



ANIMETHON

SPONSORSHIP PACKAGE

About Animethon

Returning this summer, from August 9 to August 11, 2024, Animethon is the longest running Japanese animation festival in Canada. Featuring an expansive venue in downtown Edmonton and an expected warm body attendance of over 15,000, Animethon is proud to celebrate its 31st year!

Our event will be held at the Edmonton Convention Centre - a meeting, entertainment, and convention facility with over 144,000 square feet across 3 levels. The Centre overlooks Edmonton's beautiful and iconic River Valley. Its strength as a location in the heart of downtown is bolstered by the availability of many hotels within walking distance and the presence of many major transit routes connecting the city to its surrounding municipalities.

Animethon is presented by the Alberta Society for Asian Popular Arts (ASAPA), a not-for-profit organization formed with the primary goal of ensuring the continued success of the festival.

Interests of our key demographics include:

- East Asian Pop Culture
- Comics and Entertainment
- E-sports and Gaming

Seize your chance to grab the attention of a youthful demographic and convert them into lasting customers through advertising the Animethon festival. We even have advertising opportunities for our patrons long before the event begins. So, whether you're interested in purchasing ad space or having your questions answered, we would be happy to hear from you!

For Sponsorship Inquires, Email:

PUBLIC RELATIONS
pr@animethon.org



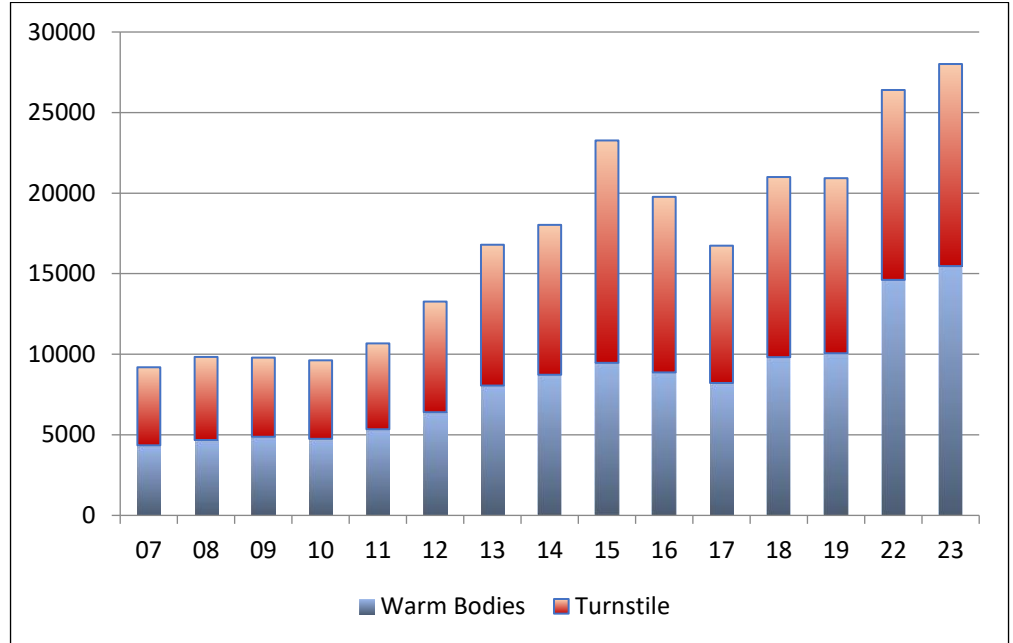
Attendance and Demographics

As indicated by an analysis of Animethon's historical registration data, our attendees represent a rich cross-section of society.

Turnstile is an estimated total. If a person attended all three days, they would be counted three times.

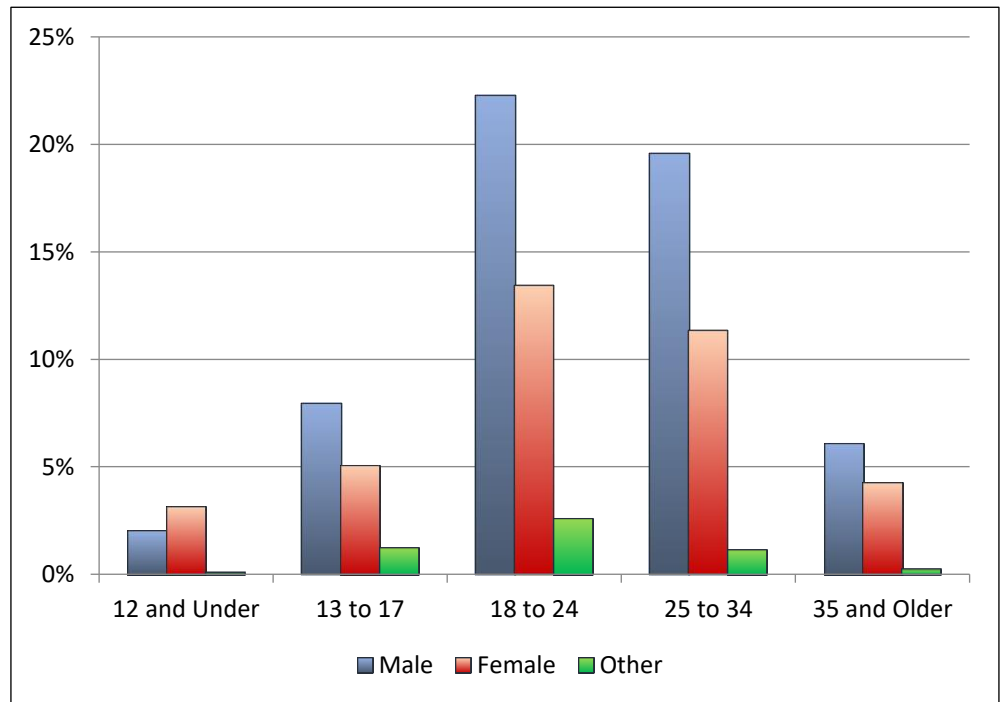
Warm Bodies is a count including paid attendance, vendors, staff, etc. If they attended all three days, they would be counted only once.

Data is shown from 2007 (07) to 2023 (23) onwards as pass types and data collection method were not consistent, chart only reflects attendance numbers from 2007 onwards.



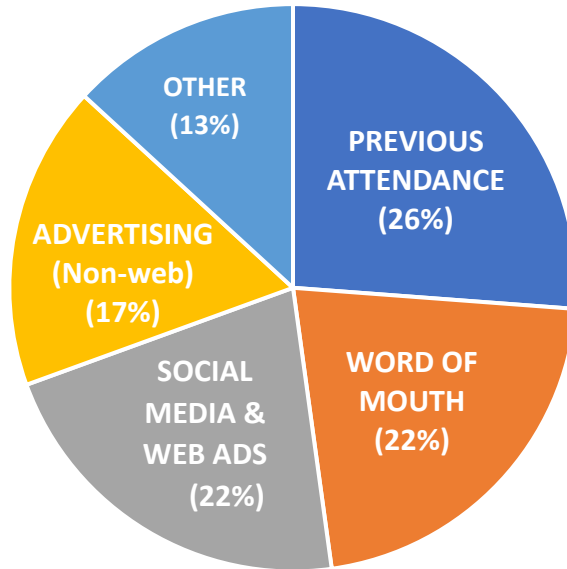
The chart on the right shows a breakdown of all responses collected with both a known gender and age.

Data is tabulated from registration information from Animethon 2022.



How Attendees Know About Us

The majority of Animethon's demographic consists of Millennials and younger: thousands of tech savvy individuals who habitually share their experiences to thousands more. Based on our post survey of Animethon 2023's event, it shows that previous attendance, word of mouth and social media/web ads are the primary means by which they learned about our festival.



Amplify Your Brand

to a thousand. That is the power of social amplification - a power you can harness at Animethon. And while other options may demand thousands upon thousands of dollars, Animethon provides you with a wide assortment of options to grow your brand organically at a fraction of the cost.

Make a lasting impact and see what sponsorship opportunities are available with Animethon.



Sponsorship Overview

There are many forms of Sponsorship available at Animethon. This includes sponsorship of programming events & event space, contest & prizes as well as any other forms we are open to.

Programming Sponsorship

With a programming sponsorship, Animethon will include your company name in the title of the programming of your choice for the duration of the event. This name will be used on our website, digital media, and printed media when referring to the event that you have sponsored. Your sponsorship cost may vary.

Programming Options include:

- Maid & Butler Café
- J Fashion Show
- Panel Rooms
- Entertainment Stage
- Festival Games
- ...and more!

Sponsorships values for Programming can range anywhere from \$500 to \$2000 depending on what is being sponsored separately or in combinations.



Contest & Prizing Sponsorship

Contests are a huge part of anime convention culture in North America and, every year, we try to make it more and more appealing for people to sign up for our contest. Prizes and eternal glory top the reasons that make competing lucrative for attendees. You can most certainly contribute to our impressive prize pool and be recognized on stage that your company is part of this awesomeness.

Opportunities for your company to contribute to our prize pools and be recognized for it include:

- Anime Music Videos (AMV) Contest
- Cosplay Craftsmanship Contest
- Cosplay Showcase and Skit Contest
- Take the Stage

Sponsorships values for prizing for contests range anywhere from \$500 to \$1500 depending on which contest is sponsored.



Other forms of Sponsorship

We are very open to suggestions and can tailor a package just for you. Please reach out with a proposal, we can discuss how we can help get your brand out there. Examples of other forms of sponsorship:

- Equipment and service sponsorship (loan, service hosting, etc.)
 - Guest sponsor (voice actors, cosplayers, industry speakers)
- ...and more!

to further discuss sponsorship opportunities with us and the benefits we can offer, contact us at pr@animethon.org.