

BURLYCON SPONSORSHIP



WHAT IS BURLYCON?

BurlyCon is a annual community-oriented professional growth and educational convention for burlesque performers, producers, fans, and aficionados. During this weekend-long gathering (November 9-12, 2017), BurlyCon provides educational opportunities and in-person social networking events for the burlesque community.

WHY SUPPORT BURLYCON?

BurlyCon thrives because of the contributions of the burlesque community, and the incredible involvement of the greater arts-aware community towards our efforts. We are thrilled to offer a wide variety of opportunities for connection between BurlyCon's attendees and the larger supportive community. The burlesque community is an exciting demographic for anyone interested in high-visibility placement and sizzle for their product, business, or brand.

We have opportunities for those interested in contributing in-kind or financial support, advertising in our program, vending in our weekend-long Vendor Fair, or gaining visibility on our website, postcards, and social media.

HOW TO SPONSOR

You'll find more information on our sponsorship packages in the following pages as well as details on our advertising and vending opportunities. You're also welcome to contact spons@burlycon.org, or visit www.burlycon.org for further inquiry.

SPONSORSHIP LEVELS



	Silk Corset \$8,000	Feather Fan \$4,000	Glitter Stiletto \$2,500	Lace Garter \$1,000	Satin Glove \$500	The Fascinator \$250
Private VIP Reception with Board and Benefactors.	★					
Your logo on all convention bags* and e-mails through 11/17	★					
Your brand on all convention badges.	Logo	line listing				
Your Brand as a pinned post on our FaceBook Page.	★	★				
Your logo shared on our Instagram.	★	★				
Your brand on BurlyCon promo cards.*	Logo	Name	Name			
Your event banner displayed prominently on site all weekend.	★	★				
Podium Acknowledgement of your support at weekend events.	★	★	★			
Vintage Meet & Greet Passes.	4	2	2			
Full Conference Passes.	4	2	2	1		
Memorabilia from our Guests of Honor, personalized just for you.	★	★	★	★		
Your Logo on our website.	home page	★	★	★	★	★
Your ad in our commemorative event program.	Full Page, Color	Full Page, Color	Full Page, B/W	1/2 page	1/4 page	1/8 page
We'll tell our attendees & fans all about you in our regular e-newsletter.	Full Article	Love Note	Spotlight	Logo	Link to site	Name



Ready to be a sponsor? Earlybird sponsorship benefits deadline is March 30, 2017. Final deadline is September 30, 2017. Contact us at spons@burlycon.org or sign up online at: <http://burlycon.org/sponsor>.

* To be included on convention bags and promo cards, sponsorship contracts must be received by the earlybird deadline.

** Sponsor at \$1,500 or above by March 30 and receive dual benefits with BurlyCon and The Seattle Boylesque Festival!

Sponsorship of this event is tax deductible to the full extend of the law. Consult with your advisor.

A note on donations: In-kind donations are valued at 2-to-1 par. For example, a cash sponsorship of \$250 is valued at the same level as a in-kind donation of \$500 in fishnet stockings. Both donations are considered "Satin Glove" level sponsorships, and rewarded accordingly.

HOSPITALITY ROOM BANNER SPONSORSHIP



Be where the fun is! Put your Company in the center of the action by sponsoring the BurlyCon Hospitality Room!

YOU RECEIVE:

- Open hospitality room, fully branded with YOUR theme and décor
- Peak time slot 6pm – 12am
- 5–800 happy vibrant attendees in the room interacting with your people & product
- Your banners posted prominently at main registration.
- ...and all other listed sponsor benefits for your level

YOU CONTRIBUTE:

- Your own branded theme décor
- Any goodies or giveaways you wish to offer in the room
- Brand ambassadors/booth and setup staff
- Sponsorship at your preferred level.

VENDING AT BURLYCON



WHY VEND AT BURLYCON?

Sell your wares at BurlyCon! The BurlyCon Vendor Fair is one of the weekend's hottest features. Hundreds of Burlesque fans, producers, and aficionados pass through BurlyCon's Vendor Fair each day, ready to shop. Vending space is limited, so be ready to apply when vending applications open on April 1 at <http://burlycon.org/sponsorsvendors/vendors/>.

Email VEND@burlycon.org for more information.

BASIC INFORMATION & RATES

Vending days are Thursday November 9, Friday November 10, and Saturday November 11 from 12:00 pm - 8:00 pm.

Vendors receive a draped table, 2 chairs per 8" table and power.

Marketing benefits: Vendors receive a 50% discount on program ads, business listing in the BurlyCon Commemorative Program, business listing in BurlyCon Guidebook app and business logo advertising on Burlycon.org vendor page.

EARLY BIRD RATES

(BEFORE APRIL 30):

- \$950 Exclusive Room Vendor
- \$800 Emerald Foyer full 25' x 10'
- \$400 Emerald Foyer half 10' x 10'
- \$300 Vending Hall large 10' x 10'
- \$200 Vending Hall full 8' x 5'
- \$125 Vending Hall half (shared table) 4' x 5'

FULL PRICE

(AFTER APRIL 30):

- \$1000 Exclusive Room Vendor
- \$900 Emerald Foyer full 25' x 10'
- \$450 Emerald Foyer half 10' x 10'
- \$350 Vending Hall large 10' x 10'
- \$250 Vending Hall full 8' x 5'
- \$150 Vending Hall half (shared table) 4' x 5'

The first 8 vendors who pay in full will be featured in the BurlyCon newsletter!

Early Bird rates require full payment by April 30th (11:59pm PST).

On May 1st, all new applicants and vendors with unpaid accounts are bumped to the Full Price tier.

Before September 15, 50% cancellation refunds are given. After September 15, no refunds are given.

HOW TO PAY: 1) Submit Application - use a valid email that you check regularly; 2) Receive invoice; 3) Pay invoice promptly; 4) Vending and advertising spaces are reserved.

VENDING AT BURLYCON



VENDOR LEVELS

EXCLUSIVE ROOM VENDOR

(Limited to three vendors) – \$1000 (\$950 Earlybird)

Turn a private room into your own retail marketplace! Stay open as long as you like! Court the BurlyCon attendees with your own style of shopping experience.

Room Vendors are nestled in the BurlyCon Hospitality Block with regular foot traffic. The rooms are King sized with furniture-removal option to enhance your market space. Days and times of operation are at your discretion, Thursday through Sunday. Price includes a quarter page ad in the BurlyCon program, and cost of the room (Check in Thursday, check out Sunday – early and late checkout are at Vendor's expense and depend on availability).

EMERALD FOYER VENDOR FULL 25' X 10' SPACE

(Limited to three vendors) – \$900 (\$800 Earlybird)

The Emerald Foyer is directly outside of the BurlyCon classroom spaces. This is the most high visibility area with class attendees continuously passing by. Three 25'x10' spaces in this open area are available to set up shop and stretch out while being easily visited by attendees. ****Early Open Option!**** *Emerald Foyer Vendors have option to be open 8am (when classes start) to 8pm (when Vending Hall closes)*

Two 6'x3' tables (covered), chairs, and access to electricity will be provided. Provide your own displays.

Security is provided to watch over this open area, and is attended to at night by a security guard. Additional securing of a foyer vendor's marketplace is merchant's responsibility.

EMERALD FOYER VENDOR HALF 10' X 10' SPACE

(Limited to six vendors) – \$450 (\$400 Earlybird)

The Emerald Foyer is directly outside of the BurlyCon classroom spaces. This is the most high visibility area with class attendees continuously passing by. Six 10'x10' spaces in this open area are available to set up shop and stretch out while being easily visited by attendees. ****Early Open Option!**** *Emerald Foyer Vendors have option to be open 8am (when classes start) to 8pm (when Vending Hall closes)*

One 6'x3' table (covered), chairs, and access to electricity will be provided. Provide your own displays.

Security is provided to watch over this open area, and is attended to at night by a security guard. Additional securing of a foyer vendor's marketplace is merchant's responsibility.

VENDING AT BURLYCON



BURLYCON VENDOR HALL LARGE 10' X 10' SPACE

(Limited to five vendors) – \$350 (\$300 Earlybird)

Our new expanded vendor hall allows us to provide a few larger spaces for our creative vendors. Enjoy a full 10×10 foot space with at least one wall side and pipe and drape separating your space. Ideal for a vendor with larger displays, clothing racks, or a variety of merchandise. This space comes with a 6'x3' table, two chairs and access to electricity.

BURLYCON VENDOR HALL FULL SPACE 8' X 5' SPACE

(8'x5' space) – \$250 (\$200 Earlybird)

Enjoy a standard Full 8×5 space along side our exciting BurlyCon merchants. This space comes with a 6'x3' table, two chairs and access to electricity.

BURLYCON VENDOR HALL HALF SPACE 4' X 4' SPACE

(3×3 table space) – \$150 (\$125 Earlybird)

Enjoy a half space as a 4'x5' space with 3×3 table space. This is ideal for a vendor with a smaller table top display. (The table is shared and will not be able to be removed). This space comes with use of ½ of a 6'x3' table, one chair and access to electricity.

CONTRIBUTIONS

Promote the generosity and quality of your business by donating items to our Raffles and VIP Gift Bags!

Vendor Fair Raffle

We invite each Vendor to contribute! There is no cost for attendees to enter, they must simply visit each participating vendor's table and get your initials! This fun Raffle encourages attendees to interact with all vendors, and is a favorite prize.

BurlyCon Grand Prize

This \$5 entry raffle has amazing prizes including gifts from vendors, sponsors, donors, and a free pass to BurlyCon 2018! This is one of BurlyCon's biggest fundraisers of the event.

VIP Gift Bags

These special gifts are provided to the hardworking Burlycon Volunteer Steering Committee, Presenters, and Guests of Honor. These movers and shakers in the burlesque community include organizers of major burlesque festivals and events, burlesque historians, titleholders, burlesque school heads and faculty, and fantastic performers. This is the place for full-size samples, gift cards, or a trial-size pouch of items that represent your brand. Items should come in increments of 10 and 50.

PROGRAM ADVERTISING



BurlyCon's Commemorative Program is an 8x11 keepsake item printed on environmentally-friendly newsprint and contains all the class, presenter, and event information. Attendees keep their programs for years to come! Promote your brand, event, or service with a prominent ad in the BurlyCon Commemorative Program.

AD SIZES AND PRICES

1/12 page B&W (bus. card size)	3.5" w x 2" h (horizontal ONLY)	\$65
1/8 page B&W	4" w x 2.63" h (horizontal) 2" w x 5.25" h (vertical)	\$85
1/4 page B&W	4" w x 5.25" h	\$150
1/2 page B&W	8" w x 5.25" h (vertical) 4" w x 10.5" h (horizontal)	\$225
Full page B&W	8" w x 10.5" h	\$400
Full page color Inside Back Cover	8.5" w x 11" h (one available)	\$600
Full page color Inside Front Cover	8.5" w x 11" h	one available
Full page color Back Cover	8.5" w x 11" h (one available)	\$750

AD FORMAT

- All ads require a resolution of 300 DPI
- Files may be submitted as .jpg, .png, .psd or .pdf
- Cover ads are full bleed (i.e., extend all the way to the edge of the page)
- Color ads are CYMK (not RGB)

DEADLINES AND DELIVERY

Payment and ad delivery must occur no later than September 1, 2017 to ensure proper placement of your art in the program. Please contact spons@burlycon.org to reserve your ad. All artwork should be sent to spons@burlycon.org.

MORE ABOUT BURLYCON



WHO'S PUTTING THE CONVENTION ON?

BurlyCon is a registered 501(c)3 Non-Profit Organization. The Executive Director is Miss Indigo Blue, and the event is curated by the Board of Directors and the Programming Team led by Programming Director Lola Love. On the Board of Directors is Miss Indigo Blue, Jo "Boobs" Weldon, Red Delicious, Coco Lectric, Kristina Neykia, and Kim Tappan. The event is organized by an international volunteer steering committee.

WHO COMES TO BURLYCON?

BurlyCon is attended by performers, fans, producers, and aficionados from all over the world. We expect to have 800 national and international guests in attendance this year. As for our most honored attendees, previous Guests of Honor include Bic Carrol, Jen Gapay, Princess Farina aka Pleasant Gehman, Perle Noire, Ray Gunn, Wild Cherry, Ellion Ness, Scott Ewalt, Toni Elling, Dee Milo, Marinka, Miss Astrid aka Kate Valentine, Baby Doe, and Laura Herbert.

HOW CAN I GET INVOLVED?

- Register to attend, and reserve your hotel room. Discounts for early registration!
- Sell your wares at the vending fair.
- Help get someone to Seattle. Donate frequent flyer miles to help support someone attending this amazing community event!
- Donate goods or money to this vital community educational event.
- E-mail spons@burlycon.org
- Visit www.burlycon.org