



VANCOUVER
INTERNATIONAL
Burlesque
FESTIVAL

*Become a sponsor of our
2025 festival!*

Support Art in the City!

More Info: vibf.ca/sponsors

Contact: info@vibf.ca

#VANCOUVERISBURLESQUE

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. We are a non profit organization dedicated to preserving burlesque history and continuing its legacy through celebration of the art form.



Why Burlesque?

Burlesque is an art form that celebrates creativity, diversity, and glamour. There is a rich history of burlesque in Vancouver dating back to the days of the Golden Age and speakeasys. We showcase a wider view of beauty than what is traditionally considered media friendly.

The VIBF association 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, and foster communication and provide resources for these groups.



Pictured: Shawna the Black Venus, Burlesque Legend, VIBF 2024

Our Audience

Our audience is a vibrant mix of adults living in the Metro Vancouver and Lower Mainland areas. The VIBF sees many people travelling in to attend the festival every year, many from Victoria. We see people of all genders attending our shows, but our audience is mostly comprised of women. People with various income levels, and various occupations, attend our events. Many of our audience members are well educated working professionals.

People who choose to support our festival tend to be interested in live performance art, dance, alternative lifestyles and fashion, theatre, and supporting independent artists. Burlesque has always had a rich queer and racially diverse history, and the festival continues to support and attract people from the LGBT+ communities and a plethora of different marginalized identities.

Supporters of the VIBF like to support our sponsors, they understand that without our sponsors we would not be able to run our festival!



Our REACH

During our Friday and Saturday Showcases alone, the VIBF reaches a physical audience of at least 1000 people. We currently have around 10,000 social media followers across all accounts, with Instagram being our most active platform at 6,000 followers. Our followers come from all over North America but are mainly from the lower mainland with 55% being from Canada and 17% of them being from Vancouver. Most of our followers are between the ages of 25 and 44, 75% identify as women.

Leading up to the festival, sponsored social media posts are regularly uploaded to our Instagram, as well as posters and handbills being distributed throughout the city.

During the festival, programs are given to every attendant of our events, we have a slideshow which plays at the intermission of our two showcase nights that highlights each sponsor. Our premium tiers offer the chance for your brand to be mentioned in the title of our event, and also for our hosts to mention your brand's name on stage at all of our events. Please see our "Sponsor Us!" slides to see a full breakdown of sponsorship opportunities.

Instagram: [@vibfa](#)

VIMEO: [@vibfa](#)

Facebook: [Vancouver International Burlesque Festival](#)

Bluesky: [@vibf](#)

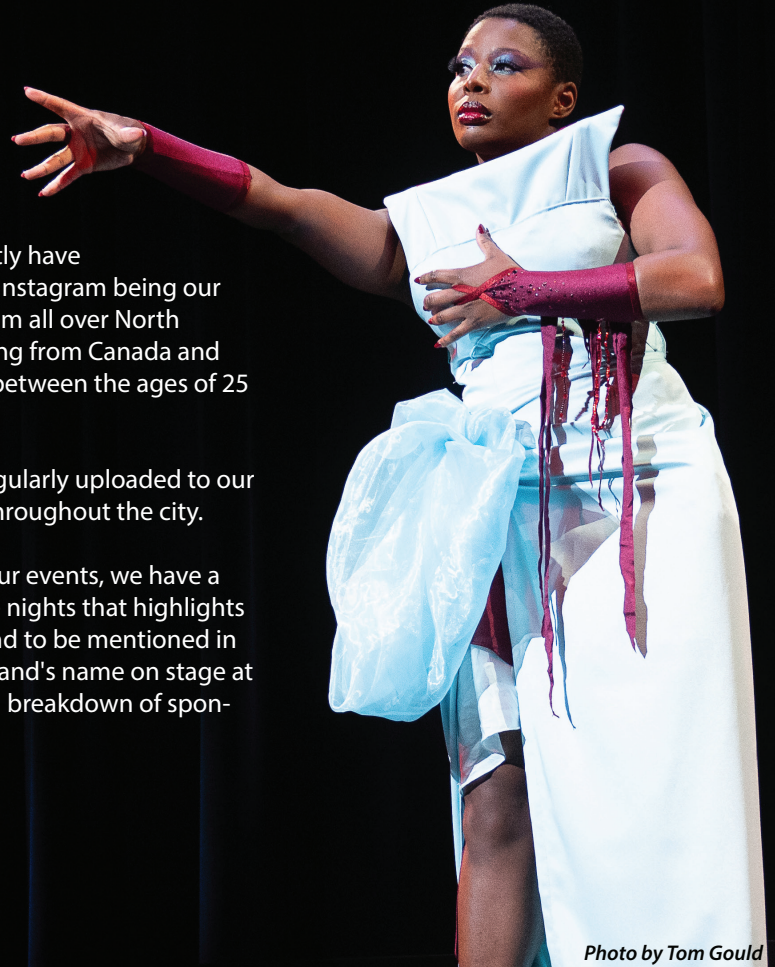


Photo by Tom Gould

The Events

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

- ✦ Two live showcase performance nights at the Vancouver Playhouse Theatre, on Friday April 4th and Saturday night April 5th
- ✦ A live streamed virtual showcase on Sunday which allows artists to create out of the box ideas using the medium of film, as well as allowing people from all over the world to watch.
- ✦ TIT Talks, Teach. Inspire. Transcend., a TED Talks style night of talks on burlesque and burlesque-adjacent topics from performers, academics, and community members. Date TBA
- ✦ Professional development workshops spanning the week of the festival, these take place at community studios. Past years have had workshops on burlesque, dance, history, and many more. Dates TBA
- ✦ An industry awards night called "The Buffies", where VIBF members get together to celebrate burlesque and acknowledge achievements of local performers, date TBA



Photo by Baevocative



Sponsor Us!

The VIBFA is a non-profit organization that depends on sponsor support and we would love to partner with you! There are a variety of different ways to contribute:

- ◆ Cash sponsorship
- ◆ Product donation for our nightly raffle prizes, your company will be mentioned onstage during the show
- ◆ Product donation for gift bags given to all performers
- ◆ Studio space donation
- ◆ Vendor opportunities

More Info: vibf.ca/sponsors

Contact: info@vibf.ca

Sponsor Us! (cont.)

Offering	What's this?	Sponsorship Tiers					Ad Only		
		Diamond Lvl Minimum \$3,000	Ruby Lvl Minimum \$2,000	Emerald Lvl Minimum \$1,200	Sapphire Lvl Minimum \$700	Topaz Lvl Minimum \$450	Program Ad Minimum \$800	Program Ad Minimum \$400	Program Ad Minimum \$200
Title Sponsor	You will sponsor a Showcase night, it will be titled "Brought to You By: [Your Company Name]"	★	★						
Program Ad	Ad space in our festival programs, which are given to every audience member, see sizing on the next page	<i>FULL page</i>	<i>1/2 page</i>	<i>1/4 page</i>	<i>1/4 page</i>	<i>1/4 page</i>	<i>FULL page</i>	<i>1/2 page</i>	<i>1/4 page</i>
On-Stage Mention	Our host will mention your company on stage at every event as a sponsor	★	★	★					
Logo on our Promotional Material	We will have your logo on all of our marketing materials, social media and print	★	★	★	★				
VIP Tickets	Showcase night, seat selection in the first 4 rows of seating, and other VIP perks, \$100 value per ticket	<i>4</i>	<i>4</i>	<i>2</i>	<i>2</i>				
Promotion on our Website Homepage	Sponsor slideshow of logos and links on our homepage until August 2025	★	★	★	★	★			
Logo on Event Page	Your logo will be on our ticketing event pages	★	★	★	★	★	★	★	★
Print promo at the events	During intermission, the theatre screen will show	★	★	★	★	★			
Social Media Post	Promo post on our Instagram /Facebook (permanent) and Instagram/Facebook story (48hrs)	<i>FULL post</i>	<i>FULL post</i>	<i>FULL post</i>	<i>1/2 post</i>	<i>1/4 post</i>			

Ad only offer cannot be combined with the Sponsorship Tiers
 Donations given in kind will be granted a sponsorship tier based on the value of goods donated

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



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

More Info: vibf.ca/sponsors

Contact: info@vibf.ca

*Thank You for
Supporting
Art in the City*



Photo by Tom Gould



VANCOUVER
INTERNATIONAL
Burlesque
FESTIVAL