



COSPLAY[®]
ph

ABOUT US

Cosplay.ph is the premier event organizer for pop-culture events in the Philippines. Based in Makati City, the company is composed of experienced professionals who specializes on conducting cosplay parades, cosplay contests, pop culture conventions and concerts highlighted by A-list guests and performers from around Asia and even as far as the United States.

We are also producers of some of the biggest pop-culture events in the country including Cosplay Carnival, Anime and Cosplay Expo, Cosplay Matsuri, Fanfes Manila, Cosplay Craze Nationwide Tour, Cosplay Mania and many others. Our focal point has always been to develop and provide new and creative quality events for everyone to enjoy.

From 2020 to present, we have also ventured into online events such as Freedom Hall, Fanfes Online and Cosplay Matsuri Online.



OUR HISTORY

Established in 2006, Cosplay.ph was formed by experienced event organizers, marshals and volunteers who believed in consolidating their expertise to further pop culture events. Since then, Cosplay.ph has gone on to produce some of the biggest pop culture events in the Philippines with Cosplay Mania 2019 attracting over 40,000 attendees over two days, 14% of which are foreigners.

Considered as one of the most professional organizers in the country, Cosplay.ph manages top-notch conventions and concerts, runs nationwide tournaments and has become a trailblazer in the form of original, creative content with events that draw massive crowds.



2006 - 2014



Present Logo



OUR MISSION

- To organize and grow quality pop-culture events that are known and admired throughout the world.

OUR VISION

- To become one of the top event organizers in the world with a stable of the best popular culture events with regard to professionalism, service quality, event size and attendance.



OUR STRENGTHS

- **Huge Audience Database**

- Our social media presence with about 170,000 followers.
- Database of Businesses with over 1,000 large scale and small scale businesses.
- Mailing List Subscribers of over 500 people.
- Growing database that continually increases after each event.



OUR STRENGTHS

- **Strategic Management**

- Developed 5 successful brands for events including Cosplay Carnival, Anime and Cosplay Expo, Cosplay Mania, Cosplay Matsuri and Cosplay Craze Nationwide Mall Tour.
- All these brands experienced exponential growth year after year, finding its niche and tapping and nurturing an audience for that niche.
- Established strategic partnerships with enterprises that targeted that audience such as Manga Planet, Sony Music Japan, Brother International, Lumica and more.



OUR STRENGTHS

- **Online Support**

- Holds online events every other month featuring advertising for sponsors, games and contests for the online audience.
- Designed a website with online marketplace with a shopping cart system.
- Website has several online stores operated by various businesses that target anime fans.
- Developed graphics, branding and advertising components for the website.
- Website can be found in <http://www.cosplay.ph> and is also the website where we hold our online events.



OUR SERVICES

- **Strategic Consultation**

- Develop forecasting reports for your company
- Produce competitor analysis
- Payment could be on an hourly basis or on a monthly basis with a set number of hours for a lower price



OUR SERVICES

- **Marketing Consultation**

- Produce detailed audience reports regarding purchasing habits
- Identify key market demographics and how to most effectively target them
- Build focus groups from your target demographics in order to strategize on how best to market to them.
- Develop an advertising plan in order to maximize social media spending and impact



OUR SERVICES

- **Full Stage Production**
 - From our pool of highly skilled professional personnel both on the technical and stage production side, to our various hi-grade suppliers, to thorough planning and rigorous selection of marshals and volunteers we provide quality productions
- **Talent Management**
 - We contract the most effective influencers to market your products from celebrity cosplayers to Vtubers (Virtual YouTubers) to influencers who review anime and anime products.



OUR SERVICES

- **Costume or Mascot Fabrication**

- We have a highly-skilled team of fabricators who are able to create costumes or mascots for promoting your products and services from hi-tech robotic costumes to adorable fiberglass mascots.

- **Logistics**

- We deal with several logistics companies and suppliers in order handle your needs including press releases, live promotional efforts and more.



ANNUAL EVENTS



OUR INVITED GUESTS



COSPLAYERS

Clive Lee, Jesuke, Yukigoddbless, Jiaki Darkness, Pinky Lu Xun, KANAME☆, Reiko, Vic, Reika, Goldy, Viospace, Endless Illution, Linda Le (Vampy Bit Me), Inui Tatsumi, Orochi X, Ying Tze, Hana and Baozi, Shimotsuki Yukari, tomia, Rumi, Kirisaki, Rainer Tachibana, DD Tenka, Ruka, Hiko, Haoge, Eki, Kong, Siutao, Angie, KNITE, Hikarin, Rithe, Ola Aphrodite, Hakken, Astorihime, Emperor Cosplay, A.K.Wirru, Thames Malerose, VENAS Japan, Rea Kami, Boiled Curry, Olivie, Plant Lily, Xiaoyu, Onnies, Yosuke Sora, Kael Cosplay, Amelia Khor, Phil Mizuno, Clarissa Punipun, Diane Sabandeja, Riiyuukii, Larissa Rochefort, ing, JooA, berry, Cos Aim, Kuruminさん



OUR INVITED GUESTS

SPECIAL GUESTS

Yamamoto Sayo, Noda Fuuko, Nishiyama Koutaro, Hatano Wataru, Kuramasu Hiroto, DJ SunaP, DJ 29MEAT, Ino Hiroki, Asuma Kousuke, Sawashiro Chiharu, Takeuchi Shunsuke, Mirai Akari, DJ Hige Driver, Kohatsu Allen, Okubo Rumi, Kumai Motoko, Ayunda Risu, Kureiji Ollie, Ami Amami, Rita Kamishiro, Kaela Kovalskia, Vestia Zeta, DJ DAIZIN, DJ Eldoramodel, DJ MANGO-MAN

JAM JAPANESE
ANIME
MUSIC



OUR INVITED GUESTS

JAM ARTISTS

Ikeda Aya, Loverin Tamburin, Ladybeard, Itsuki Akira, Pile, LiSA**, Iida Riho, BACK-ON, Tokyo Performance Dolls, Starmarie, kradness, Suzuki Konomi, ELISA, Nishizawa Shiena, Itou Kanako, Zwei, AiRI, fhána, Nakajima Megumi, ASAKA, MYTH &ROID, Nakata Yasutaka, May'n, Moona Hoshinova*, Reine Pavolia*, MindaRyn, Shiki Miyoshino* Kobo Kanaeru*, BPM15Q, JUNNA, Daoko, NANO

* Vtubers ** Solo Concert

JAM JAPANESE
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THANK YOU.



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www.cosplay.ph



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