

VANCOUVER
INTERNATIONAL
Burlesque
FESTIVAL

Become a 2022 Sponsor
17th Anniversary Year



#VANCOUVERISBURLESQUE

Now in its 17th year, the Vancouver International Burlesque Festival is Canada's most prestigious and longest-running burlesque 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?

Burlesque is a primarily women and feminine-presenting peoples driven art form that 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 what is “media-friendly.”

The VIBFA mission is to not only showcase 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.





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: 4,760

Instagram: 4,709

Twitter: 1,516

Vimeo: 1,660






































Get
Involved!



Sponsorship Opportunities

Contact: info@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: \$75 per night + 15% commission on sales over \$100
Six-foot table supplied; vendor provides table covering, signage, float/payment processing

Final artwork due: February 21, 2022

Contact: info@vibf.ca

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

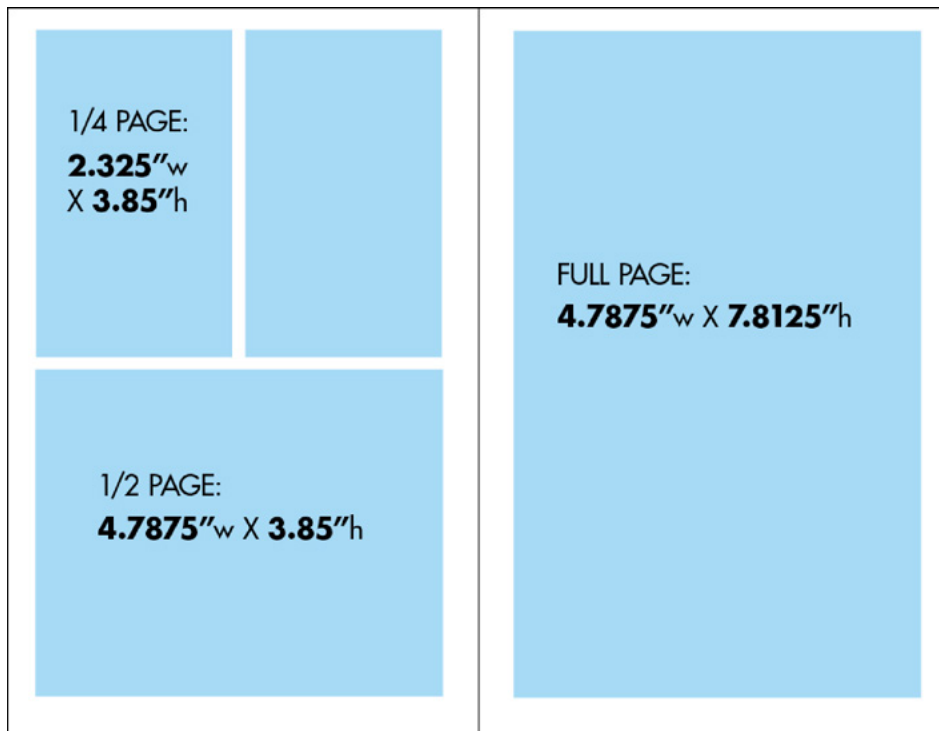
Format: Vector .pdf OR
high-res .jpeg
(minimum 240 dpi)

Colour: CMYK

Other: No Crop marks

Final artwork due:
February 21, 2022

Contact: **info@vibf.ca**



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 21, 2022

Contact: **info@vibf.ca**