

Sponsorships 2008



Kumoricon

Overview

- 2008 was Kumoricon's best year yet!
 - Our paid attendance was 4470, (last year was 3,003)
 - We also raised \$4,550 in the charity auction for p:EAR—double the amount we raised last year!
 - **SPONSORS WERE A HUGE PART OF OUR SUCCESS!!**
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Long-term goal

- Kumoricon is **dedicated to fans** of Japanese anime, manga, video games and culture.
 - Kumoricon **strives to offer a variety** of events, activities and contests over Labor Day weekend
 - Kumoricon looks to **expand its fan base**, as well as **expand opportunities for sponsors** to reach a defined and interested audience
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2008 sponsorship opportunities

- Con Book
 - Website
 - Newsletter
 - Attendee bag sponsor
 - “Swag,” prizes and auction donations
 - Manga Library
 - Sampling
 - Special screenings
 - Panelists
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CONBOOK

- Opportunities included logos and sponsor names listed on first page as thank-yous
 - Ad trades are avoided except in certain circumstances (we had one this year)
 - Listings of special screenings
 - “Maid Squad” sponsorship listing
 - Listing of panels and VIP Industry Guests
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Website

- Currently we do not have a setup page for sponsor
 - Still we were able to offer a banner trade to Moshi-Moshi
 - We were able to promote a Shonen Jump / Shojo Beat give-away with a posting in the forums (VIZ publishing, which also donated swag)
 - We were able to link to the Bawls website
 - We were able to list auction donors as well as “friends of Kumoricon”
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Newsletter

- Was able to add a more up-to-date list of sponsors than what was in the convention book (due to timing)
 - Was able to promo the Moshi-moshi show
 - Was able to promo the VIZ publishing contests
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Attendee Bags

- Since we could not find a monetary donor, we were able to do an in-kind trade with ADV media



Swag, prizes and auction donations

- BRAWNDO



Swag, prizes and auction donations continued:

- Nekopan Bakery
 - Moshi Moshi
 - Uwajimaya
 - Telltale Games
 - 3D Publisher
 - YEN press
 - FUNmimation
 - Manga Entertainment
 - Numerous artist ally artists
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Manga Library

- Secure donations of manga from Dark Horse and Broccoli Books
- Offered a venue for give-aways (on table fliers, free sample mangas etc.)



Sampling

- BAWLS



Special Screenings

- VIZ Pictures
- ADV



Panelists

- Carl Horn



2009 Hotel and Dates!

- New hotel for Kumoricon 2009 and 2010:
The Hilton Portland and Executive Tower
- The dates of Kumoricon 2009 and 2010 are:
September 5-7, 2009 – Labor Day Weekend
September 4-6, 2010 – Labor Day Weekend

