

AICOSU

Art & Cosplay

2023 MEDIA KIT



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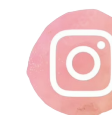
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DARLING & SYLAR SANTA MARIA

MASTERS OF CEREMONIES | CONTEST JUDGES | PANELISTS & PERSONALITIES

We are Darling & Sylar Santa Maria, a married cosplay couple working together since 2009. For 15 years, we have made over 300 cosplays, attended hundreds of cons, won awards, and taught workshops and classes. We work as open-book cosplayers and artists to promote accessibility, ease, and fun in the community.

42K FOLLOWERS
@aicosu



135K
MONTHLY REACH

198K
MONTHLY IMPRESSIONS

4.5%
ENGAGEMENT RATE

80%
FEMALE AUDIENCE

84%
18-30 AGE RANGE

BRANDS WE'VE WORKED WITH



SERVICES

Masters of Ceremonies

Sponsored Content Creation

Contest/Craftsmanship Judging

Costume Consultation

Panel/Event programming

Booth Promotion/Modeling

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SERVICES

Masters of Ceremonies

- ♥ Ensures timely and seamless transitions from the opening of the show through every contestant or section of the program Announces any and all audience information, instructions, rules, or emergency guidelines. Works closely with stagehands and stage director for all blocking, skits, pre-show, and closing.
- ♥ Keeps friendly, lively, and entertaining energy for the audience throughout the event by adlibbing, improving, skitting, vamping, etcetera. Easy in front of the mic and under sudden changes or delays via stage crew or audience.
- ♥ Carries a reliable sense of authority over space to create a safe and sensitive environment for any show, ranging from family-friendly convention spaces, bar karaoke and trivia, or burlesque.
- ♥ Double-checks pronunciations for any talent and is available for any rehearsals or walkthroughs.

Previous MC Experience

FANIME Masquerade | San Jose California | 2017 - 2023
Grand Burlesque | Arizona | 2022
Character Masters | Los Angeles | 2015 - 2017
TaiyouCon Cosplayer Auction | Arizona | 2014

Amazing Comic Con Masquerade | Arizona | 2013
TaiyouCon Cosplay Cafe | Arizona | 2011
Connichiwa Cosplay Cafe | Arizona | 2011
Saboten Cosplay Cafe | Arizona | 2010

Cosplay Judging / Guest Programming

- ♥ Judges any and all cosplay competition with unbiased and thoughtful assessment, ensuring a fair and equal playing field for all entrees in all categories (Novice, Journeyman, Masters, etc., or according to WCS standards if not otherwise stated.) Available to every and all pre-judging or green room interviews.
- ♥ Brings expertise of fabrication, draping, sewing, patternmaking, painting, 3D CAD/CAM and more with a Bachelor's degree in the arts from Rhode Island School of Design, a career in costume creation for Cirque Du Soliel 2014-2016, and as a Masters winner.
- ♥ Maintains a open-door policy to all attendees and a welcoming atmosphere for new and experienced cosplayers at table signing, in and around venue, and at every panel/workshop.
- ♥ Debuting/creating new costumes for each day of your event to feature for guests and media.

Previous Judging/Programming Experience

Anime Expo & World Cosplay Summit USA Finalist Judges/Cosplay Senpai | 2023
FANIME Judge/Guest/Panelist | San Jose California | 2016 - 2023
Anime Conji Industry Guest/Panelist | San Diego | 2015
Star Wars Celebration Guest | Anaheim | 2015

Judging Credentials

Masquerade Masters since 2014
Crunchyroll 2015 Call to Cosplay Winner
BIOWARE San Diego ComicCon 2013 Craftsmanship & Warden Winners

Taiyoucon Event Guest/Panelist | Arizona | 2011 & 2014
Amazing Comic Con Cosplay Guest | Arizona | 2013
Sabotencon Event Guest/Panelist | Arizona | 2010 & 2018
Connichiwa | Arizona | 2011

Crunchyroll 2012 Cosplay Contest Winner
Cryption Media VOCALOID winner 2012
Phoenix Comic Con Best in Gaming 2011

Promotions/Advertising

- ♥ Creates social posts/reels/content sponsoring items with campaign strategy in mind. Scripts, ideas, and boards submitted for approval. Multiple deliverables are offered on a timely schedule, with links in captions as needed. Cosplay, artwork, or casual options are available.
- ♥ On-camera hosting, interviewing, or character work available. We have experience moderating both live and scripted media, providing multiple takes, and responding to call sheets. We have experience with kids and adults and can maintain a character for lengths of time.
- ♥ Costume consultation for both industries or individuals provided with years of experience. We have worked together with corporations behind the scenes to create and develop wardrobes for ourselves or other models.
- ♥ Experienced in tradeshow booth promotions. Line control, product upsell, character interaction, and photobooth managing are all available.

Previous Promotions Experience

Character Masters 2016 - 2017
MXTV "Iron Cosplay" Hosts, Judges, and Consultants 2016
WOOCHIE SFX Booth Promotions 2016
TTDEYE Ambassador 2015
Crunchyroll Call to Cosplay TV SHOW 2015
Square Enix FFXIV FanFest Retainers 2015

NIS AMERICA "DanganRonpa" Murder Mystery Show 2015
BUZZFEED "Try Guys" Cosplay Expert 2015
STAR WARS CELEBRATION Guest Interviewer & Event Coverage 2015
2k GAMES Bioshock 3: Burial At Sea Costume Guests 2014
GeekyU Booth promotions 2014
BIOWARE PAX EAST "Dawn of the Seeker" Cosplay Guest 2014

Other Related Experience

Character Masters | Los Angeles | 2015 - 2017

- Character Actor for private events ranging from birthday parties for kids 14 and under to corporate events for all ages.
- Provided both scripted and improvised performances and activities, interacting with guests and props in various environments without breaking character.
- Provided services such as face painting, crafting, photobooth modeling, kid's games, lore trivia, mock combat, and award ceremonies.

Cirque De Soliel | 2013 - 2014

- Wardrobe Assitant for the cast. Responsible for show quick changes every scheduled show and rehearsal, as well as maintenance, repair, and cleaning. Handsewn or Machine sewn as necessary. Restrung tear-away costumes, wired costume LEDs and props, repaired shoes, and repainted all jewelry and accessories as needed.

Convention Operations | Various | 2010 - present

- We've worked various convention roles including convention programming, game/arcade instruction, guest liaison work, registration, cafe/food staff, booth promotion, badge check, floor interviews, stage interviews, line control, and set-up/break-down. We're familiar with event coordination and its fast paced nature.



Cosplay Makeup 101

COSPLAY

Where does one buy wigs? How about contacts? What exactly do you do with a wig once you get it? How about the best way to make a fake beard or create a scar. All great questions, with great answers we can share with you at the Cosplay Makeup 101 panel.

Foamsmithing Workshop

Get elbows deep in craft and EVA foam. Learn how to mold, manipulate, seal, paint, and more for any and all armor, ornaments, masks, and more! You'll get a chance to play with materials and ask any questions and see demonstrations of special techniques!

Posing Like a Pro

So the cosplay's all finished and it's time for the con! But wait! Standing in front of the camera is so awkward! Well, we can help! We'll teach you all the basics of how to strike a pose. Whether it's with a group, a giant prop, as an angry character or a friendly one, we got all the tips you'll need to get modeling today!

Cosplay: Fast, Cheap & Dirty

A dissection into the cosplay creation itself. And raising the question "Why does it need to be hard OR expensive?" We'll talk about our own experiences as well as the ways in which we make shortcuts for big cosplays. We'll show link resources, tutorials, and do an improv breakdown of a suggestion character to cosplay so the audience can see a "build" from start to finish.

Cosplay and Con Careers

Are you considering a job related to Cosplay and Conventions? Come and talk to cosplayers in diverse fields (wardrobe assistant, social media, voice acting) to talk about how to break into the work force with your special skills, what the industry is like, how to make a resume and why your skills are valuable!

All About Masquerades

If you're thinking about competing in cosplay competitions but don't know where to start this panel is for you! Learn the ins and outs of ranking, awards, craftsmanship, and behind the scenes in judging. We'll give our advice on everything from cataloguing your costume to skit performances.

Cosplay Photography & YOU

The job's not done when the glue gun goes away, you need pictures! In this panel we'll not only go over making connections and establishing etiquette with photographers, but also break down the camera itself and introduce you to self-shooting techniques and tricks!

Cosplay Photoshop

Come and learn all about post-photo editing for your cosplay needs! Learn how to touch up your skin, add better lighting, change the background, add visual effects like super powers and sparkles and more! We will break it down for you so it's easy, fun and fast! We'll teach you the basic tools and advanced techniques.

Couple Cosplaying

Are you and your partner considering teaming up together! Have you already started but haven't got your footing yet? Come talk to a married cosplay team of over 14 years to hear experiences, tips, and insights on the ins and out of switching up your dynamic and sharing this awesome hobby!

PANELS & EVENTS MENU

18+ Bringing Cosplay into the Bedroom

Wanting to spice things up, nerd style? Come join us for a discussion into the mechanics of cosplaying behind closed doors including, how to get started, how to communicate, and a few lessons on improv for that roleplay aspect. We'll tackle the obstacles everyone might have with sharing this with your partner, feeling silly about trying, or just tips on how to deal with wigs when the time comes.

Fanfiction Writers' Workshop

FANDOM

An informative panel on fanfiction writing for those stuck. We'll also go over screenwriting basics to help with dialogue, plot, and story structure, keeping characters in character, as well as marketing tools like tagging, times for posting, and networking to make your fanfic get more readers. Q&A will be included for specific constructive criticism.

Support for New Dungeon Masters

Some think it's a sucky job, and it sometimes seems like NO ONE wants to do it. Whether you're getting press-ganged into being the DM for your group of friends, or you genuinely LOVE the idea of creating and directing your own first campaign, we have good news for you! It's not hard and it's a LOT of fun! Let us show you how!

Whose Line is it Anime?

Welcome to the show where everything's made up and the points don't matter! Enjoy an hour of improv based on audience suggestions and scenarios for your favorite anime and video games characters, performed by us! We promise to be good or bad enough to make you laugh.

18+ Hilarious Hentai Read Along!

Come look at naughty hentai doujinshi while we voice act the dialogue and sound effects, which changes based on audience suggestion! It will be a sexy, not-so-sexy, fun-time!

Cosplay Cafes

EVENTS

Badge holders will be able to purchase a seat for what can be described as Maid cafe meets Dinner theatre. Each table seats one or more Cast members, interacting and improvising while in character, with guests as they receive light food and drink. With the characters rotating tables as well as serving as staff and host, we guarantee an experience that is both unique and memorable.

Convention Scavenger Hunt

For one convention day or many, attendees can receive instructions for a scavenger hunt from our booth with items such as 'take a picture of every trash can in the con,' 'score a photographers business card,' or 'find out a guests favorite ice cream.' Etc. List will be pre-approved by con staff. Attendees who complete it will be entered in a raffle to win prizes.

Cosplay BINGO

For one convention day or many, BINGO sheets can be retrieved from our booth with items such as 'find a cosplay of a character who dies,' 'find a cosplay of a villain,' or 'find an otp cosplay,' Those who win BINGO will be entered in a raffle to win prizes.