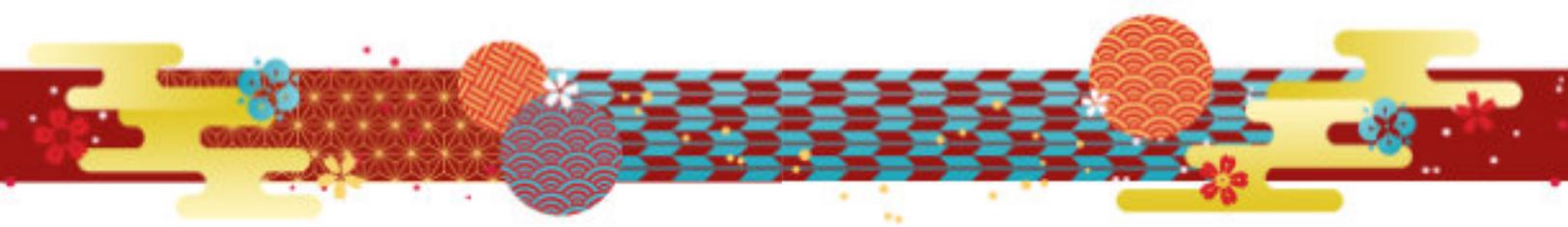


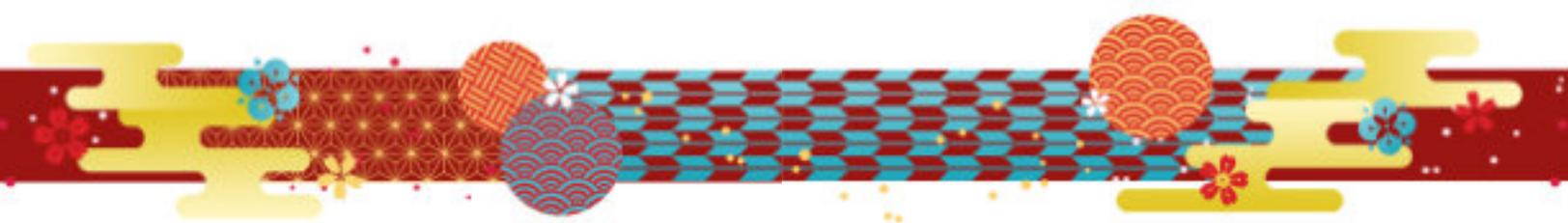


Sponsorship Marketing Kit



JANUARY 9-12, 2025
Long Beach Convention Center
Long Beach, California





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Cover Photo by Bryan Birdman

ABOUT US

Animé Los Angeles, established in 2005, is a medium-sized, community-focused anime 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

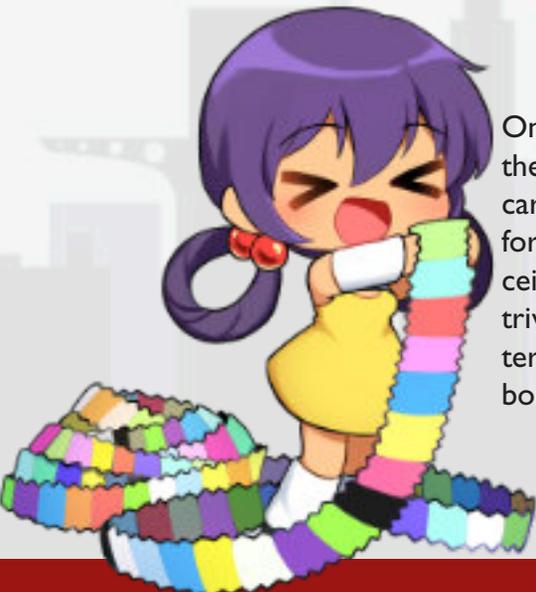
Conventions are places where people meet and share their love and enthusiasm for whatever media they're passionate about. The goal of Animé Los Angeles is to foster this kind of open, supportive and fun environment to create a stronger anime-and-general-geek community in Southern California. We aim to 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. Five locations and seventeen years later, Animé Los Angeles boasts an attendance of over 18,000, and has hosted guests from Japan, USA, Canada, UK and more!

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.



SPONSORSHIP OPPORTUNITIES

REGISTRATION BAGS: \$15,000 for 17,000 units (limit one opportunity)

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, ensures that it will endure the four-day weekend and beyond and so will your brand's presence.

Opportunity includes: Sponsor logo on one side of the registration bag; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



EVENT SPONSOR: FASHION SHOW \$6,000 (limit one opportunity)

We will once again be presenting our fashion show: the annual ready-to-wear, **Animé Los Angeles Fashion Show**, presented on the main stage for a high fashion experience. Opportunity includes:

- “Anime Los Angeles Fashion Show presented by [your name here]”
- Social Media mentions prior to the convention.
- Listing on our sponsors page on the event website.
- Full page ad (creative due no later than Nov. 1st, 2024) in our souvenir program book.
- 15% discount on banner sponsorships (limit 1).
- 25% discount on Exhibit Hall space (limit 2, 10'x10' spaces, while spaces available).

Registration Bag inserts (sponsor must provide inserts to be delivered no later than Tuesday, January 7th, 2025).

EVENT SPONSOR: MASQUERADE \$10,000 (limit one opportunity)

The Masquerade is our most popular event that attracts over 1,500 attendees. 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!

Opportunity includes:

- “Anime Los Angeles Masquerade presented by [your name here]”
- Social Media mentions prior to the convention.
- Listing on our sponsors page on the event website.
- Full page ad (creative due no later than Nov. 1st, 2024) in our souvenir program book.
- 25% discount on banner sponsorships (limit 1).
- 50% discount on Exhibit Hall space (limit 2, 10'x10' spaces, while spaces available)

Registration Bag inserts (sponsor must provide inserts to be delivered no later than Tuesday, January 7th, 2025).



SCHEDULE MONITOR SLIDES: \$1,500 each (limit two opportunities)

Slide on all our large schedule monitors placed outside each programming room. Slides are on a slideshow and include the schedules for the room they are located outside. A minimum of 6 monitors are placed around the convention center increasing ad visibility.

SPONSORSHIP OPPORTUNITIES

HOTEL KEY CARDS:

Sponsor amount
TBD (limit one opportunity)

Placing your creative branding on the attendee hotel key cards in the main hotels surrounding the Long Beach Convention Center-Hyatt, Hyatt Centric, Westin, Renaissance, Residence Inn, Hilton, Courtyard and Best Western.

Opportunity also includes: Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.

LOBBY COLUMN WRAPS:

\$2,500 each or \$6,000 for all three (limit three opportunities)

High visibility for the main entrance to the Exhibit Hall from the Lobby.

Opportunity includes: LBCC LOBBY COLUMN WRAP(S) (149.5"W x 145"H); Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



ROTUNDA BANNER:

\$3,000 (limit one opportunity)

High visibility in a key location.

Opportunity includes: 204"W x 120"H single sided banner; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



ATRIUM BANNERS:

\$4,500 each
(limit four opportunities)

Prime location from Registration to the Exhibit Hall entrance.

Opportunity includes: 204"W x 120"H double sided banner; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



SPONSORSHIP OPPORTUNITIES

BALCONY RAILING BANNERS:
\$700 each
(limit seven opportunities)

High visibility leading to our Exhibit Hall.
Opportunity includes: 192"W x 60"H single sided banner; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



BALCONY RAILING BANNERS:
\$500 each
(limit four opportunities)

High visibility leading to our Exhibit Hall.
Opportunity includes: 96"W x 60"H single sided banner; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.

SOUTH ENTRANCE BANNER:
\$2,000 (limit one opportunity)

High Visibility from our HQ hotel that will have the largest block of rooms for attendees.
Opportunity includes: 324"W x 120"H single sided banner; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



NORTH/SOUTH ENTRANCE DOOR GRAPHICS:
\$1,500 each
(limit two opportunities)

Main entrances from all hotels into the Convention Center so every attendee will see this.
Opportunity includes: 39.5"W x 21"H (each panel; six panels in each opportunity); Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



STAIRCASE A (3 SECTIONS):
\$2,000 (limit one opportunity)

Leading up to our Main Stage and most popular events — Masquerade and concerts.
Opportunity includes: 139"W x 78"H (lower set); 139"W x 66"H (middle set); 139"W x 66"H (upper set) floor graphics; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.

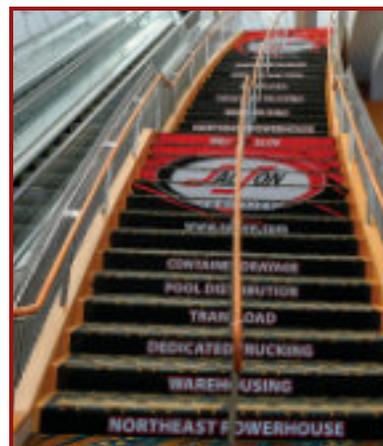


SPONSORSHIP OPPORTUNITIES

STAIRCASE B (2 SECTIONS): \$2,000 (limit one opportunity)

Leading up to our Main Stage and most popular events — Masquerade and concerts.

Opportunity includes: 99¼"W x 84"H (lower set); 99"W x 126"H (upper set) floor graphics; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



PROMENADE BANNERS (38): \$20,000 (limit one opportunity)

Showcase your brand in the front entrance of the convention center. Will definitely be in the background of every Cosplay photo.

Opportunity includes: (38) 36"W x 192"H double sided banners; Social Media mention prior to the convention; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.



LANYARDS:

\$15,000 for 20,000 units
(limit one opportunity)

Upon receiving their badge, every attendee will receive a lanyard. Lanyards are prominently displayed by every attendee all four days of the convention ensuring that it will showcase your brand's presence.

Opportunity includes: Co-branded lanyard design with your logo/branding; Listing on our sponsors page on the event website; Listing in our souvenir program book sponsors' section. Specific requests can be discussed.

NOTE: If the sponsor chooses to provide lanyards directly, all shipments must be received no later than November 15th, 2024. If the sponsor chooses to provide payment, all graphic assets to be included in the design as well as full payment must be received no later than November 15th, 2024.



All image assets due by November 15th, 2024.

All assets, logos and images must be approved by Animé Los Angeles in advance.

Additional sponsorship requests can be discussed.

For further information please contact:

Jeff Leung

sponsorships@animelosangeles.org

(323) 477-1372 (office) • (323) 313-3080 (mobile)

PROGRAM BOOK RATE SHEET

Animé Los Angeles 20 Souvenir Book will reach an audience of 17,000+ 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 full color pages.

Description	Size (W x H)	Rate (USD)
Full Page	8.5" x 11"	\$600
Half Page	8.5" x 5.5"	\$400
Quarter Page	4.25" x 5.5"	\$250
Inside Cover	8.5" x 11"	\$3,000
Inside Back	8.5" x 11"	\$2,500

Confirmation of payment and files required by November 15th, 2024. Payment should be made out to:

Animé Los Angeles
23 Spectrum Pointe Drive, Suite 201
Lake Forest, CA 92630

Online payment available. Please contact sponsorships@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 sponsorships@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 \$2,500 for a quantity of 17,000 units. Must be delivered no later than Tuesday, January 7th, 2025 before 8:00AM to ensure they are included.

For more details contact sponsorships@animelosangeles.org.

PRIZE SUPPORT

Interested in supporting Animé Los Angeles through prize or other donations? Please contact us at prizesupport@animelosangeles.org for additional information.

SPECIAL FEATURES

2025 THEME: 'Historical'

Huge Exhibit Hall (Dealers, Artists, Guest Signings)

Cosplay Deviants Dance Party — Saturday Night

ALA's NextTop Star (Formally ALA Idol)

Dedicated Gaming Rooms

Video Gaming, PC Gaming, Tabletop Gaming

Anime And AMV Video Rooms

Masquerade Contest

Fashion Shows

AMV Contest

Swap Meet



Photos by Bryan Birdman

PAST GUESTS HAVE INCLUDED



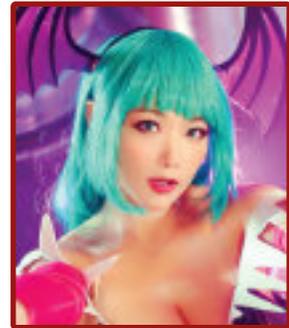
Hidetaka Tenjin



Kenji Yokoyama



Mamoru Yokota



Kaho Shibuya



Hiroshi Nagahama



Tomonori Kogawa



FEMM
Far East Mention Mannequins



BRATS



Broken By The Scream



Les Claypool



Mary Claypool



Ezra Weisz



Beau Billingsea



Pierre Bernard



Elynn Stern



Richard Epcar



Mary Elizabeth
McGlynn



Steve Blum



Caitlin Glass

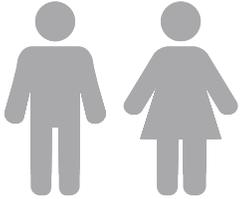


Kari Wahlgren



Chris Tergliafera

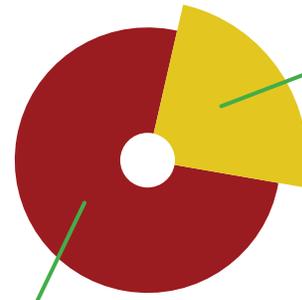
DEMOGRAPHICS – TARGET MARKET



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.



Family Households
76%

Non-Family Households
24%

\$71,070

Average Household Income

\$56,484

Median Household Income

36%

Increase/Decrease in Income Since 2000

5%

Increase/Decrease in Income Since 2010



\$483,413

Average Household Net Worth



8.25%

Sales Tax Rate

Over **17 million people** within 60–90 minutes of the Long Beach Convention Center

Inland Empire

4.38 million



Los Angeles

10.23 million



Orange County

3.18 million



Average Temperature in January

65°F (18°C)

44°F (7°C)



Average Precipitation in January

3.31 inches



STATE



California
94%



Nevada
2%



Arizona
1%

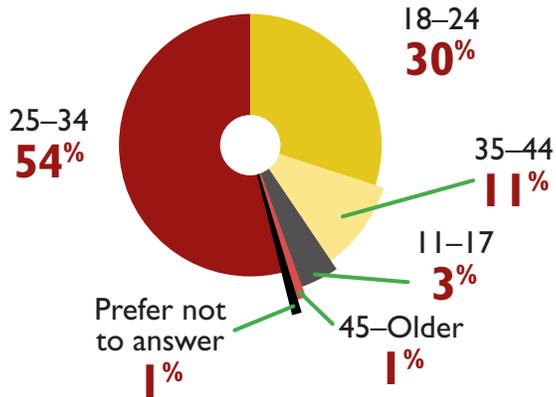


Other
1%

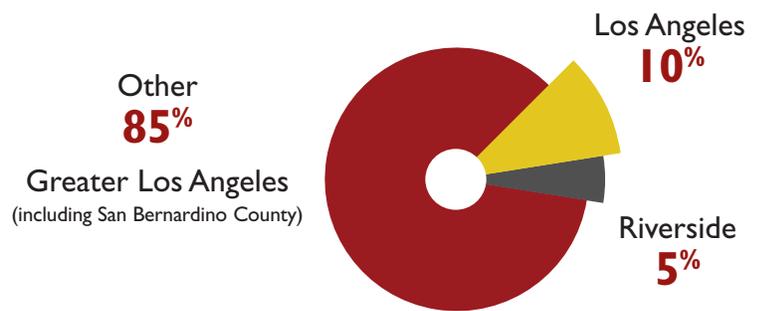
Washington
1%

TARGET AUDIENCE

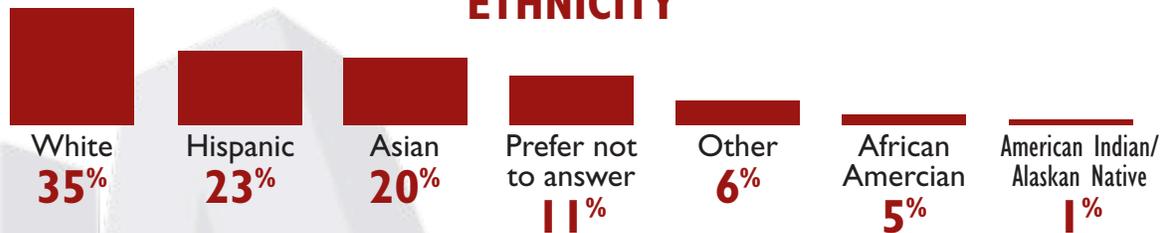
AGE



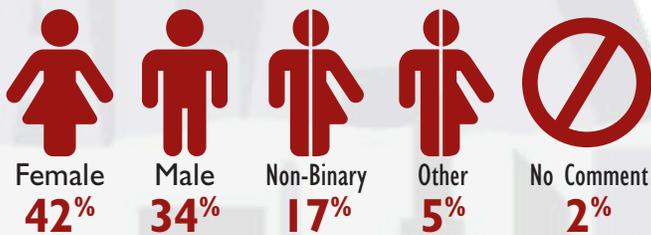
LOCATION



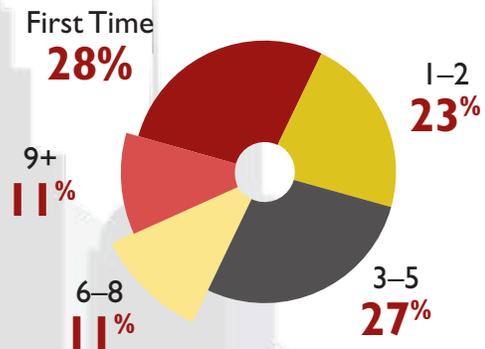
ETHNICITY



GENDER



PAST ATTENDEES



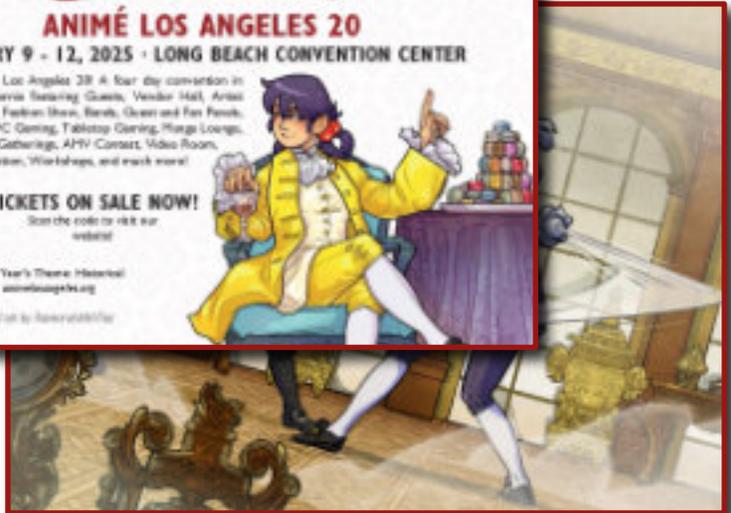
ATTENDANCE HISTORY

2024	17,786
2023	16,663
2022	13,828
2020	12,691
2019	11,670
2018	11,360
2017	8,954
2016	8,089
2015	4,702

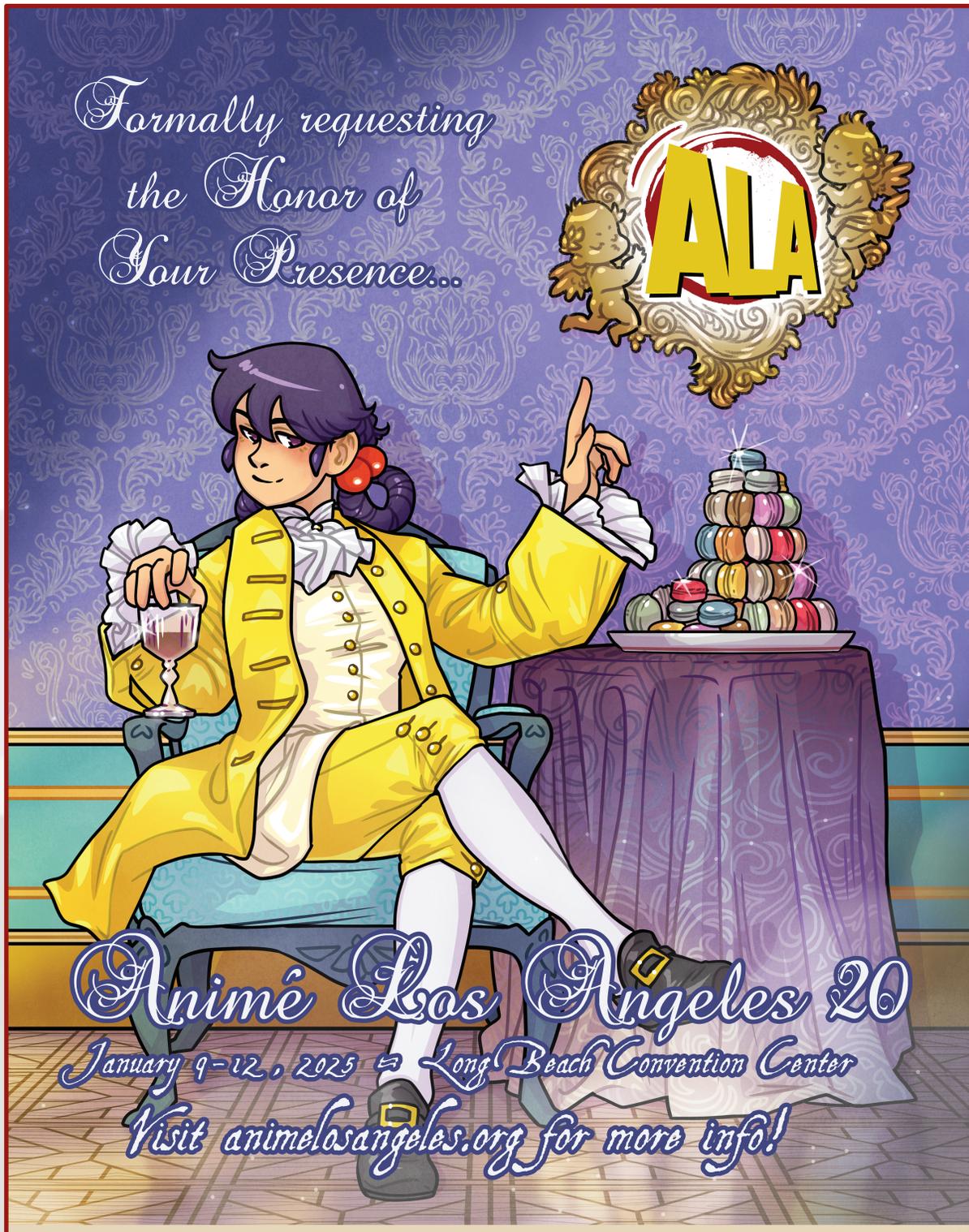
SOCIAL MEDIA

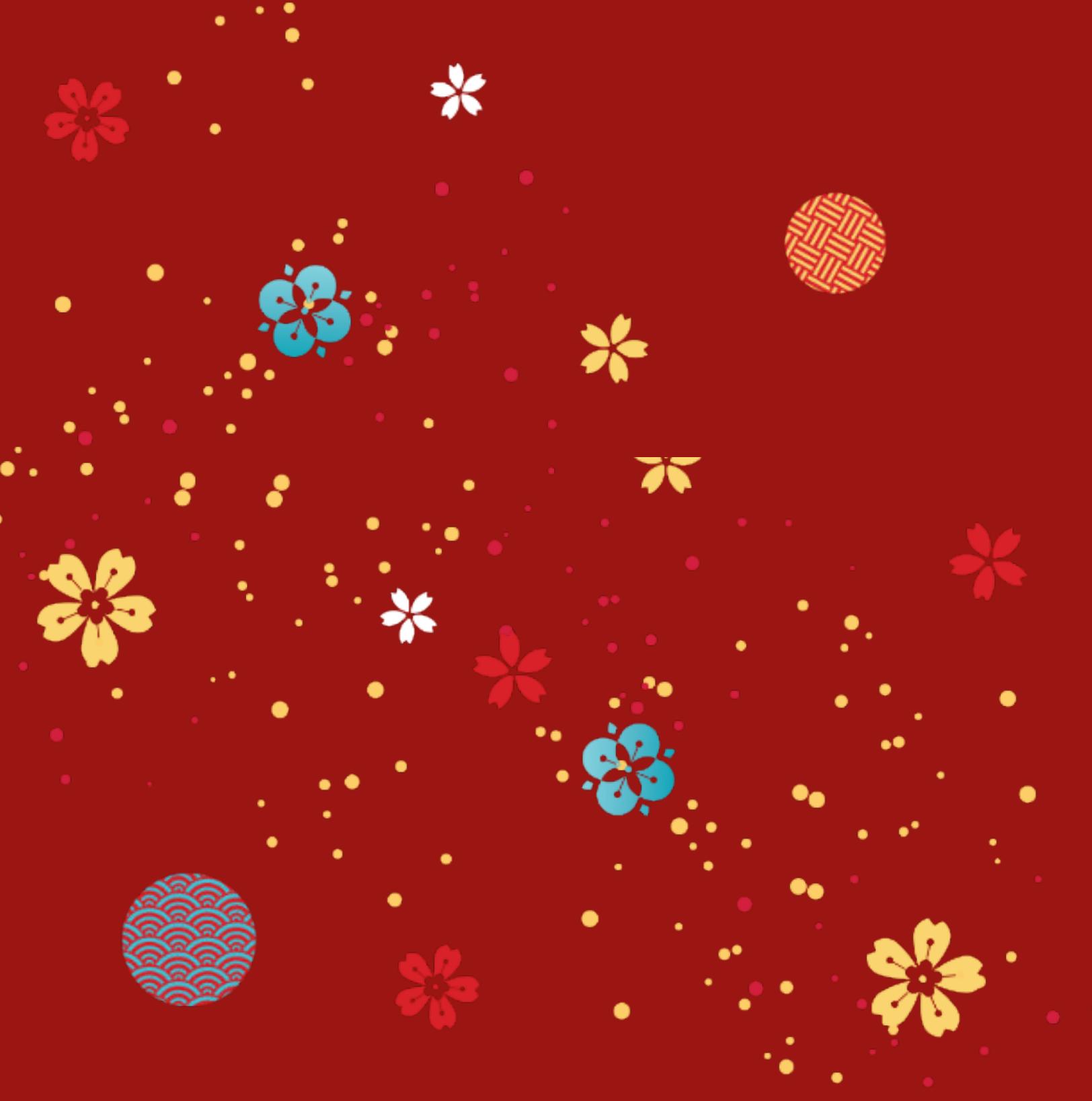


PRESS & PROMOTIONS



PRESS & PROMOTIONS





23 Spectrum Pointe Drive
Suite 201
Lake Forest, CA 92630
animelosangeles.org

