



Cosplay Oneesan began as a cosplay group with goals to set an example of craftsmanship and quality in the cosplay community rather than to compete within it. Our cosplay group performed at various West Coast festivals and conventions. Shortly thereafter, Cosplay Oneesan members wanted to put more emphasis on the fashion, detail, and performance organization rather than the individual glory associated with winning competitions. It wasn't long until Cosplay Oneesan's focus evolved to focus on enriching the cosplay and fashion community by inviting foreign fashion guests and creating unique and meaningful events in the United States. The organization was first formed in January 2004 and then incorporated in November 2005.

Since 2006, Cosplay Oneesan has been involved with creating communities and events for those who support fashion and fashion-centric lifestyles. These communities range from cosplay to mainstream Japanese street fashion.

Cosplay Oneesan is federally recognized as a tax exempt non-profit organization under the category regulation 501c(6). This nonprofit designation focuses on forming communities that are self-sufficient and nonprofit based to enhance and enrich the enjoyment of its participants. Although we hold fundraising events, the majority of funding comes from private donations.

### **Cosplay Oneesan's Vision:**

Cosplay Oneesan wanted to create a space where competitiveness and individualism were replaced with collaboration and innovation. The organization recognized there was a void within anime conventions and that these venues did not recognize or acknowledge lifestyle-driven events or communities. Most anime conventions center mostly on the consumption of anime and all of its related products such as toys, videos, etc. For cosplayers, these events emphasized that costuming as an anime character was the ultimate objective. Instead, Cosplay Oneesan focuses on encouraging fellowship within the cosplay community in order to learn from others or to perfect the art of costume-making.

While our name reflects our cosplay roots, this is not our primary focus but rather a nod to the history and the origins of the group.

### **Revenue Model**

To maintain self-sufficiency, the majority of Cosplay Oneesan's operational revenue comes from private contributions and ticket sales at special events.

**Our management team:**

Lynda Leung, CEO and owner, has 15 years of experience in the fashion event industry. She has a degree in Fashion Marketing and CIS from CCSF as well as a Fashion Design degree from FIDM, the leading school for fashion and design in California. Her previous experience ranges from creating execution teams to managing events for companies such as I.Magnin, Sak's 5th Ave, Passport 92/93, and Ballet Ballet San Jose.

*Members of the core team are:*

Shawny Wong, Chief of Finance

Sarah Frank, Operations Officer, graduated with a BFA in Fashion Design, has worked in team marketing promotions, Livie and Luca shoes, and was an Intern at Liz Claiborne Inc.

Lauren Yee, Logistics and Community Outreach

Koni Yoon and Beni Conrad, Guest Relations and Interpreters

**Contact**

*Business Development / Marketing:*

Lynda Leung

Chief Executive Officer

[rlna@cosplayoneesan.org](mailto:rlna@cosplayoneesan.org)

*General Inquires:*

Sarah Frank

[Sbabcock@cosplayoneesan.org](mailto:Sbabcock@cosplayoneesan.org)

*Events Logistics:*

Lauren Yee

[lyee@cosplayoneesan.org](mailto:lyee@cosplayoneesan.org)

**Associations, Sponsors/Partners:**

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