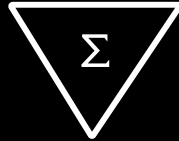




QUEER ARTS FESTIVAL

+



SUM GALLERY



2022

SPONSORSHIP



Dare to be challenged. *Risk being changed.*



Recognized as one of the top 2 festivals of its kind worldwide, the Queer Arts Festival is an artist run multidisciplinary festival produced by Pride in Art Society. QAF is held annually in Vancouver, traditionally at the Roundhouse Community Arts Centre. Our year round programming arm, SUM gallery, in historic Chinatown, is the only queer mandated art gallery in the country. QAF and SUM gallery harness the visceral power of art to inspire recognition, visibility, and respect of people who transgress gender and sexual norms.

We bring diverse communities together to support artistic risk-taking, incite creative collaboration and celebrate the rich heritage of queer artists and art. Every summer 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 transformational power of art. A comment from the QAF 2020 online guest book read: "Thank you to the whole QAF team for your tenacity, resilience & persistence! You're a shining example of the responsiveness necessary for surviving this crisis. You've reacted with your maverick brand of adaptability. You give all of us hope."



QAF has presented:

 **2,000+**
ARTISTS

 **450+**
EVENTS

 **100,000+**
PATRONS

 **90%+** QTBIPOC
REPRESENTATION

**"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

ENGAGE

Vancouver's cultural adventurers

Our last festival reached:


 **9,033**
QAFOnline.ca
Unique Visitors

 **20,000**
Patrons

 **50**
Countries

 **14** MILLION
Media Impressions

 **35+**
Articles

 **2,200**
E-news Subscribers

 **5,225**
Facebook Fans

 **2,300**
Twitter Followers



CONNECT

with the community

3.2 million Canadians identify as lesbian, gay, bisexual, transgender, two-spirit, intersex, or questioning-2SLGBTQ+ (pronounced "queer")

Average Queer 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 Queer demographic

Vancouver is home to the largest Queer population within Western Canada and is a popular destination in the **billion-dollar Queer tourism industry**

QAF's year-round programming arm, SUM gallery, **offers opportunities** to become a longterm sponsor or partner beyond the festival season

QAF Milestones

- 1998** Pride in Art (PiA) begins a collective of Queer visual artists
- 2006** PiA incorporates as Not for Profit Society
- 2008** PiA launches the first multi-disciplinary 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 QAF's world premiere of Canada's first ever lesbian opera *When the Sun Comes Out*
- 2018** PiA opens SUM gallery in the Sun Wah Centre
- 2019** Jessie Award Winner for QAF's world premiere of *Camera Obscura (hungry ghosts)* – Outstanding Production, Outstanding Lighting Design
- 2020** QAF launches dedicated streaming site in response to ongoing COVID-19 pandemic



Photo: Tallulah



BENEFITS

as unique as you are

We offer flexible recognition options to meet your business priorities. Your sponsorship package could include a wide combination of benefits:

Sponsor a proprietary platform including:

- » ArtParty! Opening Gala — Vancouver's 3rd largest Visual Art Event
- » Genres (Visual Art, Music, Dance, Theatre, Media Art)
- » Specific shows
- » Artist talks
- » Community engagement events

QAF collateral and publications including:

- » Website
- » E-newsletter
- » Posters
- » Programme Guide
- » Placement in QAF's advertising, marketing and outreach

Client experiences, tickets, and passes

Sponsor or partner with an exhibition or event hosted at SUM gallery

Inclusion of your products in gift packages to official guests, artists and volunteers

Category exclusivity is available



THANK YOU for connecting



@qafvancouver



@QAFVancouver



@queerarts

Photo: Tallujah

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

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queerartsfestival.com

Queer Arts Festival and SUM gallery

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