

*Become a 2020 Sponsor*  
*15<sup>th</sup> Anniversary Year*



VANCOUVER  
INTERNATIONAL  
*Burlesque*  
FESTIVAL



A burlesque performer is seen from behind, standing on a stage. She is wearing a long, red, sequined dress with a low back. Her arms are slightly out to the sides. A bright spotlight is shining down on her, creating a strong lens flare and casting a long shadow on the stage floor. The background is dark with some smoke or fog.

# #VANCOUVERISBURLESQUE

The Vancouver International Burlesque Festival is Canada's most prestigious and longest running burlesque festival presenting its 15th annual festival. Showcasing the finest local and international talent since 2006, the VIBF brings global talent and local superstars to downtown Vancouver every spring.



## *Why burlesque?*

We are a primarily female driven art form that embraces and celebrates creative and physical diversity. We embrace the philosophy of don't judge a book by its cover - celebrating a wider view of beauty than the "media friendly".

The VIBFA mission is to not only create an annual Vancouver International Burlesque Festival, but to promote the public profile of burlesque in Vancouver, encourage the cooperation of troupes, producers, and performers in Vancouver's vibrant burlesque scene, and foster communication between and provide resources for these groups.

# Our Audience

Our audience is comprised of 25 to 45 year old Vancouverites. Many of our audience members identify as LGBTQ+ and approximately 70% are female. Our audience members have post-secondary educations and earn between \$30,000 to \$72,000 on average per year. They spend their disposable income on restaurants, nightlife, art, and entertainment – and are proud to shop local whenever possible.



A woman with short, dark, curly hair is performing on stage. She is wearing a black lace burlesque outfit with a high-cut back and a matching garter belt. She is looking over her shoulder towards the camera with a slight smile. The background is dark, and the stage is lit with warm, orange light.

# *The Events*

The VIBF is a multi-day event that consists of:

- ◆ Two showcase performance nights at the Vancouver Playhouse on the Friday and Saturday
- ◆ A TED style night of talks on burlesque related topics from performers, academics, and influencers called TIT Talks (Teach. Inspire. Transcend.)
- ◆ Two days of professional development workshops
- ◆ An industry awards night – Diamonds in the Buff – affectionately called “The Buffies”





Unique amongst burlesque festivals, our event TIT Talks hosts presentations on varied topics such as: The history of burlesque in Vancouver; Being a differently abled performer; Body positivity; Performing and motherhood; Gender identity



# Our REACH

The VIBF reaches a physical audience of 1200 people during our downtown Vancouver showcase events. There are many branding opportunities inside the theatre, including an on-site marketplace and photo booth. Branded posters are hung throughout the city for 1 month prior to the event. Branded handbills are distributed to Vancouver businesses for promotional purposes for 1 month prior to the event. Branded gift bags are kept and reused indefinitely.

We presently have over 10,000 active social media followers with a strategy to expand our social media outreach further. Our ongoing project "Vancouver is Burlesque" – featuring promotional viral videos and a photo series by local photographer Tom Gould provides engaging social media content while creating opportunities for branding and product placement within the content itself. We are active on Facebook, Instagram, Twitter, and Vimeo with opportunities for cross promotion across all platforms.

Facebook: 4468

Instagram: 4464

Twitter: 1388

Vimeo: 1581

Get  
Involved!










































# Sponsorship Opportunities

CONTACT [sponsors@vibf.ca](mailto:sponsors@vibf.ca)

★ The new 'Society Sponsor' level underwrites 10 tickets to provide access to the showcases for burlesque community members that would otherwise be unable to attend due to cost. There are two opportunities at this level, one for each showcase evening.

	Diamond sponsor \$3000	Ruby sponsor \$2000	Emerald Sponsor \$1000	Sapphire sponsor \$500	Topaz sponsor \$350	★ Society sponsor \$400	Ad only \$600	Ad only \$300	Ad only \$150	Digital Sponsor \$200
Ad in festival program	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE	1/4 PAGE	FULL PAGE	1/2 PAGE	1/4 PAGE	
Title sponsor of one festival night	SHOWCASE EVENING	BUFFIES, WORKSHOPS, OR TIT TALKS								
Recognition in festival program										
Logo recognition on event website										
Logo on home page of event website										
Logo on intermission commercial										
VIP tickets	4	4	2	2						
Logo and link on VIBF social media promotions pre-festival										
Logo on print promotions & mention in advertisements pre-festival										
On-stage mentions by emcees										



## Vendor Hall Opportunities

The VIBF Vendor Hall at the Vancouver Playhouse offers a limited number of booths to suppliers of sparkly wares so our audience members can take home a piece of the magic.

Terms: \$50 per night + 15% commission on sales over \$100  
Six-foot table supplied; vendor provides table covering, signage, float/payment processing

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# Festival Program - AD SPECS



If you have purchased an ad in the festival program please adhere to the following specifications for print-ready artwork submittal:

**Size:** As noted on this diagram  
(Note: bleed is NOT included in these sizes)

**Bleed:** Additional 0.125"  
all-around bleed

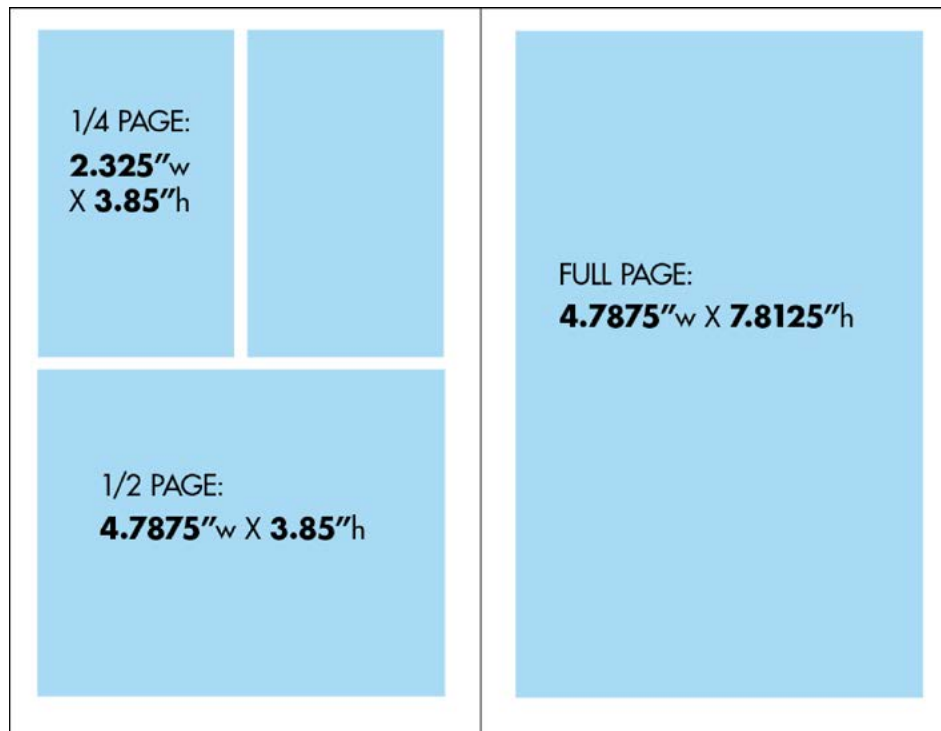
**Format:** Vector .pdf OR  
high-res .jpeg  
(minimum 240 dpi)

**Colour:** CMYK

**Other:** No Crop marks

**Final artwork due:**  
**Februrary 24<sup>th</sup> 2020**

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# Digital Sponsorship & Logo Submittal



If you are submitting your logo for presentation on our website, social media, or during our intermission slideshow, please adhere to the following specifications:

**Preferred Format:** Vector .pdf or .eps

**Acceptable Format:** High-res backgroundless .png  
(minimum 150 dpi at a file  
size of approx 8"w)

**Minimum acceptable format:** High-res .jpeg  
(minimum 150 dpi at a file  
size of approx 8"w)

**Other:** .png or .jpeg files under  
300kb will not be acceptable.

**Colour:** RGB

**Final artwork due: February 24<sup>th</sup> 2020**

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