise normal precautions in handling of property and mail, but assumes no liability for loss of, damage to advertising material furnished by Advertiser.

4. Billing and Payment

- 4.1 Sponsor shall deliver payment to ASAPA within thirty (30) days of the signing of this agreement, or by June 26, 2015 whichever is less.
- 4.2 Sponsor requires cancellation, in writing, no later than June 26, 2015 for a full refund. ASAPA may deduct any expenses incurred in the processing of the advertisement from this refund. In the event such deductions are made, ASAPA will provide a list of such expenses to Sponsor.
- 4.3 There will be no refund provided for cancellation past June 26, 2015.
- 4.4 ASAPA may change its rates upon thirty (30) days written notice to Sponsor. Sponsor may choose to terminate this contract in writing instead of paying the difference in rates. Should this agreement be terminated in this matter, Sponsor will be entitled to full refund without any deductions on the part of ASAPA.
- 4.5 ASAPA accepts the following methods of payment: Cheque, Money Order, International Money Order, and Certified Cashier's Cheque. All payments must be sent to:

ASAPA

ATTN: Animethon 22 Sales

#3391 11215 Jasper Ave.

Edmonton, Alberta

Canada, T5K 0L5

OR

Paypal Account: paypal@asapa.ca

All Animethon prices are in CAD (Canadian dollars) and ASAPA will only accept Canadian funds. Cash payments can be made in person with the event treasurer by appointment. Please do not send cash through the mail as we cannot guarantee safe delivery.

All payments should be addressed to the "Alberta Society for Asian Popular Arts." NSF cheques will be subject to a \$70.00_{CAD} handling fee.

5. Limitation of Liability

- 5.1 The Advertiser agrees to assume all risk and to indemnify and hold harmless ASAPA, all event facilities, and their owners, respective officials, subsidiaries, agents, affiliates, operations, officers, volunteers and employees (hereafter "the Indemnified Parties") from and against any and all claims, demands, costs, penalties, fines, charges, liabilities, expenses, or damages of any kind arising out of or in connection with any advertising spaces provided by ASAPA or arising out of any act or omission of ASAPA, or any of its agents, contracts, representatives, patrons, guests or invitees.
- 5.2 The Indemnified Parties are not liable for any loss, injury, damage, or other expense that arises out of any act or omission by the Advertiser. Any damages or charges imposed for violations of any applicable laws or regulations by the Advertiser are the sole responsibility of the Advertiser.
- 5.3 In the event that any advertising options as laid out in Appendix A is unavailable, whether for the entire Term or a portion of Animethon, ASAPA and the Indemnified Parties will not be held liable for any losses caused by, but not limited to the following: fire, natural disaster, acts of war or terrorism, acts of God, labour dispute, or riot.
- 5.4 Should ASAPA or the Indemnified Parties decide that because of any of the above events it becomes necessary to cancel, postpone, or re-site the show, reduce installation time, exhibit time, or move out time, ASAPA and the Indemnified Parties will not be held liable to the Advertiser for any damage or loss, direct or indirect, arising as a result thereof.
- 5.5 ASAPA agrees to be responsible for the promotion and marketing of Animethon. ASAPA makes no guarantees or representations as to the number of attendees and/or customers at Animethon.
- 5.6 ASAPA reserves the right to make amendments to the provisions set forth in this agreement only after the consultation of the Advertiser if the agreement has already been signed. ASAPA has the full power to make amendments to this agreement without such notice should it become necessary by order, demand, or request of MacEwan University or any other governing body including, but not limited to the Government of Canada, the Government of Alberta and the City of Edmonton. Such further rules and regulations as shall be considered necessary and proper. In these cases ASAPA will take reasonable efforts to notify all affected parties.
- 5.7 The Advertiser covenants to pay any fees, losses, royalties, costs, damages, legal expense on a solicitor-client basis, or other charges incurred by the use of copyright materials or music during the Term and shall indemnify and hold harmless ASAPA, with respect to such charges.

6. General Terms

- 6.1 Each party shall perform the acts, execute and deliver the writings, and give the assurances necessary to give full effect to this Contract.
- 6.2 This Contract contains the entire agreement of the parties concerning the subject matter of this Contract and no other understandings or agreements, verbal or otherwise, exist between the parties.
- 6.3 This Contract may only be amended in writing that is acknowledged and agreed upon by both parties except as otherwise contemplated herein.
- 6.4 No party shall assign, sell or otherwise transfer any of its rights or obligations under this Contract without the prior written approval of the other party.
- 6.5 This Contract shall endure to the benefit of the parties and their respective successors and assigns of the parties.
- 6.6 This Contract is not to be construed as a joint venture, or to give power to either party to obligate the other in any other manner whatsoever, other than what has been specifically stated in this Contract.
- 6.7 The headings in this Contract have been included for convenience only and they do not define, limit or enlarge the scope or meaning of this Contract or any part of it.
- 6.8 In this Contract words in the singular include the plural and words in the plural include the singular.
- 6.9 The rights, remedies and privileges of ASAPA under this Contract are cumulative and any one or more may be exercised. The rights of ASAPA shall not be deemed waived unless specifically stated in writing and signed by an authorized officer of ASAPA.
- 6.10 Time is of the essence in this Contract.
- 6.11 This Contract shall be governed by and construed in accordance with the laws of the Province of Alberta and the federal laws of Canada applicable therein without giving effect to the choice of laws provisions thereof and the Parties agree to irrevocably attorn to the jurisdiction of the courts of Alberta and agree that any proceedings taken in respect of this Agreement shall be taken in such courts and in no other.
- 6.12 Should any provision of this Contract be illegal or unenforceable, it shall be considered separate and severable from this Contract, and the remaining provisions shall remain in force and be binding upon the parties hereto as though the said provision had never been included. The parties agree to replace the offending provision with an enforceable provision that most nearly achieves the intent and economic effect of the unenforceable provision.
- 6.13 The Advertiser or Sponsor acknowledges and agrees that it has the power and authority to enter into this Contract.
- 6.14 This Contract may be executed in multiple counterparts and by facsimile transmission, each of which shall be deemed to be an original and all of which shall be deemed to constitute a single instrument.

IV. Appendix A: Advertisement Order Form

Items	Quantity	Cost	Total
Large Trophy		\$75	
Small Trophy		\$60	
Guidebook Back Cover (7 1/2" x 9 1/2") (1 Available)		\$575	
Guidebook Inside Front Cover (7 1/2" x 9 1/2") (1 Available)		\$425	
Guidebook Inside Back Cover (7 1/2" x 9 1/2") (1 Available)		\$425	
Guidebook Full Page (7 1/2" x 9 1/2")		\$325	
Guidebook 1/2 Page (7 1/2" x 4 1/2")		\$175	
Guidebook 1/4 Page (3 1/2" x 4 1/2")		\$100	
Guidebook Full Column (1/3 Page) (2 3/8" x 9 1/2")		\$125	
Guidebook Half Column (1/6 Page) (2 3/8" x 4 1/2")		\$75	
Guidebook Business Card (2 3/8" x 4 1/2")		\$50	
Video Screening Room Advertisement (Short)		\$200	
Video Screening Room Advertisement (Medium)		\$300	
Video Screening Room Advertisement (Long)		\$400	
Item inserted into 2,500 Bags		\$250	
Item inserted into 5,000 Bags		\$500	
Item inserted into all Bags 8,000		\$750	
		Total Cost: (GST Included)	

Deadline for all Media & Material submissions is on May 11, 2015

ADVERTISER INFORMATION FORM

Company Name (if applicable): _____

First Name: _____ Last Name: _____

Mailing Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Fax Number: _____ Phone Number(s): _____

Email: _____

I am sending/have enclosed a total payment of _____ via (check only one):

Mail (Payment by cheque, money order, international money order, certified cashier's cheque)

PayPal (Payment being sent to paypal@asapa.ca)

I, _____, have read and understood the Animethon 22 Advertising Contract, have the authority to enter into Contract on behalf of the Advertiser as the case may be, and have clearly marked all relevant items on the Appendix A: Advertisement Order Form.

Name (print): _____ Title: _____

Signature: _____ Date: _____

ASAPA Representative Name (print): _____

Signature: _____ Date: _____

V. Appendix B: Advertisement Specifications

GUIDEBOOK ADVERTISEMENT SPECIFICATIONS

All digital artwork must meet the following specifications:

- RESOLUTION:** 300 DPI (or better)
- COLOUR:** Required. Monochromatic / grey-scale is not permitted.
- BLEED SIZE:** Quarter (1/4) inch
(If unsure of bleeds, please be sure to ask when submitting advertisement inquiries)
- FORMAT:** BMP, TIFF, PSD, or PDF.
- CONTENT:** Appropriate for all ages and must not contain inappropriate imagery such as nudity, excessive violence, or gore. ASAPA will have the final decision on whether the item is acceptable or not.

Digital artwork that is less than 5 megabytes should be emailed to pr@animethon.org.

Digital artwork that is over 5 megabytes must be mailed to ASAPA in a digital storage device (CDs, Memory Stick) or alternate arrangements must be made with Animethon.

Animethon will not create artwork for the purpose of any advertisement space purchased unless otherwise stated. It is the responsibility of the Advertiser or Sponsor to provide the artwork and send it to Animethon. The Advertiser or Sponsor warrants that it is the sole copyright owner in any material supplied for reproduction and advertisement or alternately that the Advertiser or Sponsor has been granted the right to reproduce and distribute the material provided to Animethon by all copyright owners.

GIVEAWAY BAG SPECIFICATIONS

All giveaway items must meet the following specifications:

- DIMENSION:** Maximum 8.5" x 11" x 0.2" per unit
- CONTENT:** Appropriate for all ages and must not contain inappropriate imagery such as nudity, excessive violence, or gore.
ASAPA will have the final decision on whether the item is acceptable or not.

Sufficient amount of the items must be provided by Advertiser or Sponsor for Animethon to put into the giveaway bags. Any late, insufficient, missing or defective items will be alerted to the Advertiser or Sponsor but will not be the responsibility of Animethon.

If the Advertiser or Sponsor requests Animethon to create its promotional material, it is the responsibility of the Advertiser or Sponsor to provide the necessary designs and instructions to send it to Animethon. The Advertiser or Sponsor warrants that it is the sole copyright in any material supplied for reproduction and advertisement or alternately that the Advertiser or Sponsor has been granted the right to reproduce and distribute the material provided to Animethon by all copyright owners. All costs associated with the design and/or production of the material will be invoiced to the Advertiser or Sponsor.

SCREENING ROOM ADVERTISEMENT SPECIFICATIONS

All videos or slideshows advertised must meet the following specifications:

- ASPECT RATIO:** The screen will be displaying 4:3 – Widescreen is acceptable with black bars to fit.
RESOLUTION: Min: 1024 x 768 to Max: 1920 x 1080 (widescreens shrink to fit)
CONTENT: Rated PG and must not contain inappropriate imagery such as nudity, excessive violence, or gore. All content is subject to approval by ASAPA.

Image Slide Show:

- FORMATS:** PNG Preferred. (JPEG, PSD acceptable)
CONDITIONS: If there are multiple images, they must be indicated if they are to be played in sequence or not. Otherwise images will be alternating between other ads (subject to ASAPA's discretion) each image will be shown for at least 10 seconds.
SLIDESHOWS: No transition effects will be applied. No powerpoint slides. If they want a slideshow, it must be converted into a video (see video specifics).

Video Specifics:

- FORMATS:** .MKV, MP4, or AVI
DURATION: Min: 0:30 to Max: 2:30 minutes
CONDITIONS: Must be playable using VLC player v2.1.2
ENCODING: AVC/H.264

All ads will have a timer to the next showtime displayed under the ad without interference.

In the event of a computer failure, schedule change, or software/file malfunctions, Animethon will not be liable for any missed ad viewings. For more details please Contact our Director of PR at pr@animethon.org