



MEMBERSHIP RIGHTS AND BENEFITS

A. INTERNATIONAL MARKETING THROUGH TRADE MISSIONS

ACPI continues to promote the Philippines as the go-to Animation Outsourcing destination, Strong partnership with the Department of Trade and Industry (DTI), Department of Information and Communications Technology (DICT), Film Development Council of the Philippines and French Embassy bring us to several international events on an annual basis. The Following events are some of the major lead generating activities for member companies:

- ANNECY INTERNATIONAL FILM FESTIVAL AND MIFA (France)
- MIPCOM (Cannes, France)
- FETE DU CINEMA DE ANIMATION

B. NETWORKING OPPORTUNITIES

Reach key decision makers in the Animation industry at ACPI Events:

- **General Membership Meeting**
ACPI holds quarterly General Membership Meeting not only to strengthen the ties among its members, but also to discuss timely and significant Animation topics with the leaders of the Philippine Animation Industry.
- **Animation Fusion**
A pioneer initiative of the Animation Council of the Philippines, Inc. (ACPI), Animation Fusion is a one-day workshop event that aims to combine the basic principles of animation with emerging trends and opportunities in business, content development, and technology. Dubbed with the tagline “Create. Collaborate. Level up! ”, ACPI envisions to develop and scale up the capability of the Filipino talent in animation.
- **Animahenasyon: The Philippine Animation Festival**
Animahenasyon is an annual Filipino animation festival that features the different animation works of both aspiring and professional animators in the country through a competition. To further advocate continued learning and development on the arts and craft of animation, a series of masters classes and interaction between international guest animators with local animators and students are conducted.

- Membership Certificate and right to use the ACPI name and logo in print, video, or online marketing materials of the member company.
- Access to training grants, discounts or scholarships as maybe available from government and non-government partners of ACPI.
- Access to capability building & trainings availed by ACPI members i.e. conferences, workshops and seminars, overseas observation tours
- Subsidized, discounted or free participation in various trade fairs, exhibitions, business missions both locally and internationally.
- Company name, profile, portfolio and logo in the ACPI website as well as inclusion of company name and logo in all ACPI print, video and online marketing materials.
- Access to business leads and client referrals from partner government and non-government agencies, other member companies or from the ACPI office itself.
- Affiliations with IBPAP, ECCP, NCCA and other related organizations where ACPI is linked
- Access to market research and industry data as maybe collected by ACPI or its partner organizations.
- Involvement in policy and decision-making activities critical to the direction of the industry
- FOR STUDIOS: Access to industry/ school graduates, professional trainers, artists/professionals to either be employed , for contract basis or be a trainer in special workshop projects in companies/ school members.
- FOR SCHOOLS: If school/ training center: Have access to visit, collaborate in terms of projects, OJTs, Possible seminars & workshops for students at discounted rates.
- Support from Other Member Companies
- Access to ACPI's Credit facility

MEMBERSHIP APPLICATION CRITERIA

- Membership is open to companies or organizations whose primary and/or secondary purpose falls under any of the following:
 - Animation production:
 - 2D traditional animation
 - 3D animation
 - Interactive animation and e-learning
 - Game development
 - Web/online animation
 - Special effects
 - Stop motion animation
 - Animation-related services:
 - Animated TV/Film distribution/producers
 - Animation/Cartoon Character/Product Licensing
 - Animation-oriented Sound/Video/Film recording and editing
 - Animation-related marketing and business consultancy
 - Schools and Training institutions offering:
 - 2D/3D/Flash and other animation-related short courses
 - Animation related Degrees
 - Animation-related workshops
 - Animation-related hardware/software distribution/sales
- Membership in an individual or personal capacity will not be entertained.
- Applying organization must have been operating for at least one (1) year.
- The applicant must provide proof of operation by submitting the following documents:
 - DTI business registration document (Partnership/sole proprietorships) or SEC registration documents (Corporations/non-profit)
 - Business permit
 - Barangay Clearance
 - BIR registration number
 - Annual FS/BIR annual returns
 - Bank Account Certification
 - Three (3) Client and/or Supplier References

- The applying company must be willing to undergo:
 - Ocular inspection of his office/studio premises
 - Background investigation to validate information provided to ACPI
- The applying organization agrees to the payment of a joining and annual membership fee upon approval of its membership application.

Joining Fee	Php 10,000.00
Annual Membership	Php 10,000.00
Total payment	<hr/> **Php 20,000.00**

Initial Payment upon approval of the membership application

- ACPI reserves the right to accept or deny membership to an applying organization subject to the criteria provided above.

MEMBER'S DUTIES AND RESPONSIBILITIES

- Attend the quarterly General Membership Meeting
- Assign one official representative who will liaise with the Secretariat and represent the company in different official functions or activities of the association
- Assist and participate in ACPI-organized, sponsored or supported events
- Membership in one or more ACPI committees
- Observe ethical, moral and legal business practices at all times
- Participation in Industry/Market Research surveys as maybe requested by ACPI or its partner government and non-government organization.
- Timely payment of membership dues

The Board of Directors reserves the right to suspend or terminate membership of any organization who persistently violates one or more of the duties and responsibilities stated above.

1. **First Offense:** Written notice/reminder addressed to official representative from ACPI Executive Director's Office.
2. **Second Offense:** Written notice/reminder addressed to the company CEO/Chairman from ACPI Executive Director's Office.
3. **Third Offense:** Official Warning from the Board of Directors that continued violation of ACPI rules and regulations will result in the organization's suspension and eventual expulsion as a member.
4. **Last Offense:** Notice of Membership Suspension from the Board of Directors addressed to the President/CEO of the member company.
 - a. Violating Member will be invited to formally contest his suspension through formal letter addressed to the board and/or through a formal meeting with the Board of Directors.
 - b. The Board of Directors will vote on either lifting the suspension or terminating membership based on the violating member's defense.
 - c. Failure to respond to suspension notice within 30 days will automatically result.



MEMBER'S INFORMATION FORM

(to be used for membership application and/or update members information)

COMPANY PROFILE		
Company Name:		
Address:		
Tel. No.:	Fax No.:	Website:
Company's Social Media pages, if any (e.g. Facebook, linkedIn, twitter, etc. Please provide links):		
SEC Regn. No.:	TIN No.:	SSS No.:
Ownership:	Market Focus (e.g. local and/or offshore, etc.)	
Date Established in the Philippines:	Office/ Branch/ Locations (pls. indicate city and/or country)	
Nature of Business		
Reason for Joining (Give at least five):		
Business Sector/Industry Covered: Kindly check or specify.		
<input type="checkbox"/> IT/Software Development		
<input type="checkbox"/> Shared Services		
<input type="checkbox"/> Contact Center/BPO		
<input type="checkbox"/> Animation Services		
<input type="checkbox"/> Game Development		
<input type="checkbox"/> Academe/Education		
<input type="checkbox"/> Recruitment		
<input type="checkbox"/> Government		
<input type="checkbox"/> Other: (Please Specify)		

AUTHORIZED REPRESENTATIVES

AUTHORIZED REPRESENTATIVES	
Main Representative	Secondary Representative
Name:	Name:
Designation:	Designation:
Length of Service:	Length of Service:
Telephone Number:	Telephone Number:
Mobile Number:	Mobile Number:
Email:	Email:
Signature:	Signature:
INDUSTRY BASELINE DATA	
Number of Full Time Employees (Latest)	Latest Estimated Revenue(Latest)
Number of Freelance (Latest)	Others

COMMITTEES

(Please check committee/s you want to join)

<input type="checkbox"/> Marketing Communications/Ways and Means: To increase foreign awareness of the Philippines Offshore animation industry (“Brand Philippines”), To promote the Filipino animation content and Services to local and global markets, To promote the Filipino animation industry to a wider stakeholder base – current & potential animation professionals, academe, government, other local associations, general public.
<input type="checkbox"/> Capability Development: To support improved Recruitment, Retention within the animation sector by developing and implementing human resource development programs, To support development of Animation companies capabilities in various areas of operations – strategy, marketing, financial, content development, service delivery, etc.
<input type="checkbox"/> Membership: To promote integrity within the membership by establishing a code of ethics for ACPI, To maintain close collaboration among member companies through regular membership meetings.
<input type="checkbox"/> Government Relations: To represent the Association in government forums and advocate on issue that concern the Animation industry.
<input type="checkbox"/> Animahenasyon Festival: To help the students and the professionals create their own intellectual Properties that be shown or sold independently, To increase the number of skilled animators of the country, To foster camaraderie among industry practitioners , To link the animation industry and the academe and lessen if not eradicate the gap between the industry and academe, To leverage on the outsourced projects to major animation studios, To get domestic and international investors interested in partnering with local animators or companies, To leverage on the big domestic market .

CORPORATE CAPABILITY

a) **PRODUCTS** *(type of animation)*

b) **SERVICES / COURSE OFFERINGS**

c) **EQUIPEMENT**

d) **SOFTWARE**

e) **HARDWARE**

f) **CAPACITY**

for **STUDIOS**: how many shows/drawings can be produced in a week? What style of shows e.g. western, Japanese, others? Please specify

for **SCHOOLS**: how many students can you accommodate

EXPORT MARKET: *(major project done)*

Title	Date Done	Service Provider	Mother Studios Company




• **Issues and concerns of your company from the Industry:**

• **Suggestions and ideas for the Animation Industry:**
(How ACPI can help to your company)

MEMBERSHIP CATEGORY

Please submit copy of the ff. documents to:

ANIMATION COUNCIL OF THE PHILIPPINES, INC.
IBPAP Office 5th Floor, C2 Building, 28th Street cor., 7th Avenue, Bonifacio Global City Taguig
or email us at secretariat@animationcouncil.org

- | | |
|---|--|
| <input type="checkbox"/> SEC/DTI Registration |  BIR/VAT Registration |
| <input type="checkbox"/> Latest Mayors/Business Permit |  Corporate Profile |
| <input type="checkbox"/> Fully-accomplished Application Form |  others |
| <input type="checkbox"/> Send us a company/school logo (hi-res) | |

Submitted by:

(Name and Signature)

Designation: _____
Date: _____

Received by: **(ACPI Secretariat only)**

(Name and Signature)

Date: _____

Approved by: **(Membership Committee/s)**

(Name and Signature)

Date: _____