

# The 38th Annual Annie Awards



Presented by the International Animated Film Society, ASIFA-Hollywood

## Advertising and Sponsorship Information

On February 5, 2011, the International Animated Film Society, ASIFA-Hollywood, will present the 38th Annual Annie Awards, at UCLA's Royce Hall, in Los Angeles, California. The award ceremony will also be webcasted on [www.annieawards.org](http://www.annieawards.org), at a later date.

Honoring excellence in the field of animation, Annie awards will be presented in twenty six categories recognizing outstanding achievements in animated theatrical features, home entertainment, television productions, television commercials, short subjects, video games, as well as individual achievements.

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 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 **January 14, 2011**. The deadline to receive artwork for the Annie Award program book is **January 14, 2011**.

For further information, please contact Antran Manoogian via email at [antran@annieawards.org](mailto: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 and 2009. For further information about the Annie Awards, please visit [www.annieawards.org](http://www.annieawards.org).

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](http://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.

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## Sponsorship Packages

### PLATINUM SPONSORSHIP PACKAGE: \$25,000

- 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](http://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 (\$10,000 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](http://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](http://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](http://www.annieawards.org)), with link to Sponsor's website.

The deadline to become a sponsor of the 38<sup>th</sup> Annual Annie Awards is **Friday, January 14, 2011**. Custom sponsorship packages are available upon request.

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## Advertising Rates and Dimensions

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, January 14, 2011**

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

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## Technical Specifications

### 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 may be sent via [www.YouSendIt.com](http://www.YouSendIt.com) or uploaded onto the Annie Awards FTP site:

Host address: [ftp.odez.com](ftp://ftp.odez.com)

Username: [annies2010@odez.com](mailto:annies2010@odez.com)

Password: studioupload

***This ftp site requires a 3<sup>rd</sup> party software such as CuteFTP or Fetch.*** 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 directly to [olivia@odez.com](mailto:olivia@odez.com).

The deadline to receive artwork is **Friday, January 14, 2011.**

For further information please email Olivia Hernandez at [Olivia@odez.com](mailto:Olivia@odez.com), or call (760) 845-4820.

# The 38th Annual Annie Awards



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## Advertising/Sponsorship Contract

Name (print) \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Email \_\_\_\_\_

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

- |  |          |
|--|----------|
| <input type="checkbox"/> Platinum Sponsorship Package:       | \$25,000 |
| <input type="checkbox"/> Gold Sponsorship Package:           | \$15,000 |
| <input type="checkbox"/> Silver Sponsorship Package:         | \$10,000 |
| <input type="checkbox"/> Bronze Sponsorship Package:         | \$ 5,000 |
| <input type="checkbox"/> Outside Back Cover (color):         | \$ 5,000 |
| <input type="checkbox"/> Inside Front or Back Cover (color): | \$ 4,000 |
| <input type="checkbox"/> Full Page (color):                  | \$ 3,500 |
| <input type="checkbox"/> Full Page (black & white):          | \$ 2,000 |
| <input type="checkbox"/> 1/2 Page (black & white):           | \$ 1,200 |
| <input type="checkbox"/> 1/4 Page (black & white):           | \$ 800   |
| <input type="checkbox"/> Other _____                         | \$ _____ |

**TOTAL DUE:** \$ \_\_\_\_\_

### TERMS AND CONDITIONS:

1. ASIFA-Hollywood reserves the right to review and approve the suitability of advertisements submitted, and to reject any advertising that is not in keeping with the Annie Award program book's standards..
2. Unless otherwise agreed, all advertisements and sponsorships must be prepaid. Advertisements and sponsorships are non-refundable.
3. In case of ASIFA-Hollywood's error of commission or omission relating to advertisement or sponsorship covered by this contract, ASIFA-Hollywood 's liability will not exceed the charge for the advertisement or sponsorship in question.
4. All agreements are subject to strikes, fires, accidents and acts of God, or their contingencies beyond ASIFA-Hollywood's control.
5. The Advertiser or Sponsor agrees to indemnify and hold harmless ASIFA-Hollywood, its directors, officers, employees, volunteers, agents and members for all losses, costs, damages and expenses, including reasonable attorneys' fees, arising from any claim for infringement of the rights of third parties based upon publication of the

advertisement in question, including, without limitation, those arising from claims or suits for defamation, misrepresentation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity or from any and all similar claims now known or hereafter devised.

6. All advertisements must be submitted digitally to sizes specifically indicated. ASIFA-Hollywood shall not be held responsible for the quality of any portion of the advertisement that does not meet the established mechanical criteria. Any failure by the advertiser or sponsor to provide proper creative ads shall not relieve the advertiser or sponsor's payment obligation.

**Advertiser/Sponsor**

**ASIFA-Hollywood**

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**Signature**

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**Signature**

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**Name**

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**Name**

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**Title**

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**Title**

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**Date**

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**Date**