



Town & Country Resort
March 16 - 18
2012

SanSFIS
San Diego Speculative Fiction Society, Inc.

Dear Potential Sponsor,

Anime Conji is celebrating its 3rd year at the Town and Country Resort Hotel on March 16th-18th, 2012. We are San Diego's first and only anime convention, providing fans of anime, manga, cosplay, video games, other aspects of Japanese culture, and facets of nerd and geek fandom, in a three-day event to gather, learn, and entertain.

Already outgrowing the previous two years combined, Anime Conji is moving at a tremendous pace - moving into the Town and Country's Golden Pacific Ballroom convention space as well as adding more meeting rooms and programming areas. With over 45,000 square feet available, Conji is also set to more than double its total attendees and surpass 5,000 people.

Anime Conji is made possible by the San Diego Speculative Fiction Society, Inc. (SanSFIS), a non profit 501(c)3 corporation founded to promote the field of speculative fiction in all its genres (science fiction, fantasy, alternate history, etc.) and forms (books, movies, fanzines, drama, etc.) Without fandom providing the monetary incentive for creation, many great works of our time would not exist.

Anime Conji sponsors have an opportunity to be seen as supporters of not only this event, but the fans of anime conventions in all of California as well. There are varying levels of benefits available, with each providing your business different levels of marketing and publicity. Throughout the different sponsorship levels are also opportunities for continued recognition beyond 2012 via our media publications and in the promotion of the 4th Anime Conji in 2013.

Enclosed you will find a complete marketing partnership proposal. All sponsorships are tax deductible through SanSFIS. If you have any questions, please contact me at 619-808-2582, info-head@animeconji.org, or via any of Anime Conji's social media accounts @AnimeConji on Twitter and <http://www.facebook.com/animeconji>. Thank you for your support, we look forward to hearing from you soon.

Sincerely,

Richie Edquid
(619) 808-2582
info-head@animeconji.org

Publisher \$20,000 1 Exclusive Sponsor

Exclusive Presenting Sponsor Benefits:

Badge Lanyards
Badge Inserts
Printing on attendee bags with sponsor design/logo
Banner on top of the registration building
Banner at main entrance to registration
Special banner placements throughout the venue upon request
Logos on all signage Conji prints for internal use
2 page spread in the middle of our program
Banner in our convention app, the "Guidebook"

Programming:

2 minute stage time at all events to speak
1 minute speaking time at the start of any panel and/or workshop
Marketing material drops in panel rooms every day on your request
Ability to pass out promotional material anywhere in our venue

Social Media:

Linking of all Conji's social network presence to sponsor's accounts
Manually updated and scheduled Tweets: 1 marketing post for every 20th Conji post
Manually updated and scheduled status updates on Facebook: 1 marketing post for every 20th Conji post
Fan page interaction between Conji's Facebook and sponsor's fan page
Recognition on Facebook and Twitter info page
Logo on our Facebook default photo
Logo on our Facebook landing page
Logo on all Official photography and photo booths published files
Logo on Youtube videos and mention on Youtube page
Recognition in our FourSquare special check in.
Recognition in our Yelp profile

Printing:

Logo on the front page of our program
Logo on all flier prints
Logo on all poster prints
Full-page ad in newsletter

Outreach:

Logo in press releases
Sidebar in monthly email newsletters
Signature in official staff email communication
Main talking point by Anime Conji's street team.
Bag drops in attendee bags

Exhibiting:

Premium island exhibitor space in main dealer's hall (size and placement TBA)
5 hotel rooms 4 nights
20 all access badges (any event, any hospitality, priority ahead of even press)
20 Parking passes per day

Media Production/Website:

Logo on home page

Tailored blog post detailing sponsor business and involvement with Conji

Custom photo shoot to represent sponsor's presence at Conji

Video interview of sponsor

Video commercial about sponsor being at Conji

Sponsor recognition for 2013 video trailer promotions

Announcement blog post about the sponsor

Prominent logo on sponsor page

Website banner ad (non rotating, premium placement)

Distributor \$15,000 1 Exclusive Sponsor

Exclusive Distributor Level Benefits:

New feature to Anime Conji: Japanese inspired festival within the convention grounds, sponsorship includes:

Matsuri theme presenter title

Matsuri location presenter

Matsuri premium booth placement within the Matsuri area

Banner in our convention app, the "Guidebook"

Programming:

1 minute stage time for speaking at all events

30 seconds speaking time at any panel

Marketing material drops in panel rooms every day on your request

Ability to pass out promotional material anywhere in our venue

Social Media:

Linking of all of Conji's social networking presence to sponsor's accounts

Manually updated and scheduled Tweets: 1 marketing post for every 35th Conji post

Manually updated and scheduled status updates on Facebook: 1 marketing post for every 35th Conji post

Fan page interaction between Conji's Facebook and sponsor's fan page

Logo on our Facebook default photo

Logo on our Facebook landing page

Logo on all Official photography and photo booths published files

Logo on Youtube videos and mention on Youtube page

Recognition in our FourSquare special check in.

Recognition in our Yelp profile

Logos on Conji venue signage

Full-page ad on back page outside cover

Printing:

Logo on the front page of our program

2-page spread in convention program

Logo on all flier prints

Logo on all poster prints

Full page in newsletter

Outreach:

Logo in press releases

Sidebar in monthly email newsletters

Signature in official staff email communication

Main talking point by Anime Conji's street team.

Bag drops in attendee bags

Exhibiting:

Premium exhibitor space in main dealer's hall (size and placement TBA)
4 hotel rooms, 4 nights
15 all access badges (any event, any hospitality, priority ahead of even press)
15 Parking Passes per day
Banners within golden foyer

Media Production/Website:

Logo on home page
Tailored blog post detailing sponsor business and involvement with Conji
Custom photo shoot to represent sponsor's presence at Conji
Video interview of sponsor
Video commercial about sponsor being at Conji
Sponsor recognition for 2013 video trailer promotions.
Announcement blog post about the sponsor
Prominent logo on sponsor page
Website banner ad (non rotating, premium placement)

Host Club Level \$10,000 (6 exclusive)

Choose 1:

Full page ad on the inside back cover + presenting sponsor of Conji Access
Full page ad on the inside front cover + presenting sponsor of Conji's announcements page
Presenting sponsor of the Con suite
Presenting sponsor of the Press Room
Presenting sponsor of the Gaming Room
Presenting sponsor of the Table top/Board /Card Gaming Room
Banner in our convention app, the "Guidebook"
All host club level sponsors have banner space in Golden Hall Foyer

Programming:

Sponsor shout out at all events
Sponsor shout out at any panel upon request
Marketing material drops in panel rooms every day on your request
Ability to pass out promotional material anywhere in our venue

Social Media:

Linking of all of Conji's social networking presence to sponsor's accounts
Sponsor mentions on Conji's Twitter account
Sponsor mentions on Conji's Facebook Fan Page
Fan page interaction between Conji's Facebook and sponsor's fan page

Printing:

Logo on all flier prints
Logo on all poster prints
Half-page ad in our newsletters
Full-page ad in program

Outreach:

Mentions in monthly email newsletters
Bag drops in attendee bags

Exhibiting:

Premium corner exhibitor space in main dealer's hall (size and placement TBA)
3 hotel rooms, 3 nights
10 all access badges (any event, any hospitality, priority ahead of even press)
10 Parking Passes per day

Media Production/Website:

Logo on home page
Tailored blog post detailing sponsor business and involvement with Conji
Custom photo shoot to represent sponsor's presence at Conji
Video interview of sponsor
Video commercial about sponsor being at Conji
Sponsor recognition for 2013 video trailer promotions.
Announcement blog post about the sponsor
Prominent logo on sponsor page
website banner ad (non rotating, premium placement)

Maid Cafe \$5,000

Programming:

Sponsor shout out at up to 5 events
Sponsor shout out at any 5 panels upon request
Marketing material drops in up to 5 panel rooms every day on your request
Ability to pass out promotional material anywhere in our venue

Social Media:

Linking of all of Conji's social networking presence to sponsor's accounts
Sponsor mentions on Conji's Twitter account
Sponsor mentions on Conji's Facebook Fan Page

Printing:

Half-page ad in our newsletters
Half-page ad in program

Outreach:

Bag drops in attendee bags

Exhibiting:

16X16 exhibitor space in main dealer's hall
2 hotel rooms, 3 nights
4 all access badges (any event, any hospitality, priority ahead of even press)
4 Parking passes per day

Media Production/Website:

Tailored blog post detailing sponsor business and involvement with Conji
Announcement blog post about the sponsor
Logo on sponsor page
Website banner ad rotating with other banners on page

Cosplayer \$2,500

Programming:

Sponsor shout out at up to 2 events

Sponsor shout out at any 2 panels upon request

Marketing material drops in up to 2 panel rooms every day on your request

Social Media:

Linking of all of Conji's social networking presence to sponsor's accounts

Sponsor mentions on Conji's Twitter account

Sponsor mentions on Conji's Facebook Fan Page

Printing:

Half-page ad in program

Outreach:

Bag drops in attendee bags

Exhibiting:

8X16 exhibitor space in main dealer's hall

1 hotel room, 3 nights

4 all access badges (any event, any hospitality, priority ahead of even press)

4 Parking passes per day

Media Production/Website:

Tailored blog post detailing sponsor business and involvement with Conji

Announcement blog post about the sponsor

Logo on sponsor page

Website banner ad rotating with other banners on page

Otaku \$1,000

Social Media:

Linking of all of Conji's social networking presence to sponsor's accounts

Sponsor mentions on Conji's Twitter account

Sponsor mentions on Conji's Facebook Fan Page

Printing:

Half-page ad in program

Outreach:

Bag drops in attendee bags

Exhibiting:

8X8 exhibitor space in main dealer's hall

1 hotel room, 3 nights

4 all access badges (any event, any hospitality, priority ahead of even press)

4 Parking passes per day

Media Production/Website:

Tailored blog post detailing sponsor business and involvement with Conji
Announcement blog post about the sponsor
Logo on sponsor page
Website banner ad rotating with other banners on page

In Kind Opportunities: Please Inquire

We have many opportunities to trade sponsor benefits for donated products and services. To start a conversation about this type of collaboration please contact us.

Program Guide Pricing

\$25 Business Card
\$50 Quarter Page
\$100 Half Page
\$200 Full Page

Website Advertising

\$50
Footer Rotating ads
336X280

\$250
Sidebar Non Rotating
300X250

Checks are payable to “SanSFIS”.

Please send checks to our P.O. Box address:

Anime Conji
P.O. Box 927388
San Diego, CA 92129-7388