



QUEER ARTS FESTIVAL  
2017 Sponsorship Package

Photo credit: Mike Nahali

concise, brilliant and  
moving  
GEORGIA STRAIGHT

easily one of the best art  
exhibitions of the year  
VANCOUVER SUN

on the forefront of  
aesthetic and cultural  
dialogue today.  
XTRA

Best of the City:  
Visual Arts  
2013, 2014, 2015, 2016  
WESTENDER

**Since 1998,  
QAF has presented:**

1,735  
ARTISTS

220  
EVENTS

61,500  
PATRONS



Emilio Rojas, photo by belle ancell

## Dare to be challenged. Risk being changed.

Recognized as one of the top 5 festivals of its kind worldwide (*Melbourne Herald Sun*), the Queer Arts Festival is an artist-run multidisciplinary festival at the Roundhouse in Vancouver, BC. QAF harnesses the visceral power of art to inspire recognition, visibility, and respect of people who transgress gender and sexual norms.

QAF brings diverse communities together to support artistic risk-taking, incite creative collaboration and experimentation, and celebrate the rich heritage of queer artists and art. Every June, the festival theme ties together a curated visual art exhibition, performing arts series, media art screenings, artist talks, panels, and workshops for adults and youth.

## Art changes people. People change the world.

*As one youth proclaimed in the self-portrait they created in a QAF workshop: ART SAVED ME. QAF believes passionately in the transformative power of art. A group of teenage boys wandered into our exhibition after a basketball game, and stood laughing in front of a work documenting a decade of homophobic murders. They grew quiet and thoughtful when QAF president Jeff Gibson engaged with them in discussion about the piece, what it was about, and why it mattered. Then the boys returned with the rest of their basketball team, and taught them about the horror of gay-bashing through the lens of the art. Before our eyes, these youth transformed from bullies to advocates.*

## Connect with the community

- 3.2 million Canadians identify as lesbian, gay, bisexual, transgender, two-spirit, intersex, or questioning — LGBT2SIQ (LGBT+).
- Average LGBT+ household income in Canada: \$72,800
- Surveys of the community indicate a strong preference to purchase products or use services that have been directly marketed to the LGBT+ demographic.
- Vancouver is home to the largest LGBT+ population within Western Canada, and is a popular destination in the billion-dollar gay tourism industry.
- QAF marks the Stonewall anniversary in late June, offering Vancouver's earliest Pride Season marketing opportunity.

## Benefits as unique as you are

At QAF, we tailor our recognition to meet your business priorities. Your sponsorship package could include a wide combination of benefits:

- Sponsor a proprietary platform, including:
  - » Art Party! Opening Gala - Vancouver's 3rd largest Visual Art Event
  - » Genres (Visual Art, Music, Dance, Theatre, Media Art)
  - » Specific shows
  - » Parties and receptions
  - » Community engagement events
- Client experiences, tickets, and passes
- QAF collateral and publications, including:
  - » Website
  - » E-blasts
  - » Posters
  - » Program guide
  - » Placement in QAF's advertising, marketing, and outreach
- Inclusion of your products in gift packages to official guests, artists and/or volunteers

**Category exclusivity is available.**

## Engage Vancouver's cultural adventurers

### Our last festival reached:

33,000

QUEERARTSFESTIVAL.COM VISITORS

6,600

PATRONS

14 million

MEDIA IMPRESSIONS

35

ARTICLES

1,625

E-NEWS SUBSCRIBERS

2,847

FACEBOOK FANS

1,926

TWITTER FOLLOWERS



Sunny Drake, photo by belle ancell



Cris Derksen, photo by Xelha Tapia



Thank you for connecting!

Aiyana Maracle, photo by belle ancell

## QAF milestones

- 1998: Pride in Art (PiA) begins as a collective of LGBT2SIQ visual artists
- 2006: PiA incorporates as Not for Profit Society
- 2008: PiA launches the first multidisciplinary Pride in Art Festival
- 2010: The Pride in Art Festival rebrands as the Queer Arts Festival (QAF)
- 2012: PiA achieves registered charitable status
- 2013: QAF commissions and produces Canada's first ever lesbian opera

**Queer Arts Festival**  
a project of Pride in Art Society  
Gordon Neighbourhood House  
1019 Broughton Street  
Vancouver BC V6G 2A7 Canada

Let's talk about how we can work together to meet your marketing and sponsorship goals. Please contact:

**Rachel Iwaasa**  
**Director of Development**  
**[rachel@prideinart.ca](mailto:rachel@prideinart.ca)**  
**(604) 816-0218**  
**[queerartsfestival.com](http://queerartsfestival.com)**

 Queer Arts Festival Presented by Pride in Art

 @QAFVancouver

 @QueerArts