

**JULY 1 - 3**

**2016**

# **animaritime**

**MARITIME'S PREMIERE ANIME / GAME CONVENTION**

**SPONSORSHIP  2016**

# Animaritime 2016

## What is Animaritime?

Now is your chance to be a part of one of the Maritimes' greatest events! Differentiate yourself from the competition by supporting this diverse and unique event.

Animaritime was the Maritime's first anime and gaming convention. Created in 2004 by the [Insert Catchy Name Here] anime club, our convention has expanded and enhanced its hosted communities further than originally anticipated. Animaritime's mission is to provide a safe and inviting environment for all individuals interested in the shared interest of genres of entertainment and fan related media. Anime and gaming conventions are special events which involve people of all ages, nationalities and social standing and Animaritime is the place which brings them together.

Animaritime is 100% fan run and hosted by the non-profit organization, Society for Atlantic Fan Culture. This means that every Animaritime event has been conceived, orchestrated and run exclusively by its members and volunteers. Additionally, all proceeds received by Animaritime are donated to the IWK Health Center charity. Supporting this wonderful event allows Animaritime to operate as a successful and charitable organization.

## Animaritime Facts

- ✓ Animaritime 2004 started with 2 months of planning with a staff of 12 and an attendance of 58.
- ✓ Animaritime moved to a total of four times to different locations to accommodate a growing attendance.
- ✓ Notable guests have attended Animaritime, such as Brad Swaile, Faith Erin Hicks, Spike Spencer, KV Johansen and Deborah Hale.
- ✓ Animaritime has grown progressively larger each year and with enough funds, we hope to reach our venue's fire cap of 3,500 attendees.

# Animaritime 2016

## **Fans, Media and Schedule**

### **Our Fan Base**

Animaritime fans come from a diverse and unique group of people. Though our age group is primarily focused on high school and university students, Animaritime has and always will be a family focused event. We promote an affordable, family-friendly environment, and all our attendees are guaranteed a good time.

### **Media Exposure**

Animaritime has been interviewed extensively by: Global TV, Here magazine, CBCnews, Radio-Canada, CHSR 97.9 FM, The Coast, and CTV Atlantic, among others.

### **Schedule of Events**

This year Animaritime is being held on June 26<sup>th</sup> – 28<sup>th</sup>. Included in a variety of hosted events, our most popular will be the Cosplay Masquerade. This event is seated to capacity year after year. Other popular events which are well attended are the Opening Ceremonies, Anime Improv events, and contests. Animaritime sponsors are announced in all of our events.

# Animaritime 2016

## Levels of Sponsorship

Package Level	Copper	Silver	Gold	Platinum	Titanium
	<b>\$300</b>	<b>\$500</b>	<b>\$800</b>	<b>\$1,000</b>	<b>\$2,000</b>
Company logo on attendee shirts and badges					
Logo or company mentioned on Animaritime purchased print and radio advertisements					
Entryway signage					
Vendor Table			1 vendor table	2 vendor tables	4 vendor tables
Sponsor Pass	1 pass	2 passes	2 passes	2 additional passes	4 additional passes
Sponsor Announcements					
Program advertisement page	Logo	¼ page	½ page	Full page	Front/back cover (color)
Logo and link on website					

# Animaritime 2016

## Program Advertising Specs and Pricing

**To order advertising in the Registration Book, please contact us at [advertising@animaritime.org](mailto:advertising@animaritime.org)**

\*Note that ad space may be reserved as a standalone purchase or may be included as part of a larger complete sponsorship package as described in this info package.

FULL PAGE 5"W X 7"H	\$150
HALF PAGE 5"W X 3.5"H	\$75
QUARTER PAGE 2.25"W X 3.5"H	\$50
LOGO 2.25"W X 1.5"H	\$20

### Formats Accepted:

- 200 dpi resolution
- JPEG, GIF, PSD, PDF or PNG formats

### Size:

Sizes must conform to the specifications above. If ads are not sized properly, we reserve the right to modify the size of the ad to fit the reserved space.

### Submitting files:

Please email ads files to: [advertising@animaritime.org](mailto:advertising@animaritime.org)

\*Ads will be printed in black and white, with the exception of the *Titanium Package* as outlined above.

# Animaritime 2016

## A LA CARTE

### Tailor your own package:

1. \$600 \_\_\_\_\_ Logo on swag bag given to attendees
2. \$500 \_\_\_\_\_ Logo on lanyard given to attendees
3. \$100 \_\_\_\_\_ Company sign to hang in reception area. Size restrictions are at an 8'W x 5'H maximum.  
Sign to be provided by company.
4. \$80 \_\_\_\_\_ One (1) Sponsor Pass which includes: an Animaritime t-shirt, reserved seating in Main Events 1 and a guest meet and greet opportunity

\*Packages \$500 and over will receive Copper benefits. Deadline for a lá carte packages is April 29<sup>th</sup>, 2016

## Promotional Materials & Prize Donations

In addition to these sponsorship opportunities we also accept promotional items and prize donations. Companies wishing to send promotional materials are more than welcome. This includes flyers, bookmarks, business cards, coupons, etc. For promotional material, please send a minimum of 500 items. Please provide a description of the items and the number being sent.

# Animaritime 2016

## Levels of Sponsorship

Submit this form along with a cheque made payable to The Society for Atlantic Fan Cultures to the address below.

**In-kind and trade proposal:** please include a written description and estimated value of your barter with this form. In-kind sponsorships and evaluations are subject to Con-chair approval.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/ Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_

E-mail Contact: \_\_\_\_\_

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## The following has been ordered:

(Please check)

### Package Level

- Copper
- Silver
- Gold
- Platinum
- Titanium

### Advertising Specs

- Full page
- Half page
- Quarter page
- Logo

**Please return this form and payment to:**

*Animaritime Registration  
P.O. Box 20299  
King's Place Post Office  
Fredericton, NB  
Canada, E3B 0N7*

# Animaritime 2016

## Conditions of Acceptance of Advertisement & Sponsorship

Animaritime reserves the right to refuse or change any advertisement, destined for its Registration Booklet, even if the ad has been paid for and accepted. We also reserve the right to make changes to the ad to retain the quality of our publications.

Animaritime will not be held responsible for any loss or damage incurred by any total or partial failure of publication or distribution of the Registration Booklet, flyers or signage in which any advertisement is scheduled to appear.

In the event of any error, misprint, or omission in the printing of any whole or part of an advertisement, Animaritime will either re-insert the advertisement or relative part of the advertisement or allow for replacement advertising space in next years' Registration Booklet. If the error, misprint, or omission do not materially distract or remove from the advertisement, there will be no re-insertion, refund or replacement made. Under no circumstances will Animaritime's total liability for any error, misprint, or omission exceed the amount of a full refund of any price paid to Animaritime for the particular advertisement.

Benefits of sponsorship shall be limited to those mentioned in this packet. Sponsorship does not grant the sponsor operational control of the sponsored items.

Animaritime takes no responsibility for the condition promotional material, prize or auction donations arrive in. Promotional material must be age appropriate or be specifically suited for a particular event. Donations must be in good condition upon arrival to be suited to participate as prizes or auction items. In the event that donations arrive in poor condition or as unlicensed or considered as an infringement of the original copyright material, benefits from the chosen sponsorship package will be forfeit.

**I/We, acting as representative(s) of \_\_\_\_\_, have read the above and agreed to adhere to the terms stated in the Animaritime Sponsorship Packet. I/We, the undersigned, understand that any breach in the agreement to these terms will result in appropriate action to be taken by the convention.**

\_\_\_\_\_  
Representative Name (print)

\_\_\_\_\_  
Animaritime Representative (print)

\_\_\_\_\_  
Representative Signature

\_\_\_\_\_  
Animaritime Representative Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date