



AnimeCom Fest JULY 30 - 31, 2022

CHINESE BENEVOLENT ASSOCIATION CENTRE • KINGSTON, JAMAICA

2022 SPONSORSHIP PACKAGE

email us: info@animecomfest.com

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2 Introduction



Table Booths at AnimeCom Fes 2019. Photo by Ozzie View photography

Introduction

AnimeCom Fest (ACF) started out as a one-day public event in 2017 at Hope Gardens and saw 300+ persons in attendance. This was then expanded in 2018 to include more activities with participation from the Jamaica Animation Nation Network (JANN), and other local creators. In 2019, the showcase made the leap from a one-day outdoor event to a two-day indoor convention at the Champion College campus. Attendance went from 1000+ to 2,200+ as special events, vendors and industry guests were added to the event's program. The goal was to accommodate the growing local creative community, while maintaining ACF's grass-roots interests.



In 2019, AnimeCom Fest brought in its first international guest from England, speculative science fiction creator, author and owner of Marksman Studio in London, Anton Marks and first international cosplay contestant from Trinidad & Tobago, Kai Ramkisoan. In 2022, AnimeCom Fest will be hosted at the Chinese Benevolent Association (CBA) Centre with an estimated attendance of more than 3,000.

We are proud to be supported by the efforts of local fan organizations in Kingston, Jamaica, as well as creative industry associations, institutions, studios and community groups.

3 What is AnimeCom Fest?



Smash Bros. Video Game Tournament hosted by JEI - AnimeCom Fest 2019. Photo by Ozzie View Photography

What is AnimeCom Fest?

AnimeCom Fest is an annual two-day convention celebrating popular arts and popular culture. Produced and organised by Jamaica Cosplay Club (**JCC**)/ AnimeCon. The event is a non-profit event in Kingston, Jamaica. It features diverse cultural activities and demonstrations; interactive panel discussions with anime/animation, comic, film and video game industry guests; artistic exhibits, cosplay costume and various contests; table top, arcade, and console gaming; workshops; video screenings, booths and more. It is an event geared towards the “C3F”, creators, fans, friends and family; all are welcome to attend.

AnimeCom Fest’s core focus is creators, fans, entertainment, community and cultural diversity in a fun, inclusive and accessible setting. We strongly stand by our mantra “Inspiring Creativity. Celebrating the Popular Arts.”



Jamaica Cosplay Club/AnimeCon

The convention is organised and produced by the **Jamaica Cosplay Club (JCC) and AnimeCon (AC)** which are local community-based groups in Kingston of young artists, animators, cosplayers/costume makers, actors, dancers, geeks and weeps on a volunteer basis.

Membership is open to anyone interested in volunteering for the convention but is not a requirement to help out. Joining the association's exec. committee, however, gives you benefits such as a voice in the decision-making.

Our goal is to run events for the purpose of inspiring creativity, gathering people to celebrate anime/animation, comic, gaming, film, art and related themes in a social setting; and, to foster and unite community between enthusiasts of anime and related popular culture with creators and industry.

In less than five years, AnimeCom Fest (ACF) has rocketed to become one of the largest event of its kind in the Caribbean. This annual multi-genre and popular culture convention a "fan fest" celebrating the latest and greatest in anime/animation, comics, graphic novels, manga, art, video games, action figures, film and cosplay has exploded in attendance, attracting more than 2,000 people in 2019.

To engage our community throughout the year, JCC/AC created a number of one-day meetup and fan events. One such event is:

Anime Jam Online is a virtual event, with industry guests. It also includes many of the traditional AnimeCom Fest events on a smaller scale including panels, performances and contests.



Chinese Benevolent Association (CBA) Centre

Location

This year will mark the second time that AnimeCom Fest will be held in the Liguanea area, Kingston. AnimeCom Fest will be held in the **Chinese Benevolent Association (CBA) Centre** this year. The venue has over **5,000 sq. feet (464.5 sq. metres)** of indoor function space with abundant natural light and over **10,000 sq. feet (929 sq. metres)** of versatile outdoor space, the CBA Centre can host a variety of receptions, festival, events, exhibitions, and meetings.

AnimeCom Fest looks forward to partnering with neighbouring businesses to optimize attendee experience and generate traffic and interest towards local businesses, vendors, and artists.

6 Audience Insight

In 2017, the event had an attendance of 300.+ The next year, we had a total attendance of 1145. And In 2019 we have had a record attendance of 2212. We have experienced a steady growth since inception.

AnimeCom fans are the biggest tehnophiles around, anime and kpop, movies and tv lovers, mobile and videogame junkies, manga, comic, news and avid readers. They use social media to share their experiences with friends and family

Gender:

Male	53.4%
Female	46.6%

Age:

17 & younger	10.1%
18-24	29.1%
25-34	35.5%
35-44	20.1%
45-54	4.5%
55+	0.7%

Area of Interest:

Cosplay	19.4%
Culture	13.2%
Vendors	20.6%
Anime	26.4%
Comic	9.1%
Gaming	11.3%

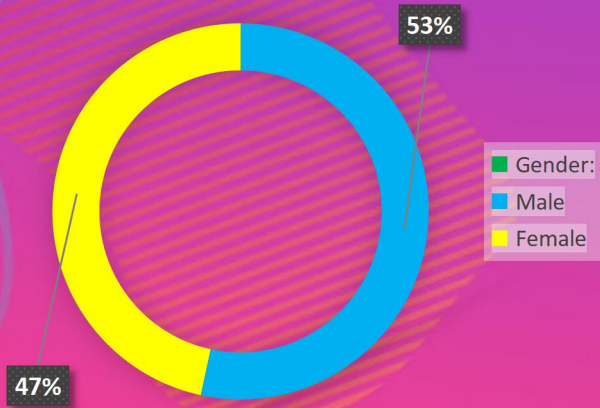
Employment Status:

Employed	78.2%
Student	15.7%
Unemployed	6.1%

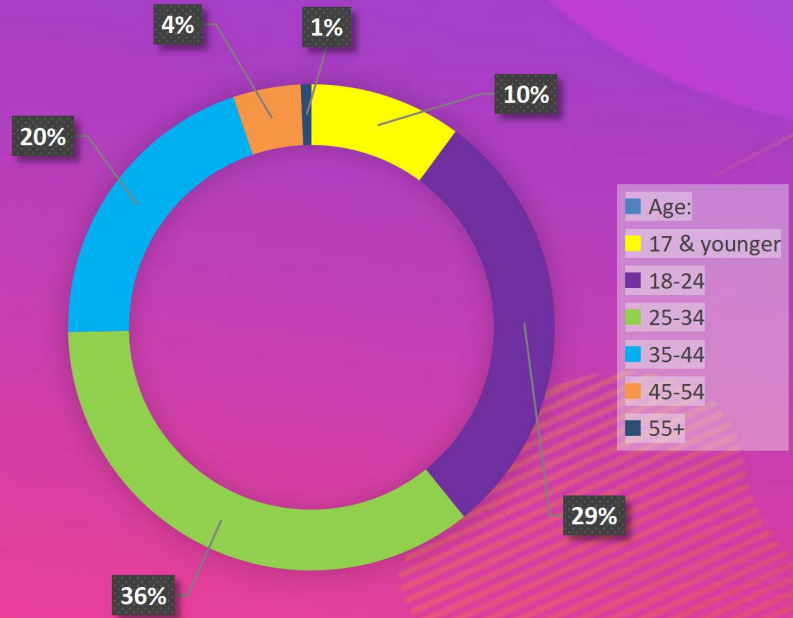


Photos by Ozzie View photography

Fans by Gender



Fans by Age



Fan Favourites

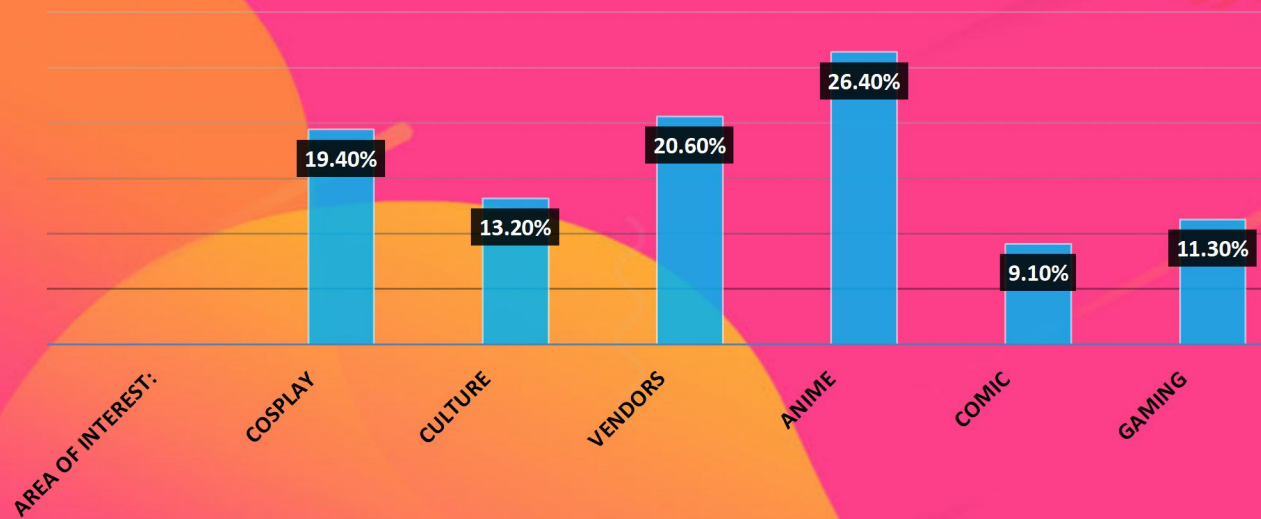




Photo by Newlook photography

Sponsorship Options

Sponsorship can take the form of prize give-aways, supplies/equipment, advertising or direct funds. Choose the package that is right for you, or build your own. Please contact animecomja@gmail.com for more information.

ACF Convention Bags

The sponsor provides bags for distribution to all convention attendees at registration. These bags will contain the program guide, schedule, and advertising/informational flyers. This is a great way of prominently showcasing your company and its products. In addition to advertising on the bags, the sponsor receives Class C benefits.

Estimated number required: 3000.

Please ensure that bags reach our ACF by July 19, 2022.

Lanyards

The sponsor provides lanyards to hold convention passes. As these will be given out to all convention attendees at registration, this is an excellent opportunity to promote your company or product. Lanyards will be prominently worn by all attendees and staff. In addition to advertising on the lanyards, the sponsor receives Class C benefits.

Estimated number required: 3,000.

Please ensure that Lanyards reach our ACF by July 19, 2022.

9 Sponsorship Options Cont.

Prize Sponsorship

This sponsor provides prizes for convention events or contests. Unless specifically instructed to do otherwise, AnimeCom Fest will undertake the distribution of these items, understanding that said items are not for sale or profit.

The sponsor receives mention and special thanks at the prize event and receives the equivalent benefits from Class B. Prize sponsorship at fan convention events can be for the following: Cosplay Contest, Animation Contest, Comic Contest, Art Contest, video/film contest, etc.



Photo by Newlook photography

Media and Custom Sponsorship

For Media and Custom Sponsorship Opportunities, please contact us, at animecomja@gmail.com.



Photo by Newlook photography

Sponsorship Classes

S Class Hero- Exclusive Title (1 Avail.)

\$2,000,000

Before the Convention

- S Class Partner acknowledgement and logo on the AnimeCom website.
- Partner logo on all event marketing including ACF newsletter subscription (700 e-mail)
- Organisation name, logo and feature 30-word company profile on the AnimeCom social media handles.
- Organisation name, logo and feature 200-word company profile on the AnimeCom website.
- Provided with the “S Class Partner’ AnimeCom 2022” logo for use on marketing material.
- Benefits may be customized to suit the sponsor’s needs.
- S Class Partner acknowledgement and logo on website header slide.

During the Convention

- Prime 20 x 20 or two (2) 10 x 10 exhibitor booth spaces.
- Naming rights to an Event Contest of choice (where available)
- Mention throughout the event
- Five minute speaking opportunity at the Festival.

- Your corporate banners prominently displayed at up to eight (8) locations at event.
- Sponsor logo on LED display screens at Convention.
- Opportunity to introduce a keynote speaker (to be chosen by AnimeCom Team).
- Sponsor logo on presentation LED screen at convention where available.
- Fifty (50) Day Passes and fifteen (15) Weekend Passes.

After the Convention

- Photos of the event will be displayed on the AnimeCom website until the end of 2022.
- Organisation details on the AnimeCom website until the end of 2022.
- The opportunity to have one to 5 cosplayers on two promotions (Time and dates to be agreed upon).
- The opportunity to have two 30 seconds 2D promotional animation done for a campaign of your choice.
- First right of renewal for the S Class sponsorship at AnimeCom 2023.

A Class Hero- Presenting (3 Avail.)

\$700,000

Before the Convention

- A Class Partner acknowledgement and logo on the AnimeCom website.
- Partner logo on all primary event marketing including ACF newsletter subscription (700 e-mail).
- Organisation name, logo and feature 30-word company profile on the AnimeCom social media handles.
- Organisation name, logo and feature 200-word company profile on the AnimeCom website.
- Provided with the “Proud sponsor of AnimeCom 2022” logo for use on marketing material.
- Benefits may be customized to suit the sponsor’s needs.
- A Class Partner acknowledgement and logo on website header slide.

During the Convention

- Prime 10 x 20 exhibitor booth space.

- Naming rights to an Event Contest of choice (where available)
- Mention throughout the event
- Five minute speaking opportunity at the Festival.
- Your corporate banners prominently displayed at up to eight (8) locations at event.
- Sponsor logo on LED display screens at Convention.
- Opportunity to introduce a keynote speaker (to be chosen by AnimeCom Team).
- Sponsor logo on presentation LED screen at convention where available.
- Forty (40) Day Passes and ten (10) Weekend Passes.

After the Convention

- Photos of the event will be displayed on the AnimeCom website until the end of 2022.
- Organisation details on the AnimeCom website until the end of 2022.

11 Sponsorship Classes Cont.

B Class Hero- Supporting (4 Avail.)

\$550,000

Before the Convention

- B Class Partner acknowledgement and logo on the AnimeCom website.
- Partner logo on selected event marketing.
- Organisation name, logo and feature 30-word company profile on the AnimeCom social media handles.
- Organisation name, logo and feature 100-word company profile on the AnimeCom website.
- Provided with the "Proud sponsor of AnimeCom 2022" logo for use on marketing material.
- Benefits may be customized to suit the sponsor's needs.

During the Convention

- Standard 10 x 10 exhibitor booth space.
- Naming rights to an Event Contest of choice

(where available)

- Mention throughout the event
- Your corporate banners prominently displayed at up to six (6) locations at event.
- Sponsor logo on LED display screens at Convention.
- Opportunity to introduce a keynote speaker (to be chosen by AnimeCom Team).
- Sponsor logo on presentation LED screen at convention where available.
- Thirty (30) Day Passes and seven (7) Weekend Passes.

After the Convention

- Photos of the event will be displayed on the AnimeCom website until the end of 2022.
- Organisation details on the AnimeCom website until the end of 2022.

C Class Hero- Contributing (6 Avail.)

\$450,000

Before the Convention

- C Class Partner acknowledgement and logo on the AnimeCom website.
- Partner logo on selected event marketing.
- Organisation name, logo and feature 10-word company profile on the AnimeCom social media handles.
- Organisation name, logo and feature 50-word company profile on the AnimeCom website.
- Provided with the "Proud sponsor of AnimeCom 2022" logo for use on marketing material.
- Benefits may be customized to suit the sponsor's needs.

During the Convention

- Standard 10 x 10 exhibitor booth space.
- Mention throughout the event
- Your corporate banners prominently displayed at up to four (4) locations at event.
- Sponsor logo on LED display screens at Convention.
- Sponsor logo on presentation LED screen at convention where available.
- twenty (20) Day Passes and five (5) Weekend Passes.

After the Convention

- Photos of the event will be displayed on the AnimeCom website until the end of 2022.
- Organisation details on the AnimeCom website until the end of 2022.

Custom Packages (Contact for info)

Our goal is your complete satisfaction, contact us to discuss your particular budget and needs in order to receive a custom package specially tailored to the result you'd like to see.

Please contact us at animecomja@gmail.com

Other Opportunities at ACF '22

Companies are welcome to provide promotional materials for our Convention Bag (which will be distributed to registered attendees). This is a good opportunity for companies to promote products or services to our attendees in return for supporting AnimeCom Fest.

Estimated number required: 1,000.

Please ensure that bag stuffing items reach ACF staff by July 10, 2022.

Booth Registration

Artists wishing to sell their creation, vendors wishing to sell merchandise, or exhibitors who wish to showcase their goods or services at AnimeCom Fest all have the option of booking Booth Space in the Artist Alley, Vendors' or Exhibitors' zone. For registration/more details go to www.animecomfest.com/exhibit. Book early because space is limited.

Artists and Performers

AnimeCom Fest is dedicated to supporting local artists and talents. For artists and performers who are interested in having a panel or performance at AnimeCom Fest, please contact us at animecomja@gmail.com for more details.

Staff/Volunteer Opportunity

The success of AnimeCom Fest would not be possible without the assistance of dedicated and passionate staff and volunteers. If you would like to volunteer or become a staff for AnimeCom, please contact us at animecomja@gmail.com for more details.

Print and Web Advertising

Available Advertising	
Print	Convention Program Guide
Digital	Website logo, social media acknowledgement
On-site	Signage/Banners
Items	T-shirt logo/Convention Bags/Lanyards

Please contact us for pricing.

Convention Publication Advertisement Guidelines

To maintain the print quality of your ad, please submit the following:

- 1. An electronic copy of your ad.**
- 2. A printed copy of your ad.**

For colour ads, please send us a colour sample. Please submit source files with a resolution high enough for output at 300dpi on glossy paper stock. Also, please include all fonts and placed artwork in your ad.

We accept the following file formats: .psd, .png & .jpg, with a resolution of at least 300 dpi. File submissions can be accepted on Google Drive, Drop Box, or e-mailed if under 10MB in size

The deadline for order submission and payment for all advertising is **June 20th, 2022**.

T-Shirt Logo Guidelines

Please submit your logo to us electronically. We accept the following file formats: .psd, .png & .jpg, with a resolution of at least 300 dpi. File submissions can be accepted on Google Drive, Drop Box, or e-mailed if under 10MB in size Please ensure that the colours used for the logo are in RGB or CYMK and that the image is of a high enough resolution (at least 300 dpi) to maintain print quality.

Due to the heat transfer process used in creating the t-shirt logos, the AnimeCon cannot guarantee an exact match of colours used in logos compared to original logo proofs. We therefore reserve the right to adjust colour for t-shirt printing purposes. However, we will take reasonable measures to ensure the colour in t-shirt logo matches that of a supplied proof as close as possible. The deadline for reservation of logo space and payment of T-shirt ads is **June 20th, 2022**.

On Site Posters and Signage

We can place posters promoting your products or services in most areas of the convention (as allowed by the CBA). Location must be approved in advance and can not impede traffic, cause any kind of hazard or personal injury, or damage to our physical location.

If any signage requires a stand or some other physical support device, it must be provided by the sponsor and reviewed by our Convention planning committee for safety and placement.

Note: AnimeCom Fest will not be held responsible for the following:

- any injuries or damage cause by the posters or signage
- vandalism to the signs or posters
- theft of signage or posters

15 Advertising Cont.

The deadline for reservation of signage or poster and payment is **June 20th, 2022**. All signage materials need to be received by AnimeCom Fest by July 10th, 2022 if ACF is to place the signs or posters. The sponsor can place the sign or posters with the approval of ACF Convention Operations only during setup on **Friday July 29th, 2022** (dates and times are subject to change).

AnimeCom Fest On-Site Banner Ads

This is an opportunity to add your ad to our on-site banners. Our banners are used to indicate locations or zones and will be visible to our attendees. Your ad will go on the bottom of the banner for easy visibility. We accept the following file formats: .psd, .png & .jpg, with a resolution of at least 300 dpi. File submissions can be accepted on Google Drive, Drop Box, or e-mailed if under 10MB in size.

The deadline for reservation of signage or poster and payment along with receiving the ad in electronic format is **June 20th, 2022**.

About AnimeCom Fest's Print Publications

AnimeCom Fest may publish a convention program guide for use by convention attendees during the duration of our event. The convention program guide is a 5.5x8.5" magazine-type book which out-lines major events at the convention, and provides bios of major industry guests and performers. Pages are either printed in black and white or colour. Attendees usually keep the convention guide as a souvenir piece.

Please note that the deadline for order submission and payment for all advertising is **June 20th, 2022**. Please return this form to our mailing address or e-mail to animecomja@gmail.com.

Sponsorship Form

Sponsor Information

Company Name

Contact Name

Contact Title

Address

Phone

Fax

Email

Website

Description of Company/Merchandise

Sponsorship Package

Please indicate the type of sponsorship your company wishes to provide:

- Lanyards ACF Convention Bags Prize Sponsorship Other

Notes / Instructions

Sponsorship Form

Items Supplied		
Description of Item	Qty.	Total value of Item
		\$
		\$
		\$
		\$
		\$
		\$
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		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
TOTAL		\$

Total Sponsorship Amount
\$

Thank you for your heroic and super support of *AnimeCom Fest*.
 This form can be returned via email at info@animecomfest or animecomja@gmail.com:

AnimeCom Fest 2022
 AnimeCon
 C/o Ricardo Carter
 72-76 Harbour Street, Kingston
 Tel: 876-774-0574

AnimeCom Fest 2022 Sponsorship Agreement

Conditions of Acceptance of Advertisements & Sponsorship

AnimeCon reserves the right to refuse to insert or display any paid-for advertisement that we deem inappropriate for the convention. We reserve the right to make any alterations we deem necessary in order to make any advertisement or display suitable for the convention.

AnimeCon shall not be held liable for any loss or damage incurred by any total or partial failure (however caused) of publication or distribution of any program guide, flyers, signage, or any article in 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, AnimeCon will either re-insert the 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 distract from the advertisement. In no circumstances shall the total liability of AnimeCon for any error, misprint or omission exceed the amount of the full refund of any price paid to AnimeCon for the particular advertisement.

AnimeCon will not be held responsible for the loss of artwork or photographs supplied.

Proofs: No alterations will be made other than for spelling, grammar, factual or size information that differs from the copy supplied.

AnimeCon does not accept liability for any loss and/or damage incurred by advertisers. Quality of our reproductions is dependent upon the quality of the original material, photographs, or artwork, which is supplied.

I/We acting as representatives of _____ have read and agree to adhere to the terms stated in the AnimeCom Fest Sponsorship Package. I/We understand that any breach in agreement to comply with these rules will result in appropriate action from AnimeCon Jamaica.

Date: _____

See you there!



Proudly presented by JCC/AnimeCon animemcomfest.com