

# BURLYCON SPONSORSHIP

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## 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. Our aim is to further the current development and historical knowledge of this unique American art form, especially in light of burlesque's resurgence worldwide. Unlike other festivals and expos that highlight burlesque performance, BurlyCon contains no shows and no audience. Rather, all activities at BurlyCon are focused on the behind-the-scenes components of the burlesque arts: building skills, deepening knowledge, and growing as a 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](mailto:spons@burlycon.org), or visit [www.burlycon.org](http://www.burlycon.org) for further inquiry.

# SPONSORSHIP LEVELS



	<b>Silk Corset \$8,000</b>	<b>Feather Fan \$4,000</b>	<b>Glitter Stiletto \$2,500</b>	<b>Lace Garter \$1,000</b>	<b>Satin Glove \$500</b>	<b>The Fascinator \$250</b>
Private VIP Reception with Board and Benefactors.	★					
Your Logo on all goodie bags and e-mails through 11/17	★					
Your name on all convention badges.	Logo	line listing				
Your Brand as a pinned post on our FaceBook Page.	★	★				
Your Logo shared on our Instagram.	★	★				
Your promo in 850+ Goodie Bags (you provide it, we'll stuff 'em).	★	★	★			
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
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. **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](mailto:spons@burlycon.org) or sign up online at: <http://burlycon.org/sponsorsvendors/be-a-sponsor/>

# HOSPITALITY ROOM BANNER SPONSORSHIP



Be where the fun is! Put your Company in the center of the action by sponsoring a 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.

# BANNER ADVERTISING FOR LIQUOR COMPANIES



As a Not-For-Profit company in Washington State, BurlyCon cannot accept donations, sponsorship funds or product donations from Alcohol companies. However, we can sell advertising, and purchase alcohol at cost from the companies.

## **\$8,000—PRESENTING ADVERTISER “SILK CORSET”**

- Brand association on all outward-facing materials for 2015.
- Top level banners at event.
- Peak advertising on all attendee gift backpacks
- Exclusivity of all parent company products served at bar for weekend

## **\$4,000—SUPPORTING ADVERTISER “FEATHER FAN”**

- Brand association on all web-based materials for 2015.
- Second level banners at event.
- Advertising on all attendee gift backpacks
- Exclusivity of single product served at bar for weekend

*(not to conflict with Presenting Advertiser)*

# VENDING AT BURLYCON



## WHY VEND AT BURLYCON?

The BurlyCon Vendor Fair is one of the weekend's hottest features. Hundreds of burlesque performers, producers, and aficionados will attend BurlyCon 2017, which takes place at the Hilton Convention Center over the weekend of November 9-12. The Vendor Fair is conveniently situated in the same area as many of the classes, panels, and social events for BurlyCon, assuring the opportunity to browse and buy for all attendees. It's a fantastic opportunity to put your product or business in front of a unique group of burlesque's most engaged performers and fans.

Vending space is limited, so apply right away at <http://burlycon.org/sponsorsvendors/vendors/>. You can also email [VEND@burlycon.org](mailto:VEND@burlycon.org) for more information.

## BASIC DETAILS AND RATES

Vending days are Thursday, November 9th, Friday the 10th, and Saturday the 11th.

### EARLY BIRD RATES (BEFORE APRIL 15TH):

- \$200 for a full table
- \$125 for a half table

### FULL PRICE (AFTER APRIL 15TH):

- \$250 for a full table
- \$150 for a half table

Vendors receive a 50% discount on program ads, and a listing on the BurlyCon Vendor Page in the BurlyCon Commemorative Program and the BurlyCon Guidebook app. Vendors also receive free advertising on Burlycon.org's Vendor page, effective as soon as we confirm payment!

# PROGRAM ADVERTISING



## 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	SOLD
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](mailto:spons@burlycon.org) to reserve your ad. All artwork should be sent to [spons@burlycon.org](mailto:spons@burlycon.org).

# MORE ABOUT BURLYCON



## WHAT IS BURLYCON?

BurlyCon is a registered 501(c)(3) Not For Profit Organization. Miss Indigo Blue serves as the Executive Director, and the Board of Directors includes Jo “Boobs” Weldon, Red Delicious, Kristina Nekyia, Kim Tappan, Baby Doe Von Stroheim, Jen Gapay, and President Coco Lectric. The event is produced by a 40-person international volunteer-based steering committee spanning 6 time zones.

## HOW IS BURLYCON DIFFERENT?

How is BurlyCon different from other burlesque events like the Exotic World Weekend, New York Burlesque Festival, Tease-O-Rama, and the Great Boston Burlesque Expo? Simple. BurlyCon is focused entirely on community building, education, and social events. There are NO burlesque shows or performances at the convention! There is no contest, and no performance showcase.

## WHY ARE THERE NO BURLESQUE SHOWS AT BURLYCON?

There are already several huge national (and international) festivals in which performances play a central role. At all these events, participants want more time for networking, education, and social activities. Performers seek opportunities to focus on each other without the pressure of an impending competition or performance. BurlyCon was created to fill this need, and provides space for these opportunities and more.

## WHAT WORKSHOPS ARE OFFERED?

The convention curriculum is updated each year. Topics include costuming, performance skills, history, photography, business, and ethics. Examples of previous workshops are “Building Persona,” “Melodrama: Pushing Conceptual Edges,” “Old School Walks & Struts,” “The Boudoir of Ideas,” “Ethics, Copyright, Propriety & Imitation,” “Exoticism, Racism, and Cultural Appropriation,” “Getting Booked,” “Quick Release Costuming,” “Photographing Live Burlesque Shows,” “Burlesque 1860-1900,” and “Hair & Makeup for the Burlesque Stage.”

# 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 Letric, 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!
- Host a hospitality shift with your troupe or group! A great way to get visibility at the convention, and to meet tons of new people!
- Donate goods or money to this vital community educational event!
- Email [spons@burlycon.org](mailto:spons@burlycon.org)
- Visit [www.burlycon.org](http://www.burlycon.org)