



**OTAMATSURI<sup>®</sup> online**  
マツリ

**GLOBAL COMMUNITY STAGE**  
CALL TO ACTION GUIDE BOOK



**INTRO**

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Hi! Thank you for your interest in Otamatsuri Online ☺

This document is the official and only Rule Book that will give brief, simple and clear instructions on how to submit your content and have it featured at Otamatsuri Online.

**Please download & save it.**

Kindly take note of all the details within and keep referring to it.

**Registration deadline**

**Monday September 25<sup>th</sup>, 11.59PM.**

**Submission of content deadline:**

**Monday October 12<sup>th</sup>, 11.59PM**

To submit your content, send your video file via Google Drive  
to [moviejabber@gmail.com](mailto:moviejabber@gmail.com)

**Please read through for all guidelines and to register.**



## ABOUT OTAMATSURI

Otamatsuri is an anime and manga convention held in Nairobi, Kenya. The event is owned and organized by Anime Cafe Kenya, The Tsunami Studio and Movie Jabber.

This year's edition will go online! Join us on Saturday November 7th, at 7PM (EAT) for the virtual fan experience, **Otamatsuri Online**. The experience will be simultaneously streamed across the following platforms:

Instagram

The Anime Café KE

Facebook

Movie Jabber

Twitch TV

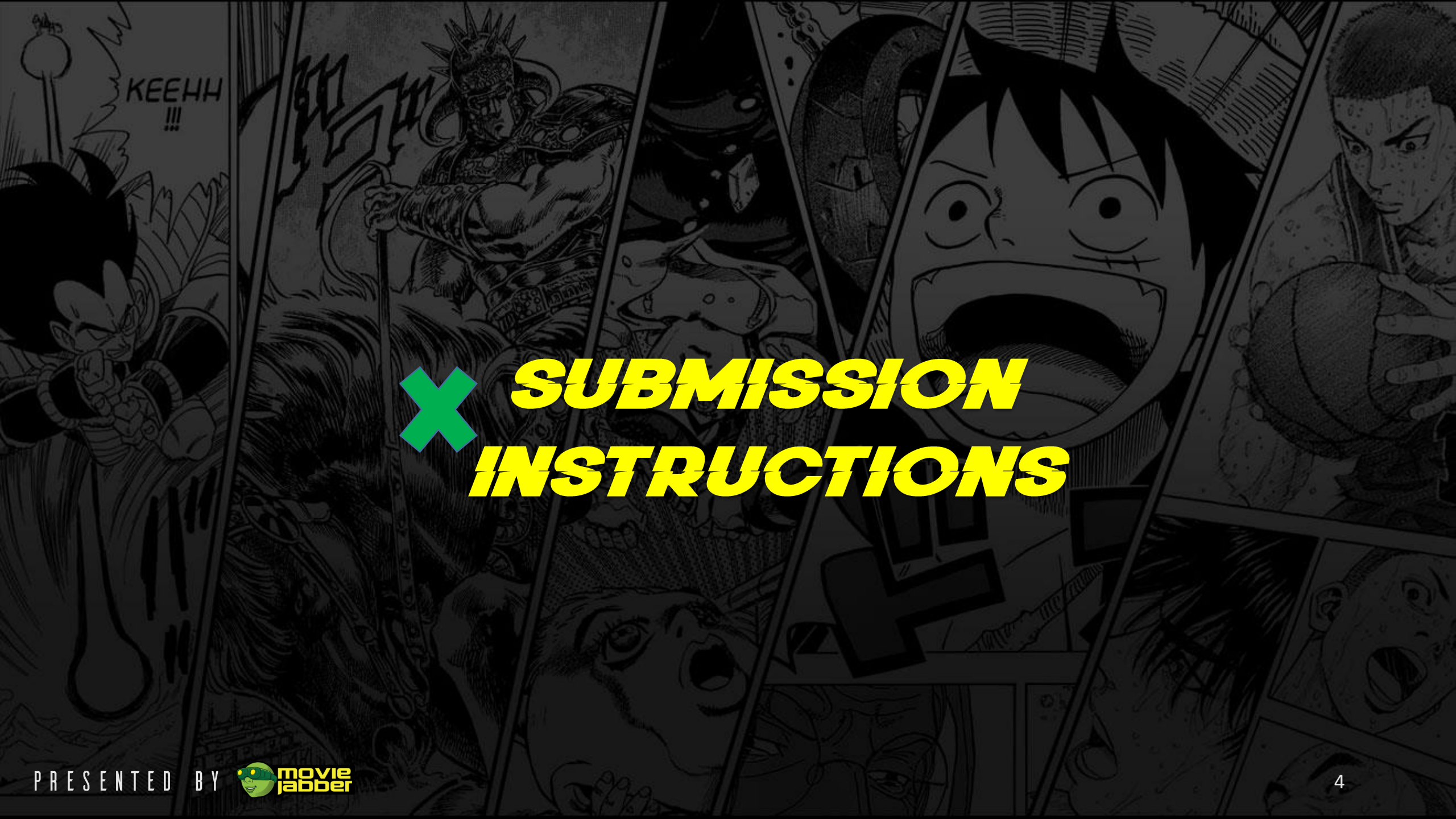
Movie Jabber

Click to Replay

Otamatsuri 2019 Edition

The name **Otamatsuri** comes from a combination of two words; “Otaku“- a Japanese term for people with obsessive interests, particularly in anime and manga. “Matsuri“- a Japanese word for festival.





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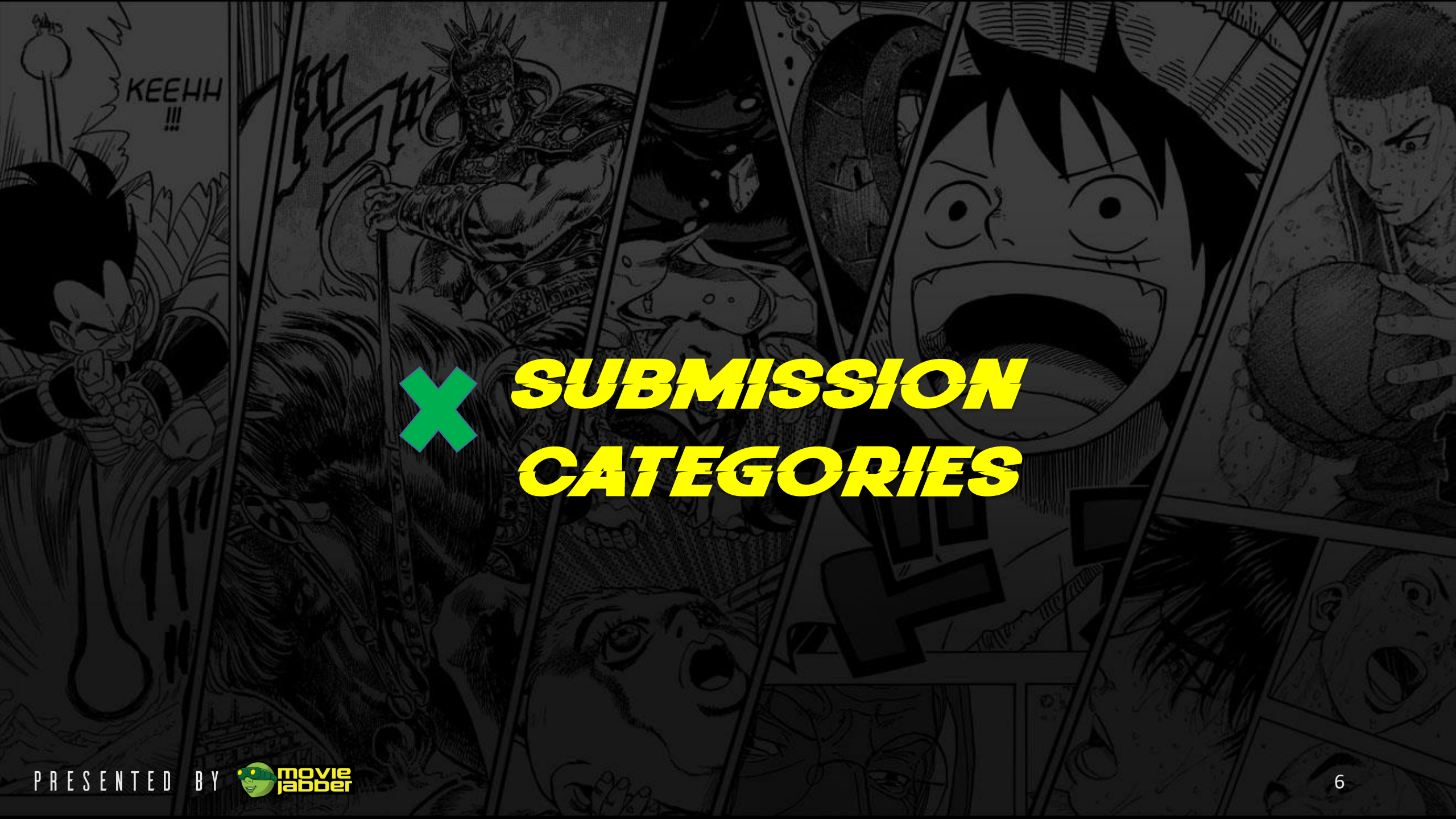
# ***SUBMISSION INSTRUCTIONS***



# IMPORTANT INSTRUCTIONS

1. **Video only:** You can only submit a video. No still images/pictures (unless where permitted, or part of a video presentation).
2. **Past content:** If you have pictures or video highlights of past key moments or items, you can include them in the video, creating one main file that you will then submit.
3. **Format:** Video must be in landscape format, and with good sound, lighting and no distracting elements like echoes or background sounds. Strive for 1080p quality.
4. **Length:** Your video submission, whether animated or live-action, must not be longer than 5 minutes.
5. **Entertain:** Animated and short film submissions must be purely for entertainment and be works of fiction.
6. **No agenda setting:** Our aim is to create an all inclusive entertaining experience, please note that any partisan message in support of any political or religious faction, sexual or racial groups will NOT be aired.
7. **Policy:** we reserve the right to accept/refuse submissions based on our policies, as well as change event details where necessary.





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# **SUBMISSION CATEGORIES**

## IMPORTANT NOTICE

Otamatsuri Online is an anime/manga/Japanese culture & entertainment themed virtual experience.

All submitted content, across all listed categories must therefore **strictly** reflect or embody anime, manga, and the various elements or genres of Japanese culture & entertainment. Submitted content must also adhere to our submission instructions.

-  
Make your presentation exciting and as creative as possible. This is your chance to promote or sell your content, so don't hold back!  
Have fun, entertain and win over the audience.

All the best!



## SUBMISSION CATEGORIES

**IMPORTANT:** be sure to introduce yourself, your history and background - this gives your work context. Include pictures and videos of memorable experiences, items, persons, places etc where necessary. Don't forget to promote your handles!

- **Cosplay:** Dazzle the world with your cosplay experience, outfits, memories, highlights and more.
- **Content Creator:** Talk about your content (vlog, Podcast, YouTube, live streams etc) and how it contributes towards the fandom. That and anything else you want to plug.
- **Business:** Show the world your products (merch, action figures, collectibles etc), and how you converted your fandom into a business.
- **Manga:** For the pro or amateur manga creators with work to showcase or promote. Please include artwork in your presentation., trailers etc. Wow them!
- **Digital art:** If you have only stand-alone pieces of art or photography, you are allowed to submit still images.
- **Music:** Original music, song/dance covers.
- **Short film:** Not more than 5 minutes. Review our instructions.
- **Animation:** Not more than 5 minutes. Review our instructions.



## **SPECIAL SUBMISSION CATEGORY**

### **Mascot Challenge**

We invite willing, creative and capable animators to take our mascot, and create an animated sequence. The sequence can reflect any anime genre of your choosing as long as the character's look is maintained. The length can be of any desired length, but not longer than 5 minutes. Lastly, ALL submission guidelines apply.

If you do select this and require more info, please contact [jotham@moviejabber.co.ke](mailto:jotham@moviejabber.co.ke)

### **Important**

To get an idea of what we want to achieve, please watch our previous virtual experience *Comixplosion to the World* to see how content was submitted and showcased. Click on the link below:

[Click to Replay  
Comixplosion to the World](#)



## **REGISTRATION**

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In closing, your participation at Otamatsuri Online will come down to how you correctly use our instructions to submit your content as per below timelines:

**Registration deadline**  
**Friday September 25<sup>th</sup>, 11.59PM.**

[Click Here](#)  
**REGISTRATION**

**Submission of content deadline:**  
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Click on respective icon to be redirected.

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