ABOUT US  Animé Los Angeles is a medium-sized, community-focused animé convention with a more moderate-paced environment where you can meet up with old friends and make new ones, while also offering an abundance of diverse programming to keep our members busy and entertained. We are run with our fans in mind with the hopes to bring people closer together while celebrating a common love of Anime, Cosplay, and Fandom.

VISION/MISSION  Conventions are places where people meet and share their love and enthusiasm for whatever media they’re passionate about. The goal of Animé Los Angeles is to foster this kind of open, supportive, and fun environment to create a stronger anime-and-general-geek community in Southern California. We aim to build a welcoming community of like-minded individuals and provide them a platform to make new friends and celebrate their shared interests.

HISTORY/MILESTONES  Animé Los Angeles was started in 2005 to offer Southern California fans a more intimate experience on the other side of the year. That first year we drew an attendance of just over six hundred. Four locations and fourteen years later, Animé Los Angeles boasts an attendance of about nine thousand, and has hosted guests such as Stan Sakai, Matthew Mercer, Caitlin Glass, Hiroaki Inoue, Tara Sands, and many more! In 2018, our unique attendance reached 11,300+!

WHAT MAKES US DIFFERENT: RIBBONS! One of the great traditions Animé Los Angeles has incorporated from the science fiction convention scene. Both staff and members alike carry and hand out ribbons for various purposes, and these are paid for by those handing them out not by the convention. Some can be received from people with shared interests, some are earned through trivia questions or performing random acts of geekery. Sharing our interests through handing out and trading ribbons is the heart of the ribbon exchange.
DEMOGRAPHICS

TARGET MARKET

Primary demographic is adults, ages 18-34 both male and female.

Our secondary demographic will be adults of all ages and families including pre-teens & teens.

Over 17 million people within 60-90 minutes of the Ontario Convention Center

Inland Empire 4.38 million
Los Angeles 10.23 million
Orange County 3.18 million

Family households 76%
Non-Family households 24%

$71,070 Average Household Income
$56,484 Median Household Income

36% Percent Increase/Decrease in Income Since 2000
5% Percent Increase/Decrease in Income Since 2010

$483,413 Average Household Net Worth
8.25% Sales Tax Rate

65°F Average Temperature in January
44°F Average Precipitation in January

3.31 inches
Animé Los Angeles is a Non-Profit Educational Organization

**Target Audience**

- **Age**
  - 13-15: 0.67%
  - 18-24: 43.29%
  - 25-34: 41.28%
  - 35-44: 3.69%
  - 45-older: 4.03%
  - Prefer not to answer: 5.04%

- **Location**
  - Greater Los Angeles (including San Bernadino County): 25-34%
  - Other: 10%
  - Los Angeles: 10%
  - Riverside: 5%

- **Ethnicity**
  - White: 31.21%
  - Asian: 21.81%
  - Hispanic: 20.47%
  - Prefer not to answer: 15.77%
  - Other: 7.72%
  - African American: 2.35%
  - American Indian/Alaska Native: 0.67%

- **Gender**
  - Female: 60%
  - Male: 24%
  - Other/NA: 4%
  - No Comment: 12%

**Attendance by State**

- California: 94%
- Nevada: 2%
- Arizona: 2%
- Washington: 1%
- Other: 1%

**Attendance History**

- **2018**: 11,300+
- **2017**: 8,954
- **2016**: 8,098**
- **2015**: 4,702*
- **2014**: 4,583

*Final year as hotel con **1st year at Ontario Convention Ctr.

**Social Media**

- Facebook: 12,500+
- Twitter: 4,300+
- Instagram: 1,100+

Animé Los Angeles is a Non-Profit Educational Organization
SPECIAL FEATURES

2019 THEME: ‘HEROES’
MASQUERADE CONTEST
FASHION SHOWS
AMV CONTEST
COSPLAY DEVIANTS DANCE PARTY - SATURDAY NIGHT
ALA’S NEXT TOP STAR (FORMALLY ALA IDOL)
DEDICATED GAMING ROOMS - VIDEO GAMING; PC GAMING;
TABLETOP GAMING
ANIME AND AMV VIDEO ROOMS
ENTERTAINMENT LOUNGE
DANCE TOURNAMENTS

PAST GUESTS INCLUDE

BEAU BILLINGSLEY
Jet Black,
Cowboy Bebop

STEVE BLUM
Spike Spiegel,
Cowboy Bebop

MELISSA FAHN
Edward,
Cowboy Bebop

MARY ELIZABETH MCGLYNN
Julia,
Cowboy Bebop

LISA SARGENT
Judy,
Cowboy Bebop

SKIP STELLRECHT
Vicious,
Cowboy Bebop

PAUL ST. PETER
Punch,
Cowboy Bebop

VICTOR FROST
Steven Universe
Universe

DEREK STEPHEN PRINCE
Keitaro Urashima,
Love Hina

Animé Los Angeles is a Non-Profit Educational Organization
**SPONSORSHIP OPPORTUNITIES**

**Category: ATTENDEE GOODS**

All Attendee Goods sponsors will have their brand logo on the ALA sponsor pages of the website and program guide, and social media ad-matching.

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SWAG BAG INSERTS: $1,000</strong></td>
<td>The program guidebook looks lonely all by itself inside of the registration bag. Send us your most attractive promotion materials to generate attendee interest as soon as they receive their badges. Fliers and postcards are okay, but small samples, posters, and other merchandise turn a basic registration bag into a swag bag. Quantity of at least 10000 units must be delivered no later than 8:00 AM of Wednesday, January 9, 2019 to ensure they are included. For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>. <em>Price does not include production of inserts.</em></td>
</tr>
<tr>
<td><strong>SWAG BAGS: $5,000</strong></td>
<td>Upon receiving their badge, every attendee will receive a canvas swag bag with your logo and/or design, carrying inside it the ALA program guidebook and sponsor inserts, and the attendee’s purchases throughout the weekend. The bag’s canvas material, instead of plastic, insures that it will endure the four-day weekend and beyond, and so will your brand’s presence. Images must be sent to <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a> by Nov. 15, 2018. <em>Limit one sponsor</em></td>
</tr>
<tr>
<td><strong>LANYARDS: $3,500</strong></td>
<td>The lanyard is the essential other half of the attendee’s wearable pair, with the badge. Everyone, including staff, is required to wear a badge and lanyard set on the premises. Your brand name and/or logo will be ubiquitous throughout the four-day weekend and will follow the attendee home as a proud souvenir. Images must be sent to <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a> by Nov. 15, 2018. <em>Limit one sponsor</em></td>
</tr>
<tr>
<td><strong>PRIZE SUPPORT: $500</strong></td>
<td>Many events and activities during the convention are looking for prizes to give out - including to our volunteers who help run the event. Materials must be received no later than 8:00 AM on Wednesday, January 9, 2019. Advance shipment arrangements are available. Inquiries to <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>. Minimum of $500 in merchandise/goods/services</td>
</tr>
</tbody>
</table>
**SPONSORSHIP OPPORTUNITIES**

Category: **INFLUENCERS**

All Influencer sponsors will have their brand logo on the ALA sponsor pages of the website and program guide, and social media ad-matching.

<table>
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<th>OPPORTUNITIES</th>
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</table>
| **BANNER: $5,000**        | The Ontario Convention Center lobby is the first thing attendees encounter after badge pick-up, and every subsequent day they – and staff – walk through the entrance doors. Your company will make a big first impression, and a lasting one, with your banner hanging in the lobby for all to see.  
  Banner images must be sent to chair@animelosangeles.org by Nov. 15, 2018. |
| **SOCIAL PARTIES: $10,000** | The three unwritten laws of con-going are: sleep, eat, and shower. At Anime Los Angeles, we try to make sure they get at least one meal. Social parties are a great way to interact with the general attendees and get them to interact with each other. Ice cream socials, taco parties, candy “bars”, etc. are a fun way to make sure your presence is seen and be part of a lasting memory.  
  Stand-up banner placement during the event is available. Sponsor is responsible for arranging banner delivery and pick-up/shipping in advance.  
  For more details contact chair@animelosangeles.org  
  **Limit two sponsors** |
| **INDUSTRY PARTY: $7,500** | After a long day of talking, standing, and maybe even commuting, our industry guests and professionals – including you – and executive staff deserve an evening to relax from business and just have fun. You can go all out for a high energy night of excitement or create a lounge atmosphere for a relaxing cocktail mixer. This is your time to influence the influencers.  
  Stand-up banner placement during the event is available. Sponsor is responsible for arranging banner delivery and pick-up/shipping in advance.  
  For more details contact chair@animelosangeles.org  
  **Limit one sponsors** |
**SPONSORSHIP OPPORTUNITIES**

Category: MAIN EVENTS

All Main Events sponsors will have their brand logo on the ALA sponsor pages of the website and program guide, and social media ad-matching. Digital and stand-up brand placement are also available during the event.

Sponsor is responsible for arranging banner delivery and pick-up/shipping in advance.

<table>
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<tr>
<th>OPPORTUNITIES</th>
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<tbody>
<tr>
<td><strong>ALA’S NEXT TOP STAR: Prize</strong></td>
<td><strong>Sponsor $2,500</strong> ALA’s Next Top Star is a contest for all performers: singing, dancing, voice acting, comedy, et al. The winning act opens the Masquerade, in addition to receiving material prizes. For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>.</td>
</tr>
<tr>
<td><strong>FASHION SHOWS</strong></td>
<td><strong>“ALA Fashion Show”</strong> (Ready-to-wear) For 2018, Anime Los Angeles will be presenting two fashion shows: the annual ready-to-wear, “Anime Los Angeles Fashion Show,” presented on the main stage for a high fashion experience, and the return of the 18+ lingerie and lounge wear fashion show, “Fashion After Dark,” with an intimate atmosphere. Sponsor opportunities are available for “Fashion After Dark”: Wig sponsor (limit one) Makeup Sponsor (limit two) Haircare Sponsor (limit one) For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>.</td>
</tr>
<tr>
<td><strong>“Fashion After Dark”</strong> (Lingerie and lounge wear): $3,500</td>
<td></td>
</tr>
<tr>
<td><strong>MASQUERADE: Event Sponsor</strong></td>
<td><strong>$7,000</strong> Our competition is open to all members of Animé Los Angeles, and features all levels of amazing costuming, acting, and writing skills, from Novice to Master. Contestants put together entries ranging from simple walk-ons to elaborate skits, and all will blow you away! For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>.</td>
</tr>
</tbody>
</table>
# SPONSORSHIP OPPORTUNITIES

## Category: PANELS AND WORKSHOPS

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>PANEL: $2,500</td>
<td>Any type of presentation or discussion on topics selected by the Panelist. Stand-up banner placement during the panel is available. Sponsor is responsible for arranging banner delivery and pick-up/shipping in advance. For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>.</td>
</tr>
<tr>
<td>WORKSHOP: $2,500</td>
<td>Similar to a Panel except with a highlight on participation of audience. Workshops require that you provide material/tools as needed. Tech is not available in this room, but a large monitor can be provided for any laptop presentations. Stand-up banner placement during the workshop is available. Sponsor is responsible for arranging banner delivery and pick-up/shipping in advance. For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>.</td>
</tr>
<tr>
<td>PANEL/PROGRAMMING ROOM: $750</td>
<td>Sponsor will have their name/logo on our digital schedule displays located outside each panel/programming room. High traffic areas and constant views ensure high visibility. For more details contact <a href="mailto:chair@animelosangeles.org">chair@animelosangeles.org</a>.</td>
</tr>
</tbody>
</table>

Confirmation of payment and files submitted by Nov. 15, 2018.
Anime Los Angeles 15 Souvenir Book will reach an audience of 11,000+ people. They have diverse interests in anime, manga, cosplay, art, gaming, books, film, TV, and other media. The Souvenir Book is professionally offset printed on white 60 lb. text stock with a glossy cover and both B&W and color pages.

### PROGRAM BOOK RATE SHEET

<table>
<thead>
<tr>
<th>Description</th>
<th>Size (w x h)</th>
<th>Rate (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot;</td>
<td>$650.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>8.5&quot; x 5.5&quot;</td>
<td>$400.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.25&quot; x 5.5&quot;</td>
<td>$250.00</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>8.5&quot; x 11&quot;</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Inside Back</td>
<td>8.5&quot; x 11&quot;</td>
<td>$1,100.00</td>
</tr>
</tbody>
</table>

Confirmation of payment and files required by November 15th, 2018. Payment should be made out to: **Anime Los Angeles, 23 Spectrum Pointe Drive, Suite 201, Lake Forest, CA 92630**

Online payment available. Please contact chair@animelosangeles.org to arrange invoicing.

**SPECIFICATIONS AND FORMATS:**

- The following specs are the live area of the ad; no white space included (will be added here). We encourage a 3mm bleed on all edges to ensure nothing is cut off during printing.
  - PDF (all fonts embedded or type converted to paths)
  - JPEG/TIFF (saved at 300 dpi)

Files can be emailed to chair@animelosangeles.org. If it is a large file let us know and we can provide other methods of sending. We recommend the files be less than 10MB. Color files should be in CMYK for printing.

If you have any questions about formatting your ad please email pubs@animelosangeles.org.

**REGISTRATION BAG INSERTS:**

If you would like to have inserts (postcards, flyers, etc.) included in our registration bag, we can include them for a flat fee of $1,000. Quantity of 10000 units must be delivered no later than Wednesday, January 9th, 2019 before 8:00 AM to ensure they are included. For more details contact chair@animelosangeles.org.