

MEMBERSHIP PRIMER

I. ORGANIZATION OVERVIEW

The Animation Council of the Philippines, Inc. (ACPI) is a non-stock, non-profit industry organization composed of companies engaged in traditional and digital 2D and 3D animation.

ACPI is recognized and supported by the Philippine government and is managed by key leaders in the local animation industry.

Its core mandate is to elevate the Philippine animation industry globally by positioning the country as a preferred destination for animation services and talent development.

II. VISION AND MISSION

To be a Trusted, Resilient, Innovative, and Nurturing Organization that enables the growth and development of its members and contributes to the advancement of the Philippine creative industry.

By 2030, ACPI envisions becoming the leading animation industry association in Southeast Asia, representing content developers, talent developers, and service providers in collaboration with global industry stakeholder

III. MEMBERSHIP VALUE PROPOSITION

1. Industry Knowledge & Intelligence
 - Free access to industry reports, roadmaps, and market research
 - Access to trade leads and business opportunities shared through ACPI
2. Training & Capability Development
 - Participation in workshops and seminars during General Membership Meetings
 - Access to government-supported training programs
 - Discounted rates for ACPI events and learning programs
3. International Exposure
 - Priority participation in global trade missions and events
4. Networking & Collaboration
 - Access to local and international animation industry leaders
 - Opportunities for co-production and collaboration among members
 - Participation in industry development discussions and programs
5. Visibility & Promotion
 - Company listing on ACPI website (high-traffic industry platform)
 - Inclusion in ACPI monthly e-newsletter

JOIN THE ACPI COMMUNITY

Be part of a growing creative ecosystem shaping the future of Philippine animation.

Together, we strengthen global competitiveness through creativity, collaboration, and innovation.

Email at secretariat@animationcouncil.org | (+63) 288172727

CLASSIFICATION OF MEMBERS

Membership is open to companies or organizations whose primary and/or secondary purpose falls under any of the following:

REGULAR MEMBERS: VOTING MEMBERS

A. INDUSTRY MEMBER - These are animation companies engaged in actual production or other companies engaged in animation-related services. Companies or organizations whose primary and/or secondary purpose falls under any of the following:

a. Animation production:

- 2D traditional animation
- 3D animation
- Interactive animation and e-learning
- Game Art and Animation
- Web/online animation
- Special effects
- Stop motion animation

b. 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

- Animation for Social Media/Motion Graphics
- Animation with AI - Assisted Application

B. ACADEME MEMBER - These are Schools and Training institutions offering animation courses. Schools whose primary and secondary purpose falls under any of the following:

- 2D/3D/Flash and other animation-related short courses
- Animation related Degrees
- Animation-related workshops

ASSOCIATE MEMBERS: NON-VOTING MEMBERS

C. AFFILIATE START-UP COMPANIES - A newly established creative or animation-related group/company in early growth stage.

D. VENDORS AND SUPPLIERS - These are companies engaged in distributing and selling hardware, software and materials/equipment used in animation production and education.

E. PROFESSIONAL AFFILIATES - These are professionals who are actively engaged in animation production and/or animation education.

F. ANICLUB MEMBERS - For students currently enrolled in animation, multimedia, film, ICT, or related programs.

QUALIFICATION AND GUIDELINES

INDUSTRY	ACADEME	VENDORS AND SUPPLIERS	AFFILIATE START-UP COMPANIES	PROFESSIONAL AFFILIATES	ANICLUB MEMBERS
❖ Applying organizations/companies must have been operating for at least three (3) years. ❖ Membership in any classification shall require sponsorship of at least one (1) Regular Member in good-standing. ❖ Each Member shall appoint an appropriate representative/s for it dealing with the association. For the avoidance of doubt, the membership vests in the entity as Member and not the representative/s, and all membership services are for the benefit of the entity. ❖ Guidelines and procedures for the assessment of membership applications, as well as accreditation standards for Professional Affiliates, shall be established and reviewed by the Board of Trustees. ❖ The Membership Committee will evaluate the qualification of an applicant for membership and shall make recommendations to the Board of Trustees for approval. ❖ The Board of Trustees may take any step it considers appropriate to establish the eligibility of an applicant, including but not limited to, requesting for further information; conducting interviews with the applicant or its authorized representative/s; and/or visiting the premises of the applicant organization. ❖ Membership Application may be provisionally accepted or rejected by the Board of Trustees. An unsuccessful applicant for either Regular or Associate Membership must wait for a minimum of one (1) year before re-applying for membership. ❖ Final Admission for membership shall require ratification from voting members present during a General Membership Meeting. ❖ Payment of prescribed membership fee upon application from voting members present during a General Membership Meeting.			❖ Applying organizations/companies must have been operating for at least one (1) year. ❖ Start-up companies shall apply as a Regular Member after completing three (3) years in operation. ❖ Each Member shall appoint an appropriate representative/s to deal with the Association. For the avoidance of doubt, membership shall vest in the entity as the Member and not in its representative/s, and all membership services shall be for the benefit of the entity. ❖ Guidelines and procedures for the assessment of membership applications, as well as accreditation standards for Professional Affiliates, shall be established and periodically reviewed by the Board of Trustees. ❖ The Membership Committee shall evaluate the qualifications of applicants for membership and make recommendations to the Board of Trustees for approval. ❖ The Board of Trustees may undertake any action it deems appropriate to determine the eligibility of an applicant, including but not limited to requesting additional information, conducting interviews with the applicant or its authorized representative/s, and/or visiting the premises of the applicant organization. ❖ Membership applications may be provisionally accepted or rejected by the Board of Trustees. An unsuccessful applicant for either Regular or Associate Membership must wait a minimum of one (1) year before reapplying for membership. ❖ Final admission to membership shall require ratification by the voting members present during a General Membership Meeting. ❖ Payment of the prescribed membership fee upon application shall be required following ratification by the voting members present during a General Membership Meeting.	❖ Applicants must possess at least two (2) years of relevant professional experience in the industry or related field. ❖ Guidelines and procedures for the assessment of membership applications, as well as accreditation standards for Professional Affiliates, shall be established and periodically reviewed by the Board of Trustees.	❖ Applicants must actively participate in all activities, programs, and events organized by the Association.

APPLICATION FOR MEMBERSHIP

REGULAR MEMBERS: VOTING MEMBERS		ASSOCIATE MEMBERS: NON-VOTING MEMBERS			
INDUSTRY	ACADEME	AFFILIATE START-UP COMPANIES	VENDORS AND SUPPLIERS	PROFESSIONAL AFFILIATES	ANICLUB MEMBERS
• A Fully-accomplished Application Form must be submitted in the format prescribed by the Animation Council of the Philippines. • SEC registration documents (Corporations/Organizations/Schools/Academe/Training Center) or DTI business registration document (Partnership/sole proprietorships) • Current Business permit • Barangay Clearance • BIR Certificate of Registration • Official Logo in High Resolution file (portrait & landscape format) • Company/School Demo-reel • Company/School ID photos of each duly appointed representative • Three (3) photos of studio or school facilities		• A Fully-accomplished Application Form must be submitted in the format prescribed by the Animation Council of the Philippines. • SEC registration documents (Corporations/Organizations/Schools/Academe/Training Center) or DTI business registration document (Partnership/sole proprietorships)/ CDA Registration • Current Business permit • Barangay Clearance • BIR Certificate of Registration • Official Logo in High Resolution file (portrait & landscape format) • Demo-reel • ID photos of each duly appointed representative • Company profile or startup portfolio		• A Fully-accomplished Application Form must be submitted in the format prescribed by the Animation Council of the Philippines. • Resume with at least two (2) years of relevant professional experience • ID Photo • NBI Clearance • Letter of Intent (reason/s for joining the Association)	• Proof of current enrollment

PROCESS OF MEMBERSHIP	MEMBERS DUTIES AND RESPONSIBILITIES
1. Submission of Application Form and Requirements: a. Complete the membership application form and ensure all required documents are included. b. Submit the application form and supporting documents to ACPI for review. 2. Review and Endorsement by ACPI: a. ACPI will verify the submitted application form and accompanying requirements. b. Upon completion of the requirements, ACPI will endorse the application to the Membership Committee for review and interview. 3. Notification of Application Status: a. ACPI will send a notification letter to the applicant informing them of the status of their membership application, including whether it has been approved by the Membership Committee. 4. Billing Statement for Membership Fee: a. Upon approval of the membership application, ACPI will send a billing statement for the membership fee. 5. Payment of Membership Fee: a. The applicant must settle the membership fee as indicated in the billing statement. b. Once the payment is received, ACPI will confirm the membership status. 6. Announcement of New Member: a. ACPI will announce the new member's acceptance through electronic direct mail (EDM) and on social media platforms to inform the community of their inclusion. 7. General Membership Meeting and Oath Taking: a. The new member will receive an invitation to the next General Membership Meeting, where they will participate in an oath-taking ceremony to formally welcome them into the ACPI community.	• To obey and comply with the By-laws, rules and regulations that may be promulgated by the Association from time time; • Attend the quarterly General Membership Meeting and all meetings of the Association; • Observe ethical, moral and legal business practices at all times • To pay membership and other assessments of the association promptly. • Assign one official representative who will liaise with the Secretariat and represent the company in different official functions or activities of the association • Members are also required to assist and participate in Animation Council of the Philippines organized, sponsored and supported events; • Membership in one or more ACPI committees • Participation in Industry/Market Research surveys as may be requested by ACPI or its partner government and non-government organization. • Members are required to submit and inform the Secretariat if they wish to cancel their membership to Animation Council of the Philippines <i>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.</i> 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 a 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.

MEMBERSHIP PRIVILEGES AND RIGHT OF A MEMBER		REGULAR MEMBERS: VOTING MEMBERS		ASSOCIATE MEMBERS: NON-VOTING MEMBERS			
		INDUSTRY MEMBER	ACADEME MEMBER	START UP COMPANIES	VENDORS AND SUPPLIERS	PROFESSIONAL AFFILIATES	ANICLUB
Governance and Leadership	Right to Vote: Members have the right to vote on all matters related to the ACPI's affairs, including policies, initiatives, and projects.	✓	✓				
	Eligibility for Office: Members are eligible to run for elective and appointive positions, contributing to leadership and governance within the ACPI.	✓	✓				
Business Opportunities	Client Referrals and Business Leads: Access to business leads and client referrals from partner organizations and the ACPI itself.	✓	✓	✓	✓		
	ACPI Endorsements: Opportunities to receive endorsements for studio visits, collaborations, seminars, and workshops, including ACPI's endorsement for government or non-government projects.	✓	✓	✓	✓		
	Access to Industry Talent: Opportunities to connect with industry/school graduates, trainers, and professionals for employment or contract work.	✓	✓	✓	✓	✓	
Marketing and Visibility	Website Listing: Members receive a listing on the ACPI website, including company information, logo, services, and contact details.	✓	✓	✓	✓	✓	
	Annual Membership Certificate: Members receive a certificate validating their affiliation with ACPI.	✓	✓	✓	✓	✓	
	Use of ACPI Name and Logo: Members can use ACPI's name and logo in marketing materials.	✓	✓	✓	✓	✓	✓
	Participation in Trade Missions and Events: Members can participate in trade missions, launches, presentations, trade fairs, and exhibitions both locally and internationally.	✓	✓	✓	✓		
	Reduced/Free Event Participation: Access to conferences, webinars, workshops, seminars, studio observation tours, and other training programs at reduced or subsidized rates.	✓	✓	✓	✓	✓	✓
	Networking Opportunities: Members can connect with key decision-makers in the animation industry at various ACPI events, including General Membership Meetings, Animation Fusion workshops, and more.	✓	✓	✓	✓	✓	✓
Training and Development	Training Grants and Scholarships: Members can access training grants, discounts, or scholarships from ACPI or its partner organizations.	✓	✓	✓	✓	✓	✓
	Market Research and Industry Data: Members have access to market research and industry data collected by ACPI or its partners.	✓	✓	✓	✓		
	Capability Building and Training: Members can participate in various capability-building activities like Animation Fusion, Icon Manila, and Animahenasyon, enhancing their skills and knowledge.	✓	✓	✓	✓	✓	✓
Affiliations and Collaboration	Partnerships with Related Organizations: ACPI has affiliations with other industry associations such as IBPAP, GDAP, PSIA, HIMAP, and more, providing broader networking and collaboration opportunities.	✓	✓	✓	✓		
	Support from Other Member Companies: Members have access to ACPI's credit facility and promotional support for their events and news updates.	✓	✓	✓	✓	✓	

MEMBERSHIP DUES AND FEES

To sustain ACPI’s operations and programs, members contribute annual membership dues.

- The applying organization agrees to the payment of a one-time payment of joining fee and annual membership fee upon approval of its membership application.
- Membership Billing will conduct calendar year
- ACPI Secretariat automatically sends Membership Billing annually unless the member informs the Secretariat of the cancellation of their membership.
- ACPI reserves the right to accept or deny membership to an applying organization subject to the criteria provided above

<i>Membership Classification</i>	<i>Joining Fee (One time payment)</i>	<i>Annual Fee</i>	<i>TOTAL</i>
INDUSTRY MEMBER	Php 10,000.00	Php 10,000.00	Php 20,000.00
ACADEME MEMBER	Php 10,000.00	Php 10,000.00	Php 20,000.00
START UP COMPANIES	Not Applicable	Php 5,000.00	Php 5,000.00
VENDORS AND SUPPLIERS	Php 10,000.00	Php 10,000.00	Php 20,000.00
PROFESSIONAL AFFILIATES	Not Applicable	Php 1,500.00	Php 1,500.00
ANICLUB	Not Applicable	Php 500.00	Php 500.00