



## About Us

Anime Banzai is Utah's Premier Anime Convention. We are a 3-day convention in October held at the Davis Conference Center in Layton, Utah. Anime Banzai is hosted by Utah Anime Promotions, a 501 C-3 organization that is run solely by dedicated volunteers.

Our attendance numbers have grown over the years and as of our last convention we had over 4,000 attendees experience a well-rounded convention with such attractions as Events, panels, AMV contest, gaming arcade, artist alley, vendors hall, dances, and our cosplay contest with special appearances by industry guests. All of this for the price of admission.

**Date:** October 20<sup>th</sup> – 22<sup>nd</sup>, 2023 with a bonus night of fun on October 19<sup>th</sup> for those who pre-register.

**Location:** TBD, but in the past several years we've been at the Davis Conference Center (DCC) 1651 N. 700 W. Layton, Utah 84041 United States

## Sponsorship Opportunities

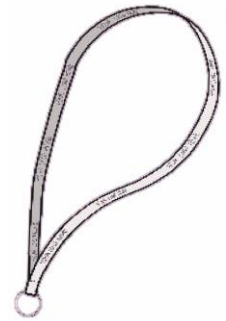
There are many different opportunities to sponsor Anime Banzai. Please consider some of these options. If you have a different idea in mind to help Anime Banzai, please contact the sponsorship department to talk it over.

## Contribution in Kind

These may be obtained by either donating product of equal value or the monetary price listed.

## Lanyards (\$2500)

All attendees must wear a badge during the convention to get into any event other than the Viewing room which is open to the public. This is one way to share your brand with our attendees. You supply a minimum of 2,000 lanyards with your logo or we can use your art work and produce them ourselves.



## Pre-Registration Bags and Inserts (\$2750)

Deadline for 2023: June 30<sup>th</sup>, 2023



Pre-registration bags go to all the attendees that pre-register before the convention. Which is on average 2,000 or more people. Sponsors will have their name and logo on the bag which will be filled with all different types of swag that is placed in the bag for all the pre-registration attendees to enjoy. If you do not want to sponsor the pre-registration bags and would like to have your company be a part of Anime Banzai's bags by putting in a flyer or other sort of advertisement into the bags we welcome the gifts for our attendees.

## Flyers/Bag inserts

Min. 2000 flyers or we can make them for \$300

These items need to be into Anime Banzai no later than July 21<sup>st</sup>, 2023.



## Event Prizes or Event Swag

Physical Items, Coupon Codes, or similar items OR \$500 for us to make them

Anime Banzai has a need for all types of prizes or event swag. Prizes could be used as top giveaways for contest and event or panel participation. They can also be used during the year for our many different fundraisers.

Event swag is what we give for each hosted event to the first 60 people who attend the event. Items can have your logo on it or some form of advertisement that are then given to the attendees who go to that event or panel.

These items need to be provided Anime Banzai no later than September 1<sup>st</sup>, 2023. They can be mailed to us at 4491 S. Commerce Dr. Murray UT 84057 or you can drop them off at the same address. Drop off must be arranged.



# Convention Center/Hotel Advertising

## **Lobby Banners (\$1000)**

There are many places within Davis Conference Center and the Hilton Garden's Hotel that a customized banner with your logo and advertisement that can be placed with in the convention center or the hotel where our attendees can see your banner throughout the weekend.

## **Digital Signage (\$1000)**

Digital signage is located throughout the convention and hotel. Your company ads will rotate through each of these screens throughout the entire weekend starting with Thursday Night. Submission and payment deadline are 90 days before the convention: July 21, 2023.

# Event Sponsorships

## **AMV Contest (\$500)**

Anime Banzai AMV contest is one of our biggest events and over 800 people who are seated in the main events room will be seeing your advertisement a 30 second trailer can be played before the show and during intermission of the contest. Fees depend on if we have to make the trailer or if you supply it. Submissions must be submitted no later than July 21, 2023.

## **Cosplay Contest (\$500)**

The cosplay show is one of our biggest events where over 800 people who are seated in the main events room will see your advertisement. This event is attended by cosplayers of all skill levels and professional guests and judges. Your 30 second trailer can be played before the show and during intermission of the contest. Fees depend on if we have to make the trailer or if you supply it. Submissions must be submitted no later than July 21, 2023.

## **Informal Dance (\$230)**

One of our most popular events at Anime Banzai is our high energy dance where the room is full of attendees who are there having a good time late in the evening this is an 18+ event which adults will see your advertisement. Fees depend on if we have to make the trailer or if you supply it. Submissions must be submitted no later than July 21, 2023.

## **Main Stage (\$1000)**

This is the place where the big events at Anime Banzai take place. The Cosplay contest, AMV contest, Concerts, dances and more. You can run a 30 second trailer in between performances and events. Submissions must be submitted no later than July 21, 2023.

## Miscellaneous Sponsorships

### **Staff and Volunteer T-shirts**

Deadline for 2023: July 21<sup>st</sup>, 2023

We have over 200 volunteers and staff that works the convention in every capacity at Anime Banzai. This option of sponsorship will guarantee lots of exposure to attendees throughout the weekend. We will have your logo printed on our staff and volunteer shirts. Your cost covers the production and other fees related to the printing of the shirts. To ensure that the shirts are ready for the convention artwork must be submitted no later than 90 days before the con: July 21, 2023.

## Program Booklet

### Printing Costs

Due to a sharp increase in printing costs, Anime Banzai is looking for sponsors interested in helping offset these new costs. Or provide printing services for our Program Booklet and other paper copy needs. If you are interested in providing these services, please contact:

[marketing@animebanzai.org](mailto:marketing@animebanzai.org)

### Ad Space

Anime Banzai's program booklet is a full color glossy 8.5" x 5.5" booklet, that is distributed in the pre-registration bags and available to all the attendees throughout the weekend. The Program booklet is the convention's main source of information for the entire convention. It includes maps, rules, panels, events, and guest information.

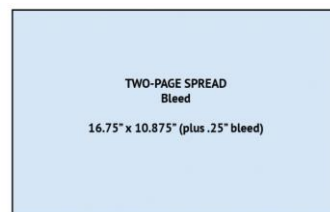
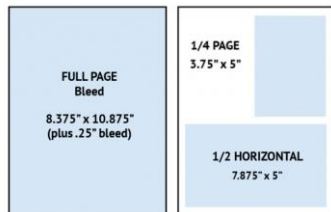
All advertisements are first come, first served. Anime Banzai may exert editorial privilege on any content placement of any ad unless otherwise stated. All Program Book ads or placements come with a complimentary sponsorship mention in our mobile app.

Ad submission and payment deadlines is 90 days before the convention July 21, 2023. Anime Banzai does not guarantee the placement of any ad unless otherwise stated. Any cancellations or corrections must be in writing and received prior to the deadline. [Mike@animebanzai.org](mailto:Mike@animebanzai.org)

**Please note:** If printing costs continue to rise, our program booklet will only be available digitally on our website. Anime Banzai will do everything in its power to print the booklet, so long as the costs are within reason. If the current paper shortage continues, Anime Banzai may not be able to print the booklet, however all approved ads will be included in the digital version.

Ad Sizes	Price
<b>Back Cover</b> 8.5" x 5.5" Please add ¼" bleed on all sides	\$525
<b>Front Inside Cover</b> 8.5" x 5.5" Please add ¼" bleed on all sides	\$425
<b>Back Inside Cover</b> 8.5" x 5.5" Please add ¼" bleed on all sides	\$425
<b>Center Spread</b> No bleed	\$850
<b>Two Page Spread</b> 2x ( ) No bleed	\$1050
<b>Full Page</b> 2x ( ) No bleed or 8.5" x 5.5" trim size with ¼" bleed on all sides ( )	\$325
<b>Half Page</b> Landscape Only ( )	\$175
<b>Quarter Page</b> Portrait only ( ) No bleed	\$125

Program  
Guide



Book and Supplement  
Advertisement  
Specifications

Please follow the specifications listed to ensure that your advertisements are published properly.

.jpg format	.tiff or .psd format	High resolution PDF
<ul style="list-style-type: none"> <li>● Print- ready</li> <li>● Minimum of 300 PPI</li> </ul>	<ul style="list-style-type: none"> <li>● No Compression</li> <li>● CMYK Color</li> <li>● 300 DPI</li> </ul>	<ul style="list-style-type: none"> <li>● Fonts must be embedded or text converted to paths</li> <li>● CMYK Color</li> <li>● 300 DPI</li> </ul>

## Sponsor Table

Purchasing a sponsor table at Anime Banzai is a wonderful option to get your name out and talk to attendees about your company. Sponsors tables will be on a prime location in the Davis Conference Center. Cost for the Sponsor Tables depends on space size. Each table will include free advertising in our Program Booklet and our Mobile app. These tables are not for selling items but for telling people about your company or event.

Size	Cost
10' x 10'	\$250.00
20' x 20'	\$400.00
30' x 30'	\$500.00

## Table Exchange

Table exchange can be arranged as an alternative to sponsoring a table, in exchange for a sponsor table space.

**Thank you for your time & consideration. We look forward to hearing from you soon.**

