



ABOUT ANIMETHON

Animethon is the longest running Japanese animation festival in Canada, with an expected attendance of over 10,000. Featuring various interactive events taking place at the Edmonton Convention Centre, taking over 144,000 sq ft across 3 levels in the heart of downtown Edmonton.

Interests of our key demographics include:

- East Asian Pop Culture
- Anime, Manga, Comics
- E-sports and Gaming
- Cosplay

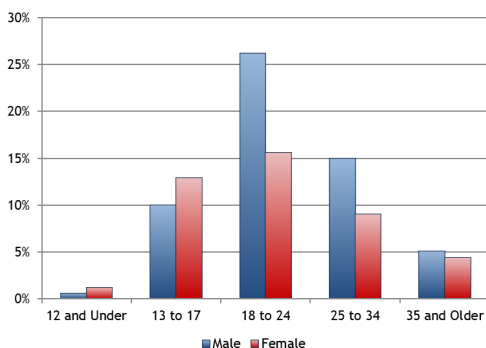
ATTENDANCE AND DEMOGRAPHICS

Animethon has a captive market in the 13 to 34 age group, allowing for a wide variety of brands to be marketed.

We grow our community by providing several different areas of interests for everyone to interact including, gaming, vendors, voice actor guests, concerts, and panels. This myriad of programming activities ensures that it will attract all our key demographic interests and related industries to partake in our event for growth and networking

BENEFITS OF SPONSORING ANIMETHON

Based on a survey conducted at our 2019 event, it was shown that word of mouth and social media were the primary means by which attendees learned about our event and sponsor partners. You can harness this power to amplify your brand. This is the Animethon advantage.





TYPES OF ADVERTISING AND SPONSORSHIP

Type	Description
Print	A traditional method of advertising where your ad or company logo will appear in our Guidebooks. Alternately, you can have your company logo featured on our signage around the convention grounds.
Digital	Your company logo will appear on our website with a link to either your company's website or social media. We also offer digital advertising via our stage screens. Your company logo will appear on screens of your choosing during intermissions to reach a wide audience.
Events	Animethon will include your company name in the event title for the duration of the event.
Prizing	Fund our prize pool for our various contests.
Other	We are open to suggestions and can tailor a package just for you.

HOW TO ORDER

Visit our website, animethon.org/sponsors for our order form and pricing.

When your purchase total is **over \$500 (Bronze Tier)**, you also get...

- Your company logo on our webpage, linked to your company website or social media.
- Your company logo in our Guidebook.

When totaling **over \$1000 (Silver Tier)**, you get the above *plus*...

- Opening & Closing Ceremony acknowledgment.
- One promotional post on our social media.

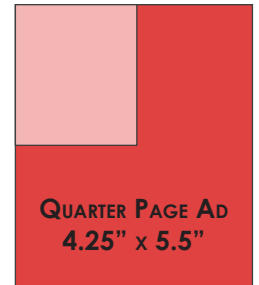
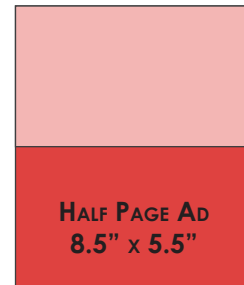
When totaling **over \$1500 (Gold Tier)**, you get *all of the above plus*...

- One additional promotional post on our social media.
- Two Event passes to Animethon 27 (additional cost extra).

GUIDEBOOKS

All patrons attending Animethon receive a free copy of the Guidebook. We will be printing at least 7500 Guidebooks. The Guidebook will include summaries of the guest profiles, programming, site map and major events.

Allocation	Size	Price
Back Cover	8.5" x 11"	\$700
Inside Front Cover	8.5" x 11"	\$550
Inside Back Cover	8.5" x 11"	\$550
Full Page	8.5" x 11"	\$400
Half Page	8.5" x 5.5"	\$250
Quarter Page	4.25" x 5.5"	\$175



* Ad sizes are approximate

* The entire Guidebook is in **full color**.

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

* Note: Guidebook pages are 8.5" x 11" with the printed areas as listed above in pink.

* All ads require an additional 0.25" bleed edge all around.

PROMOTIONAL PRINTED MATERIAL FOR GUIDEBOOK INSERT

This is a great opportunity to place a coupon, flyer, or pamphlets that will promote your products or services.

Number of Inserts	Price	
One paper material inserted into each Guidebook	\$1000	Size of printed material must be a minimum of 4"x6" to a maximum of 8½"x 11". Note the Advertiser must provide their own printed material.

PLEASE EMAIL ALL SUBMISSIONS TO: [PR @ ANIMETHON.ORG](mailto:PR@ANIMETHON.ORG)

A. ALL GRAPHIC SPECIFICATIONS: (Guidebook ads, Insert flyers, Logos)

All digital artwork must meet the following specifications:

- Resolution: Minimum 300 DPI. Prefer 600 DPI (or better)
- Colour: RGB for digital publishing; CMYK for printed materials.
- Bleed Size: Quarter (0.25") inch
(If unsure of bleeds, please be sure to ask when submitting advertisement inquiries)
- Format: Logos: EPS or SVG. Transparent background. Vectored.
Others, in order of preference: PDF, PSD, PNG, or JPEG
- Content: Appropriate for all ages and must not contain inappropriate imagery or language such as nudity, excessive violence, or gore. Animethon will have final decision on whether item is acceptable or not.
- Quality: Must be pre-approved by 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 or article 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.

B. PROMOTIONAL PRINTED MATERIAL FOR GUIDEBOOK INSERT

In addition to the specifications outlines in Section A above,
All printed material items must meet the following specifications:

- Dimensions: Minimum 4" x 6" per printed material
Maximum 8.5" x 11" per print material
- Quantity: Minimum 7,500 printed material
Maximum 10,000 printed material

It is the responsibility of the Advertiser or Sponsor to provide the batch of the printed materials to Animethon.

Animethon is NOT responsible for printing the promotional inserts.

ALL GRAPHICS & LOGOS SUBMITTED BY: **MONDAY, JUNE 15, 2020**
or 2-WEEKS AFTER PAYMENT (BEFORE ABOVE DATE)

ADVERTISING AND SPONSORSHIP CONTRACT

ASAPA and the Advertiser or Sponsor, 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, agree as follows

1. Definitions

- 1.1 "ASAPA" means the Alberta Society for Asian Popular Arts, its Staff, agents, and representatives.
- 1.2 "Contract" means the whole agreement between the parties which is this vendor contract and Online Order Form
- 1.3 "Event" means the Anime and Japanese pop-culture event entitled Animethon.
- 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, 2020.

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 Advertiser or Sponsor, all advertising material/medium will be supplied by ASAPA and all advertising content shall be supplied by Advertiser or 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 Advertiser or 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 Advertiser or Sponsor.
- 3.3 The Advertiser or Sponsor shall deliver all advertising materials in accordance with formatting requirements as laid out in "PR- Sponsorship - Graphics Specifications" document. These materials shall be provided by Monday, June 15, 2020 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 The Advertiser or 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 or Sponsor.

4. Billing and Payment

- 4.1 The Advertiser or Sponsor shall deliver payment to ASAPA within thirty (30) days of the signing of this agreement, or by Monday, June 15, 2020 whichever is less.
- 4.2 The Advertiser or Sponsor requires cancellation, in writing, no later than Monday, June 15, 2020 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 the Advertiser or Sponsor.
- 4.3 There will be no refund provided for cancellation past Monday, June 15, 2020.
- 4.4 ASAPA may change its rates upon thirty (30) days written notice to the Advertiser or Sponsor. Advertiser or Sponsor may choose to terminate this contract in writing instead of paying the difference in rates. Should this agreement be terminated in this matter, the Advertiser or Sponsor will be entitled to full refund without any deductions on the part of ASAPA.
- 4.5 ASAPA preferred method of payment is via online payment as outlined on our digital invoices. A payment link will be sent upon successful exhibitor approval. The instructions on providing payment will be listed at the link provided to the Advertiser and/or Sponsor.

All prices are in CAD (Canadian dollars), and ASAPA will only accept Canadian funds. Cash payments can be made in person with the Event's treasurer by appointment. 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

The Advertiser or Sponsor agrees that ASAPA will not be liable under any circumstances for any loss, injury, damage, or other expenses that may arise out of any act or omission by the Advertiser or Sponsor. Any damages or charges imposed for violations of any applicable laws or regulations by the Advertiser or Sponsor are the sole responsibility of the Advertiser or Sponsor. ASAPA makes no guarantees or representations to the number of attendees at the Event. The Advertiser or Sponsor assumes full liability for the actions or omissions of its agents, employees, or independent contractors to any attendee.

ASAPA reserves the right to make amendments to the provisions set forth in this Contract upon written notice to the Advertiser or Sponsor. ASAPA has the full power to make amendments to this Contract without such notice should it become necessary by order, demand, or request of the Venue 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.

6. Statutory Compliance

The Advertiser or Sponsor shall abide by and observe all federal, provincial, and local laws, codes, ordinances, rules and regulations and all rules and regulations of the Venue. The Advertiser or Sponsor will pay, when due, all taxes, rates, duties, assessments and license fees that may be levied, rated, charged or assessed upon the Advertiser or Sponsor by virtue of Advertiser or Sponsor's participation at the Event.

7. General Terms

- 7.1 Each party shall perform the acts, execute and deliver the writings, and give the assurances necessary to give full effect to this Contract.
- 7.2 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. No provision of this contract shall be deemed to be waived by either party unless such waiver is in writing. Any waiver of any default committed by either of the parties hereto in the observance or performance of this contract shall not extend or be deemed to extend to or affect any other default.
- 7.3 This Contract may only be amended in writing that is acknowledged and agreed upon by both parties except as otherwise contemplated herein.
- 7.4 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.
- 7.5 In this Contract, words in the singular include the plural and words in the plural include the singular and any headings and capitalizations, except those specifically defined herein, are included for the purposes of readability only and do not impact the meaning of any part of this Contract.
- 7.6 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.
- 7.7 Time is of the essence in this Contract.
- 7.8 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.
- 7.9 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.
- 7.10 The Sponsor represents that it has the power and authority to enter into this Contract.
- 7.11 The Sponsor grants ASAPA permission to display the name of the Sponsor in online and print publications relating to the Exhibitor Hall and the Event. ASAPA is under no obligation to make use of this permission.