



Sponsorship Opportunities

<http://www.oni-con.com>

July 17, 2005

Business Name
Address
City, State, Zip

Dear Business Owner,

This year in Houston, TX, Oni-Con will be hosting its **Second Annual Anime Convention** and invites your participation. The celebration will be held at the Park Plaza Hotel, Reliant Stadium on October 21-23, 2005. The event will include anime rooms, cosplay, concerts, video games, contests, a dealer's room, art show and auction, and panels with special appearances by voice actors, artists and anime industry guests.

Oni-Con was the first anime convention to get started in Houston and had a wonderful first year with attendance well over 3,000, much larger than our anticipated 1,200. Our first year included more than twenty guests as well as two concerts by j-rock bands Duel Jewel and Camino. Houston area anime fans are excited about our second convention and have already begun making plans to attend, as have many dealers. Attendance at the 2005 convention is expected to be in excess of 4,000 and the local anime community is excited!

Teaming with Oni-Con in the 2005 Convention will provide you the opportunity to increase your company's visibility within the anime community, particularly those in the Houston area, as well as world-wide. With your financial contribution and our shared efforts, we will be able to provide an event that everyone will enjoy and be proud of.

We have provided for your review our standard sponsorship package. We are also open to customizing a plan that is mutually beneficial for both organizations. Our sincere hope is that you will join Oni-Con in its second, of what will be many, annual conventions and help support us in this endeavor. Please contact me at (972) 294-2740 or promotions@oni-con.com if you have any questions.

Thank you for your time,

Kimberly Graesser
Art & Promotional Director, Oni-Con

About us

The convention is set the weekend before Halloween each year, and has taken on the name Oni-Con, *oni* being the Japanese word for "ogre" or "demon". It was started by the members of the Houston anime club known as Mallets, Etc. (<http://www.mallets-etc.com>) and is being contributed to by individuals and organizations throughout the state. Employees of the convention are spread out as far away as the Dallas Metroplex and convention attendees are expected to come from as far away as Canada.

About Anime

Anime is a drawing style prevalent in Japan and other Asian countries. It has become popular in America in the past decade with shows such as Sailor Moon, Dragon Ball Z, Pokemon, and YuGiOh. However, there is much more to anime than simple children's shows. Anime includes a variety of television shows, movies and even comics, called manga, in a vast array of genres. Anime shows are written about common school girls, fantasy worlds, distant futures, ancient pasts, and even romantic encounters. Some are comedies, others horrors, some dramas, others simple soap operas. There are anime and manga for children, teens, adults and yes, even adult-only. All in all, anime offers something for everyone and is a wonderful way to gain insight into other cultures and ideas.

Location & Costs

Oni-Con will be held at the Park Plaza Hotel in Reliant Center and convention guests can call 1-800-814-7000 for reservations. Preliminary room rates are estimated at \$89 a night. The \$35 entrance fee for the convention is a bargain, considering the numerous amounts of events that are planned. Pre-registration online is only \$27.

Guests & Events

We are constantly striving to add new events and guests to our line-up. Please see one of our flyers for the most up to date information. You can be sure that we will have top quality guests and events from all areas and fields of anime!

Demographics

Our convention will reach an equal number of males and females primarily between the ages of 15 – 25. Typically, those interested in animation, art, graphic design, voice acting and costume design are among those attending. Last year attendance was in excess of 3,000.

Oni-Con Sponsorship Packages

Bronze Package: \$500

1. 1 table in the Dealer's Room
2. Quarter page ad in the program
3. 88x33 banner on the main page of the website
4. Listed on sponsor page in the program

Silver Package \$1,000

1. 2 tables in the Dealer's Room
2. Half page ad in the program
3. 120x90 banner on the main page of the website
4. Listed on sponsor page in the program

Gold Package: \$2,500

1. 4 tables in the Dealer's Room
2. Half page ad in the program
3. 400x60 banner on the main page of the website
4. Listed on sponsor page in the program

Platinum Package: \$5,000

1. 4 tables in the Dealer's Room
2. Full page ad in the program
3. 400x60 banner on the main page of the website
4. Logo on Oni-Con flyers
5. Listed on sponsor page in the program
6. Dedicated banner hung in the main lobby

Other Available Sponsorships

Guest Sponsorship: \$500

1. Half page ad in the program
2. Logo on Guest Sponsorship banner hung in the main lobby
3. Listed as sponsor page in the program
4. If 3 or more guests are sponsored, upgrade half page to full page ad

Room Sponsorship

1. Gaming Room: \$750
2. Video Rooms: \$275/day
3. AMV Contest: \$250
4. LARP Games: \$200/game
5. Karaoke Contest: \$200

-includes: Quarter page ad in the program
Sponsored by: sign posted

Event Sponsorship

1. Concert: \$3000
2. Cosplay: \$2500
3. Banquet: \$2000
4. Dance \$1000

-includes: Banner hung during event
Mention during opening of event
Listed in the program
Half page ad in the program

If you are interested in any of these sponsorships, please contact Kimberly Graesser, Art & Promotional Director at promotions@oni-con.com or simply fill out the attached form and mail it to Oni-Con, PO Box 310, Deer Park, TX 77536.

Sponsorship Packages

- Bronze Package* (\$500)
- Silver Package* (\$1,000)
- Gold Package* (\$2,500)
- Platinum Package* (\$5,000)

- Guests Sponsorship* (\$500)
- Room Sponsorship*
 - Gaming Room* (\$750)
 - AMV Contest* (\$250)
 - Video Rooms* (\$275/day)
 - Karaoke Contest* (\$200)
 - LARP Games* (\$200/game)
- Event Sponsorship*
 - Concert* (\$3,000)
 - Cosplay* (\$2,500)
 - Banquet* (\$2,000)
 - Dance* (\$1,000)

- Other* - please contact me

Place an Ad

Program Guide:

- Inside front cover* (\$250)
- Inside back cover* (\$200)
- Back cover* (\$300)
- Full page – interior* (\$115)
- ½ page* (\$60)
- ¼ page* (\$37)

Webpage:

- 400x60* - \$75
- 120x90* - \$50
- 88x33* - \$25
- Text link* - \$15

Form

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: (_____) _____ Email Contact: _____

Total Amount of Sponsorship and Ads: \$ _____

Please mail form to: to Oni-Con, PO Box 310, Deer Park, TX 77536.
If you have any questions feel free to email promotions@oni-con.com