

AFUROTAKU

Afurotaku Cosplay: SYLA

So, you like anime • Media Brief

Issued by Afurotaku and shared with media by the Embassy of Japan in Botswana

Afurotaku Cosplay: SYLA is a celebration of culture, creativity and community in Gaborone, taking place on Saturday 28 November 2026 at the Botswana National Youth Council facility. At its heart is cosplay, short for costume play (コスプレ, kosupure), a part of Japanese pop culture: the art of making and wearing a costume to bring a character to life. The day is organised by Afurotaku, a Gaborone community for Japanese pop culture, anime, manga, cosplay, gaming and creative work, and it is open to all ages.

The Facts

Detail	Information
Event	Afurotaku Cosplay: SYLA. SYLA stands for So, you like anime.
Date and time	Saturday 28 November 2026, 9:00 to 17:00. The closing time may be extended.
Venue	Botswana National Youth Council (BNYC) facility, Gaborone
Admission	BWP 20
Who it is for	All ages, and family friendly. Children under 13 must be accompanied by a parent or guardian.
Centrepiece	The cosplay showcase, with a Junior section (ages 12 and under) and an Open section (ages 13 and over), and three awards in each.
Also on the day	A market day with booths and stalls from local creatives in art, craft and animation, alongside food, games, activities and a photo area.
Partner booths	The Embassy of Japan in Botswana and Animaniacs Botswana, both open from the start of the day
Organiser	Afurotaku, Gaborone

Using the name. Please write Afurotaku Cosplay: SYLA on first mention and Cosplay SYLA afterwards. Afurotaku is one word.

Story Angles

A spotlight for children. For the first time, children have a cosplay section of their own. The Junior section is for ages 12 and under, and it is judged and awarded separately from the Open section.

Craft on the stage. Every registered cosplayer takes the stage, and the master of ceremonies names the craft out loud: who made a costume by hand, and what an original design draws on.

A community building something of its own. Afurotaku began in March 2021 as a podcast about the life of an African otaku. Its SYLA Spring Festival on 21 March 2026 at Ledumang Senior Secondary School drew more than 500 attendees and 16 exhibitors, and Cosplay SYLA builds on it.

A day for families and local creatives. Visitors can come in costume or come as they are, browse stalls from local creatives in art, craft and animation, vote for People's Choice from their phones and take something home.

Moments Worth Covering

Moment	What happens	Suited to
Arrival	Doors open and the partner booths begin receiving visitors. Cosplayers move through the hall, and People's Choice voting opens.	Photographs and short interviews with visitors
Opening programme	The opening ceremony and planned performances, with a ramen eating contest and an icebreaker.	Video and audience reaction
Cosplay showcase	The judges are introduced and the cosplayers parade, then each registered cosplayer takes individual stage time.	Photographs, video and interviews with cosplayers
Awards	Three awards are presented in each of the Junior and Open sections, each with a single winner. Prizes are items rather than cash.	Winner portraits and interviews
Open floor	Stalls, games, live drawing, community gaming and the photo area open across the hall.	Features on creatives, stall holders and activities

Times for each item will be announced by Afurotaku.

Media at the Event

Press badges. Media are welcome, and a press badge gives access to the media zones. To request one, email afurotaku@gmail.com with your outlet and the names of your team, or pass the request through the Embassy of Japan in Botswana. Afurotaku confirms by reply, and badges are collected at the registration desk.

Interviews. Interviews with Frank Melusi Khoza, Founder and Director, can be requested through the contact below, and cosplayers and other participants can be interviewed with their consent.

Photography, conduct and policies. Photography, conduct and props are covered in Rules and Policies at afurotaku.com/rules and the privacy policy at afurotaku.com/privacy, and a notice at the gate will state that the event is photographed. For children in the Junior section, please ask a parent or guardian before photographing, filming or interviewing a child, and before publishing a child's name.

Images and logos. Logos, the event poster and photographs can be downloaded from afurotaku.com/media-kit.

About Afurotaku

Afurotaku began in March 2021 as a podcast about the life of an African otaku, and it is now a Gaborone community that runs events for anime, manga, cosplay, gaming and creative work. The Embassy of Japan in Botswana is in an active working partnership with Afurotaku.

Media Contact: Interviews, Press Badges and Questions

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This brief reflects plans as at October 2026. Programme times will be announced by Afurotaku.