

36th Annual Annie Awards

Advertising and Sponsorship Information

On January 30, 2009, the International Animated Film Society, ASIFA-Hollywood, will present the 36th Annual Annie Awards, at UCLA's Royce Hall, in Los Angeles, California. The award ceremony will also be webcasted on www.annieawards.org, at a later date.

Honoring outstanding achievements and excellence in the field of animation, Annie Awards will be presented in twenty five production and individual achievement categories.

Proceeds from the event will benefit the ASIFA-Hollywood Animation Archives, Library and Museum.

The Annie Awards provides one of the most innovative platforms for animation partners to participate in these high-profile awards and market their goods and services. There's no better way to reach over 10,000 animation industry insiders—from top studio brass to production executives, animation artists, students and fans of the art form — than in the pages of the annual Annie Awards program. A glossy keepsake chronicling the evening celebration and the year's winners, the program offers a range of ad options. For those looking to support the event and highlight their businesses in an even larger way, sponsorship packages offer myriad high-profile benefits.

The deadline to reserve an advertisement in the program book or to become a sponsor is **December 19, 2008**. The deadline to receive artwork for the Annie Award program book is **January 9, 2009**.

For further information, please contact Antran Manoogian via email at antran@annieawards.org or call (818) 625-3400.

The Annie Awards have long been recognizing pioneers at the forefront of animation, through nominations, juried awards, and certificates of merit. In 1972, legendary voice actor June Foray organized the very first Annie Awards. Today, supported by major animation studios and production companies, The Annie Awards have grown into a much-heralded industry event and are considered an important industry benchmark and a predictor of the Academy Award for Best Animated Feature. Since its inception, the winner of the most coveted and high profile Annie Award for Best Animated Feature has gone on to claim the Oscar for animation every year, except in 2006. For further information about the Annie Awards, please visit www.annieawards.org.

Today ASIFA-Hollywood, the largest of an international network of chapters, supports a range of animation initiatives through its membership. Current projects include an animation archives, library and museum, special animation events and film preservation efforts. For more information about ASIFA-Hollywood, please visit www.asifa-hollywood.org.

ASIFA is the French acronym for L'Association Internationale du Film D' Animation (International Animated Film Association), an organization founded in 1957 in France by a group of professional animators and chartered by UNESCO in 1960 to encourage the art of animation and further international understanding and goodwill through the animation medium. Today, there are ASIFA chapters in nearly thirty countries worldwide.

36th Annual Annie Awards Sponsorship Packages

PLATINUM SPONSORSHIP PACKAGE: \$20,000

- Two (2) full page color advertisements in the Annie Awards program book (\$7,000 value).
- Fifty (50) VIP tickets to the Annie Awards Ceremony, which permits admission to the pre-award champagne reception and party that follows the awards presentation (\$12,500 value).
- Acknowledgement in the Annie Award program book as a host of the post-award party that follows the award presentation.
- A listing as a Platinum Sponsor of the Annie Awards on materials such as promotional literature, invitations, advertisements, as well as acknowledgement in the Annie Awards program book.
- Sponsor's logo placed on Annie Award website (www.annieawards.org), with link to Sponsor's website.
- Opportunity to display company signage (to be provided by company) at the Annie Award venue during the event.
- Portion of sponsorship to be donated to ASIFA-Hollywood's Animation Archive. Company shall receive acknowledgement as a benefactor of ASIFA-Hollywood's Animation Archives (\$5,000 value).
- A waiver of all Annie entry fees (\$3,000+ value).

GOLD SPONSORSHIP PACKAGE: \$15,000

- Full-page color advertisement in the Annie Awards program book (\$3,500 value).
- Thirty (30) VIP tickets to the Annie Awards Ceremony, which also includes admission to the pre-award champagne reception and party that follows the awards presentation (\$7,500 value).
- A listing as a Gold Sponsor of the Annie Awards on materials such as promotional literature, invitations, advertisements, as well as acknowledgement in the Annie Awards program book.
- Sponsor's logo placed on Annie Award website (www.annieawards.org), with link to Sponsor's website.
- A waiver of all Annie Award entry fees (\$3,000+ value).

SILVER SPONSORSHIP PACKAGE: \$10,000

- Full-page color advertisement in the Annie Awards program book (\$3,500 value).
- Twenty (20) VIP tickets to the Annie Awards Ceremony, which also includes admission to the pre-award champagne reception and party that follows the awards presentation (\$5,000 value).
- A listing as a Silver Sponsor of the Annie Awards on materials such as promotional literature, invitations, advertisements, as well as acknowledgement in the Annie Awards Program book.
- Sponsor's logo placed on Annie Award website (www.annieawards.org), with link to Sponsor's website.
- A waiver of Annie Award entry fees for a maximum of thirty (30) entries (\$3,000 value).

BRONZE SPONSORSHIP PACKAGE: \$5,000

- Full-page color advertisement in the Annie Awards program book (\$3,500 value).
- Ten (10) VIP tickets to the Annie Awards Ceremony, which also includes admission to the pre-award champagne reception and party that follows the awards presentation (\$2,500 value).
- A listing as a Bronze Sponsor of the Annie Awards on materials such as promotional literature, invitations, advertisements, as well as acknowledgement in the Annie Awards program book.
- Sponsor's logo placed on Annie Award website (www.annieawards.org), with link to Sponsor's website.

The deadline to become a sponsor of the 36th Annual Annie Awards is **Friday, December 19, 2008**. Custom sponsorship packages are available upon request.

36th Annual Annie Awards Advertising Rates

Placement/Dimensions	Price
Outside Back Cover (color)	\$5,000
Inside Front Cover (color)	\$4,000
Full Page (color)	\$3,500
Full Page (black and white)	\$2,000
1/2 Page (black and white)	\$1,200
1/4 Page (black and white)	\$800

The deadline to reserve an advertisement in the Annie Award program book is **Friday, December 19, 2008.**

Advertising Dimensions

Display Ad Dimensions	Width x Length (inches)
Full Page Bleed	8 5/8 x 11 1/8
Full Page	7 1/2 x 10
1/2 Page Vertical	3 5/8 x 10
1/2 Page Horizontal	7 1/2 x 4 7/8
1/4 Page	3 5/8 x 4 7/8
Trim Size	8 3/8 x 10 7/8
Screen Acceptability	200 Lines

TECHNICAL SPECIFICATIONS

All artwork appearing in the Annie Award program book should be hi res (300 dpi) digital files, must be CMYK, and should include bleed and crop marks.

Artwork that is 20 megabytes, or larger must be uploaded onto the Annie Award ftp site, as followed:

Host address: <ftp.odez.com>
Username: annies2008@odez.com
Password: studioupload

When labeling files for uploading, please only use lower case lettering and underscore (_) for spacing (no spaces).

Digital files smaller than 20 megabytes may be emailed to Olivia@odez.com.

The deadline to receive artwork is **Friday, January 9, 2009.**

For further information please email Olivia Hernandez at Olivia@odez.com, or call 760-845-4820.

36th Annual Annie Awards Advertising/Sponsorship Contract

Advertiser/Sponsor

Contact Name

Address

City

State

Zip

Telephone

Fax

Email

Special Provisions/Artwork Information:

Select Sponsorship Package or Advertisement Size below (please check):

Platinum Sponsorship Package: \$20,000
 Gold Sponsorship Package: \$15,000
 Silver Sponsorship Package: \$10,000
 Bronze Sponsorship Package: \$ 5,000

Outside Back Cover (color): \$ 5,000
 Inside Front or Back Cover (color): \$ 3,500
 Full Page (color): \$ 3,000
 Full Page (black & white): \$ 2,000
 1/2 Page (black & white): \$ 1,200
 1/4 Page (black & white): \$ 800

Other _____ \$ _____

TOTAL DUE: \$ _____

Contract Requirements: The Advertiser or Sponsor is liable for all contents of advertisements printed and is also responsible for any claim arising there from against ASIFA-Hollywood. In case of the publisher's error of commission or omission relating to advertisements covered by this contract, ASIFA-Hollywood's liability will not exceed the charge for the advertisement in question. All agreements are subject to strikes, fires, accidents and acts of God, or their contingencies beyond ASIFA-Hollywood's control. Cancellations will not be accepted. Advertising orders are accepted subject to the terms and provisions of the current rate card. ASIFA-Hollywood reserves the right to reject any advertising which is not in keeping with the publication's standards. Position requests will be given full consideration but ASIFA-Hollywood cannot be liable for failure to accommodate a request. Unless otherwise agreed, all advertisements and sponsorships must be prepaid. Please make check payable to ASIFA-Hollywood (Federal ID # 95-2947255). Please send signed contract and payment to:

ASIFA-Hollywood
2114 W. Burbank Blvd.
Burbank, CA 91506

Advertiser/Sponsor

Signature **Date**

Name **Title**

ASIFA-Hollywood

Signature **Date**

Name **Title**