

# Otafest

## Press Kit



## Who We Are

Otafest is a 3-day festival held in downtown Calgary that brings anime fans together to showcase, celebrate, enjoy, and participate in a diverse lineup of immersive experiences.

Otafest is 100% volunteer-run, non-profit, and open to all ages. Tickets can be purchased at [otafest.com](https://otafest.com).

Otafest was born in 1999 when the University of Calgary's Dedicated Otaku Anime Club decided to hold a one-day film festival showcasing Japanese Animation (anime), which was scarce in North America at the time.

Otafest eventually grew into the inclusive festival our community knows and appreciates today. While anime remains integral to our program, attendees now also have opportunities to engage in a diverse array of events and enriching experiences.

## Our Mission

Otafest creates inclusive events which build a community of fans of Japanese anime, popular culture and related arts.

## Our Vision

Otafest is a welcoming community where fans can openly celebrate and enjoy their passions.

**400+**

VOLUNTEERS

**183K+**

RAISED FOR CHARITY

**10K+**

IN ATTENDANCE

**26**

YEARS RUNNING

## Charitable Efforts

One of Otafest's proudest pillars is our support for local charitable organizations. Each year, the festival partners with a local charity, and our attendees contribute funds during the event.

Previous partners include: Skipping Stone, MEOW Foundation, Tom Baker Cancer Centre, and the Alex Youth Centre (more: [stats.otafest.com](https://stats.otafest.com)). By working with diverse organizations, Otafest contributes to a positive impact on Calgarians both within and outside the festival's attendee demographic.

**"IT FELT VERY ACCEPTING AND COMFORTING, I'D LOVE TO COME BACK AGAIN SIMPLY FOR HOW KIND EVERYONE WAS!"**

- FEEDBACK SURVEY RESPONDENT

**OTAFEST IS "...A TREASURE TROVE OF OUTSTANDING ORGANIZATION AND COMMUNITY SERVICE."**

- HEATHER MCRAE

CALGARY DOWNTOWN ASSOCIATION

## Programming

The following is a non-exhaustive list of programming presented each year:

- Anime screenings,
- AMV productions,
- The Arcade (video game hall & competitions),
- Artist Alley & Exhibition Hall,
- Card & board gaming rooms,
- Cosplay activities & competitions,
- Concerts,
- LGBTQ+ content (All-Ages Drag Show),
- Maid & Butler Café,
- Model kit co-working space,
- Panels facilitated by community members,
- Sketch Drive (caricatures for charity),
- Singing competitions,
- Taiko drumming,
- Voice actors



Celebrity drag performer Rock M. Sakura at Otafest 2023

## Contact



**otafest.com**

May 10 - 12, 2024



@otafest



fb.com/otafest



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## First-Time Attendee Tips

Every year, Otafest attracts a large number of folks who are attending for the first time. To help them get the most out of the event and provide valuable guidance regarding the expected conduct at the festival, Otafest has a webpage with relevant information to newcomers to help maximize their experience:

[otafest.com/tips](https://otafest.com/tips)

# Our Logo

Our logo features a fun and friendly font containing our primary brand colors and a few small decorations. The preferred approach is to use the wordmark by itself. In situations where space is limited, please use the icon form of the logo instead.

## Download

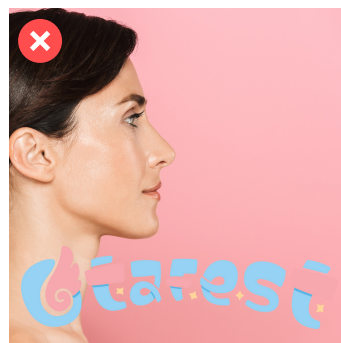
Logos:  
[otafe.st/logos](https://otafe.st/logos)



## Logo Usage

You may adjust the logo as follows:

- ✓ Resize logo if needed (maintaining its aspect ratio).
- ✓ Change the logo from the colored version to pure black or white for maximum contrast & readability.
- ✓ Add a white outline to the logo to increase its contrast with clashing background colors.



You should NOT adjust the logo in these ways:

- ✗ Do not rotate the logo.
- ✗ Do not distort the logo.
- ✗ Do not change the logo to a brighter color.
- ✗ Do not reproduce the logo with a different font.
- ✗ Do not add a gradient to the logo.
- ✗ Do not mask images inside of the logo.
- ✗ Do not use the logo where it would have low contrast with the background and be difficult to read.





# Photos

You are welcome to use the following photos and/or photos found on the [otafest.com](https://otafest.com) website in your publications, however please provide attribution to Otafest.



**Download**

More available at:  
[otafe.st/photos](https://otafe.st/photos)