

VANCOUVER
INTERNATIONAL
Burlesque
FESTIVAL

*Become a sponsor of
the 2024 festival!*

More Info: vibf.ca/sponsors
Contact: sponsors@vibf.ca

#VANCOUVERISBURLESQUE

The Vancouver International Burlesque Festival is Canada's most prestigious and longest-running burlesque festival, presenting its 19th 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?

Burlesque is an art form that celebrates creativity, diversity, and a place for all to feel welcome. 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, & performers in Vancouver's vibrant burlesque scene, and to foster communication between & provide resources for these groups.

Our Audience

Our audience is a vibrant mix of adults living in and around the Vancouver area from a wide range of age groups, occupations and income levels. Over the years we have seen they're very enthusiastic about supporting local artists in our community. We have noticed this also translates to them shopping locally whenever possible. They often attend a large amount of nightlife events in the city, frequently eat at restaurants, volunteer at shows, and share upcoming events on social media.



Our REACH

During our Friday and Saturday Showcases alone, the VIBF reaches a physical audience of at least 1200 people. There are many branding opportunities at these events including a Vendor's Hall, nightly raffle prizes, photo booth, and much more. For our online events - the Sunday Virtual Vaudeville Showcase as well as the live stream of the TIT Talks - our audiencetunes in from across North America and the world!

For over a month leading up to the festival, several transit shelter ads and hundreds of branded posters can be seen throughout the city, and social media posts regularly spotlight festival sponsors.

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, and Vimeo, with opportunities for cross-promotion across all platforms.

Facebook: Vancouver International Burlesque Festival

Instagram: @VIBFA

Vimeo: VIBFA





The Events

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

- ◆ Two live showcase performance nights at the Vancouver Playhouse on the Friday and Saturday
- ◆ A live-streamed virtual showcase on the Sunday that allows artists to create out of the box burlesque number using the medium of film
- ◆ A TED style night of talks on burlesque and burlesque-adjacent topics from performers, academics, and other community members called TIT Talks (Teach. Inspire. Transcend.)
- ◆ An afternoon of professional development workshops
- ◆ An industry awards night – Diamonds in the Buff – affectionately called “The Buffies”

2024	TUESDAY APRIL 2	WEDS APRIL 3	THURSDAY APRIL 4	FRIDAY APRIL 5	SATURDAY APRIL 6	SUNDAY APRIL 7
DAY					VIBF Workshop Series	
EVE	<i>The Buffies</i> Industry Awards		T.I.T. Talks - Teach, Inspire, Transcend	Friday Showcase <i>The Glamorama Gala</i>	Saturday Showcase <i>The Showpony Soiree</i>	Sunday Showcase <i>Virtual Vaudeville</i>

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TIT Talks: Teach, Inspire, Transcend.

VIBF is passionate about making opportunities to share knowledge and skills and build community! Unique amongst burlesque festivals, the TIT Talks lecture series allows us to offer an additional format for members of the burlesque and burlesque-adjacent community to share their knowledge and experience. A range of topics is explored every year, last year's being:

- *Building a Successful Burlesque Career Outside of the USA!*
2023 Festival Headliner Zyra Lee Vanity, Montreal QC
- *Dancing as Long as We Can: Joyful Burlesque into the Senior Years*
2023 Legend Feature Lorna, Vancouver BC
- *Bi-Hemian Rhapsody: Bisexual+ Visibility in Burlesque and Beyond*
2023 Featured Performer Bianca Boom Boom, Toronto ON
- Uplifting Safer Spaces, Cherry Cheeks, Victoria BC
- *The Great Virtual Pivot: Performance Art in the Digital Realm*
Fannie Sinclair, Los Angeles CA
- *Nopal Pintado (Painted Prickly Pear): A brief introduction to the decolonization of Mexican Indigenous Women of the Southwest United States*
Lola Coquette, Portland OR



Get Involved!






































We would love to partner with you! As a non-profit festival, VIBF depends on community support and offers a variety of ways in which we can also highlight your brand! Would you like to see your brand advertised by becoming a cash sponsor? Or perhaps you would love to sell your wares in our Vendor's Hall during our Friday and Saturday Showcases? We have opportunities and perks no matter your level of support. Sponsorship Coordinator Oliver Tits is ready to collaborate with you on a partnership that works best for you!

Contact: sponsors@vibf.ca



Sponsorship Opportunities

★ The '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, TIT Talks, or Workshops								
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										

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Vendor Hall

The VIBF Vendor's 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:

- Six-foot table provided
- Vendor provides table covering, signage, float/payment processing
- Vendor will sign up for a VIBFA 2024 membership (\$5 + service fee) in lieu of a table fee
- 20% of net sales of merchandise paid to the Vancouver Playhouse, payable on the night of the event

More Info: vibf.ca/sponsors

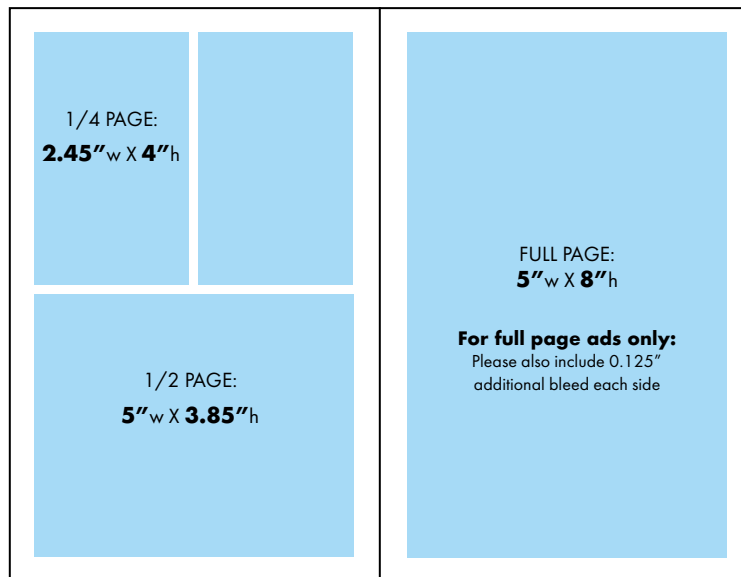
Contact: sponsors@vibf.ca



Festival Program - Ad Submission

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

Size:	1/4 PAGE: 2.45" w X 4" h 1/2 PAGE: 5" w X 3.85" h FULL PAGE: 5" w X 8" h
Bleed:	Required ONLY for FULL PAGE ads
Format:	Vector .pdf, OR high-res .jpeg (minimum 240 dpi)
Colour:	CMYK
Other:	No Crop marks



Final artwork due: February 23, 2024

More Info: vibf.ca/sponsors

Contact: sponsors@vibf.ca

Logo Submission

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 with white or black background. (minimum 150 dpi at a file size of approx 4" w)
Other:	.png or .jpeg files under 200kb will not be acceptable.
Colour:	RGB

Final artwork due: February 23, 2024

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Thank You for
supporting ART in
the city!

