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THE 2019

# BURLYPICKS

## WORLD CHAMPIONSHIP

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The Ultimate Burlesque and Variety Performance Exhibition

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October 3<sup>rd</sup> • A.W.O.L. Bar | October 4<sup>th</sup> • Axis Nightclub

October 5<sup>th</sup> • Northland Performing Arts Center

[www.BURLYPICKS.COM](http://www.BURLYPICKS.COM)

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Sponsorship Information

# BURLYPICKS WORLD CHAMPIONSHIP 2019 SPONSORSHIP INFORMATION

## About the Burlypicks

The Burlypicks is the largest Burlesque and Variety Performance competition in the world, with 15 regional competitions across the United States and Italy culminating in a massive finals festival called the World Championship. Entertainers and enthusiasts from all over attend our festival, this year held on October 3rd - 5th in the vibrant city of Columbus Ohio, known for its burgeoning arts culture and embrace of the LGBT community.

Between the regionals and finals we reach thousands of performers and enthusiasts; celebrating this historic artform, and pushing the boundaries for the younger generation of artists. By sponsoring the Burlypicks you can get your name out there to the local arts community and get to be a part of our mission to keep burlesque open, creative, and exciting.

## Schedule of Events

**Thursday October 3rd** at A.W.O.L. Bar, our kick off show features Drag and Comedy performance. Limited vending tables are available at this event. All attendees receive a commemorative magazine-sized program. There will be giveaway opportunities to performers and audience.

**Friday October 4th** at Axis Nightclub, our second show features Singing, Group performance, and Improv striptease. Limited vending tables are available at this event. All attendees receive a commemorative magazine-sized program. There will be giveaway opportunities to performers and audience.

**Saturday October 5th** is our main event, at the Northland Performing Arts Center, which features the best acts of the year, the most amazing spectacles, and thrilling aerialists. Large vending space with many tables available at this event, which will encourage browsing. All attendees receive a commemorative magazine-sized program. There will be giveaway opportunities to performers and audience, as well as VIP bags for high spending audience members.

## Demographics

Our events attract mostly couples and groups of people, as well as some singles, over a wide gamut of ages. We typically see singles, couples and groups from age 18 to mid-20s, with strong attendance by couples up through their 30s. As a passive nightlife event we often see couples in their 40s and 50s as well in smaller numbers.

Our crowds are diverse in respect to race and education, with strong attendance from the LGBT community and allies. Burlesque crowds tend to be body and sex positive, creating a great marketing space for specialty wares, such as plus-size apparel, apparel for trans-individuals, as well as sex toys and lubes.

Products that seem to do most well include all kinds of apparel, jewelry and makeup, as well as intimate apparel and accessories. As many attendees are performers themselves, there is a lot of interest in costume pieces and pasties, as well as anything bedazzled with crystals. Secondly luxury pamper products; like lotions, balms, and bath works; do well. Finally artworks of all kinds are appreciated by attendees.

## SPONSORSHIP PACKAGES

### **PRESENTING SPONSOR: \$5000**

As a Presenting Sponsor you can have your name synonymous with The Burlypicks, appearing atop our logo on all print and web advertisements. Just imagine "YOUR COMPANY PRESENTS: THE 2019 BURLYPICKS WORLD CHAMPIONSHIP"!

This sponsorship level also includes:

- 3 pages of program ad space in our Finals program, a magazine-sized commemorative program we print for finals each year
- Large logo on the back of the 2019 Burlypicks T-shirts
- Level 10 intensity web banners on BurlequeB.com, our highest level of impressions for visitors
- Vending or promotion tables at all 3 venues
- Giveaway opportunity of your product or promotional materials to any / all cast, winners, audience, or VIP at the events of your choosing
- Mention on stage at all 3 shows

- “YOUR COMPANY PRESENTS” at the top of all remaining posters, flyers, and social media advertising for all 3 shows
- VIP seating for 10 at all 3 shows
- Weekly tweets mentioning you from our Burlypick’s twitter account
- Weekly posts mentioning you from our Facebook page, groups and profiles
- Premium placement in our email blasts with advertising and links
- Customized blog piece on BurlesqueB.com
- Company logo on our red carpet backdrop banner at Finals
- Youtube commercial or video on the BurlesqueB Youtube channel
- “YOUR COMPANY PRESENTS” bumper stickers given away at shows
- “YOUR COMPANY” logo presented on a patch given away at shows

## **FEATURED SPONSOR: \$2000**

Be a major part of The Burlypick’s. This sponsorship level includes:

- 2 pages of program ad space in our Finals program, a magazine-sized commemorative program we print for finals each year
- Logo on the back of the 2019 Burlypick’s T-shirts
- Level 10 intensity web banners on BurlequeB.com, our highest level of impressions for visitors
- Vending or promotion tables at all 3 venues
- Giveaway opportunity of your product or promotional materials to any / all cast, winners, audience, or VIP at the events of your choosing
- Mention on stage at all 3 shows
- Your logo at the bottom of all remaining posters, flyers, and social media advertising for Regional and Finals events
- VIP table or seating for 5 at all 3 shows
- Monthly tweets mentioning you from our Burlypick’s twitter account
- Mention in our email blasts with advertising and links

## **VIP SPONSOR: \$500**

Be a VIP at Burlypics. This sponsorship level includes:

- Full page ad in our Finals program, a magazine-sized commemorative program we print for finals each year
- Logo on the back of the 2019 Burlypics T-shirts
- Level 10 intensity web banners on BurlequeB.com, our highest level of impressions for visitors
- Vending or promotion tables at all 3 venues
- Giveaway opportunity of your product or promotional materials to any / all cast, winners, audience, or VIP at the events of your choosing
- Mention on stage at all 3 shows
- Your logo at the bottom of all remaining posters, flyers, and social media advertising for your Regional and Finals events
- VIP table or seating for 2 at all 3 shows.
- Monthly tweets mentioning you from our Burlypics twitter account
- Mention in our email blasts with advertising and links



## PROGRAM ADVERTISING



Every year we produce a beautiful commemorative magazine-sized, full-color program for the event. You can reach cast and attendees alike by buying an ad. If you're not sure how to best present your materials, don't worry, our graphic design team can help create your ad for free.

### **Commemorative Program**

- Full page ad: \$200
- Half page ad: \$100
- Quarter page ad: \$50
- 1/8 page ad (business card size): \$25

Full Page  
8 x 10 $\frac{1}{2}$

Half Page  
8 x 5

Eighth Page  
4 x 2 $\frac{1}{2}$

Quarter Page  
4 x 5 $\frac{1}{4}$



## PRODUCT VENDING

We will have vending tables available at all 3 events. Thursday and Friday both have limited table space available, giving your brand less competition. On Saturday we have many more spaces which will encourage more browsing. Take advantage of both of these edges by vending at all 3 events at a discount.

*Vending Fee: **Only \$25** each night  
All 3 Nights: **\$60** (limited availability)*

As a vendor, we recommend you also take out an ad in our program, and we'll give you a discount on ads quarter-page and up.

*Saturday's Vending Hall:*



## PRODUCT GIVEAWAYS

If you have product samples you're interested in getting out to a large audience, we have hundreds of performers coming from all around the world, and each one will be given a gift bag for attending. Alternately, if you have a lower quantity of premium items you want to give out, there are prizes we give out to competition winners, 20+ titles in total. Donating prizes is ideal for bigger ticket items, or gift cards, which encourage a larger total purchase.

If you have a large quantity of samples you wish to get out to an even greater number of local customers, we will be preparing gift bags for our VIP audience members. This gets samples of your product in the hands of our highest spenders, most likely to engage in future luxury purchases.

## CONTACT

The Burlypicks is organized by Crystal Swarovski, long time performer, producer, and editor of the burlesque enthusiast website, Burlesque B\*, and a team of loyal co-producers. We can be reached at:

[Info@Burlypicks.com](mailto:Info@Burlypicks.com)

You can find more information about The Burlypicks at [www.Burlypicks.com](http://www.Burlypicks.com)