

DOXA 2024

ADVERTISING OPPORTUNITIES

Photo: Edwin El Bainou

DOXAFESTIVAL.CA



ADVERTISE WITH DOXA!

We help you reach our patrons by ensuring your brand contributes to a meaningful experience for festival guests.

.....

DOXA is a Vancouver based non-profit, charitable society (incorporated in 1998) devoted to presenting independent and innovative documentaries to Vancouver audiences.

Each May, an audience of **over 7,000** non-fiction cinema lovers, filmmakers, artists and industry leaders convene in downtown Vancouver (and in recent years, online) to attend **DOXA Documentary Film Festival**, western Canada's largest festival devoted to the art of documentary film.

.....

In 2023, DOXA hosted another hybrid edition of the festival, and was proud to welcome audiences and filmmakers alike to local theatrical venues in earnest. All were encouraged by **DOXA's integrity and commitment to community.**

Pictures above, from left: *Norita* panel moderator Sonia Medel; filmmaker Amy Miller (*Manufacturing The Threat*) with masterclass moderator Am Johal; filmmaker Nadia Shihab (*Sister Mother Lover Child*).



THE DOXA AUDIENCE

Partner with us and promote your organization at one of Canada's premiere film events. DOXA audiences are **inspired, diverse and interested in understanding the complexity of our times** through the art and craft of documentary cinema. They attend DOXA for the public screenings, workshops, panel discussions, public forums and youth educational programs.



"I can't believe how many good films I attended, I was happily surprised in every screening. Thanks for doing this, for me it is invaluable how [these] spaces are the beginning of a lot of necessary conversations."

- DOXA 2023 audience member



45.1% of audiences identify as **female**
45.1% of audiences identify as **male**
5.9% of audiences identify as **non-binary**
29.4% identify as **LGBTQIA2+**
19.6% identify as **BIPOC**
20% identify as **Deaf, disabled and/or neurodivergent**

Annual Household Income

13% Under \$25K
10.9% \$25K - \$35K
19.6% \$35K - \$50K
13% \$50K - \$75K
13% \$75K - \$100K
10.9% \$100K - \$150K
17.4% \$150K - \$250K

Levels of Education

4.1% High school
12.2% Some university or college
8.2% Vocational or certificate
42.9% Bachelors degree
30.6% Masters degree
2.0% Doctorate degree

Age Ranges

7.8% 20-29 years old
37.3% 30-39 years old
13.7% 40-49 years old
15.7% 50-59 years old
11.8% 60-69 years old
9.8% 70-79 years old
3.9% 80+ years old



Big Fight in Little Chinatown (dir. Karen Cho)

DOXA 2023 AT A GLANCE

2023 boasted a diverse slate of theatrical screenings, a modest online component, three guest curated programs, many visiting filmmakers and the launch of the inaugural Kris Anderson Connexions Mentorship Program. In addition to the films themselves, we were proud to host a slate of in-person Industry events. It was an honour to learn from the rigorous, nuanced and bold visions of so many talented doc filmmakers.

THE 2023 DOXA FESTIVAL FEATURED:

- A total of **64** films (short, mid-length and feature)
- **26** Canadian films
- **9** Industry events
- **6** social/networking events
- **31** live filmmaker Q&As
- **32** Canadian and international guests
- **64** theatrical screenings
- **30** films available online



Star DOXA volunteers!

FILMS

Over the past 22 seasons, DOXA has presented **over 1,500 films from 50+ countries**, including more than 450 films selected from Canada.

VENUES

VIFF Centre, The Playhouse, SFU Goldcorp Centre for the Arts (Djavad Mowafaghian Cinema, World Art Centre) and The Cinematheque serve as hubs for DOXA's in-person activities, with dozens of screenings at each of their state-of-the-art facilities located in the heart of downtown Vancouver. Eventive serves as DOXA's online festival hub.

"This festival is absolutely imperative to community building in Vancouver—thank you for all your hard work!"

- DOXA 2023 audience member

PRINT ADVERTISING

DOXA Documentary Film Festival publishes **between 3,000 and 3,500 copies** of its festival program book each year, with a readership of **approximately 15,000 people**.

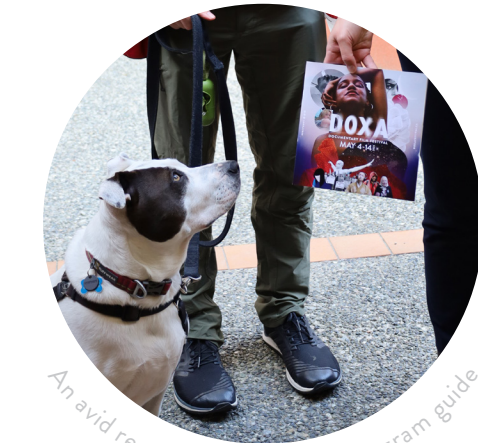
It is distributed to theatres, libraries, colleges and universities, cafes and small businesses throughout Vancouver, and is available in early April thru the run of festival dates.

DOXA's program book is also available in an **online-friendly format**, in its entirety.

50% of festival goers prefer the printed program book!

Expand your exposure, and receive a 10% discount when you bundle...

PRINT + THEATRE



An avid reader of the DOXA program guide.



Kokomo City (dir. D. Smith)

EARLY BOOKING DEADLINE: [February 2, 2024](#)

REGULAR BOOKING DEADLINE: [February 16, 2024](#)

DEADLINE FOR ARTWORK: [March 1, 2024](#)



Note: 5% GST will be added to the price of each purchased advertisement.

PRINT ADVERTISING

Choose between...

HALF PAGE VERTICAL

Early Bird **\$600** | Regular **\$650**

HALF PAGE HORIZONTAL

Early Bird **\$600** | Regular **\$650**

QUARTER PAGE

Early Bird **\$450** | Regular **\$500**

INSIDE FRONT COVER

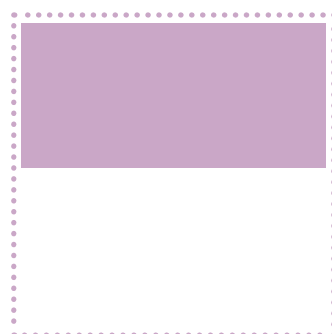
Early Bird **\$1400** | Regular **\$1600**

INSIDE BACK COVER

Early Bird **\$1100** | Regular **\$1300**

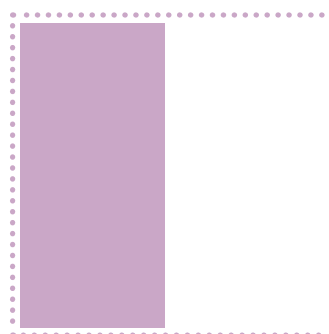
REGULAR FULL PAGE

Early Bird **\$950** | Regular **\$1050**



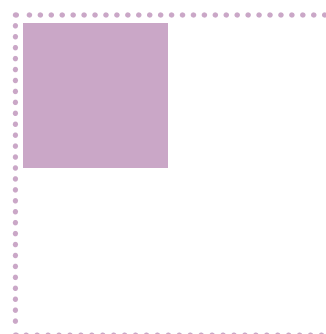
HALF PAGE HORIZONTAL

7.725" (w) x 3.725" (h)*



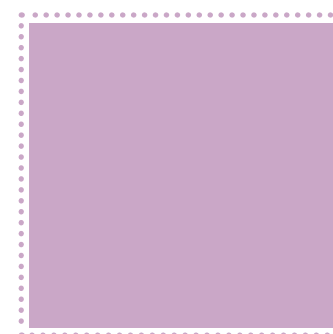
HALF PAGE VERTICAL

3.725" (w) x 7.725" (h)*



QUARTER PAGE

3.725" (w) x 3.725" (h)*



FULL PAGE

8.35" (w) x 8.35" (h)*

0.125" bleed on all sides



EARLY BOOKING DEADLINE: [February 2, 2024](#)

REGULAR BOOKING DEADLINE: [February 16, 2024](#)

DEADLINE FOR ARTWORK: [March 1, 2024](#)

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*Ad dimensions are estimates; final specs will be provided upon purchase agreement



THEATRE ADVERTISING

On-screen theatre advertising is an expansive format, where viewers can see your message writ large during an approx. **20-minute loop** before theatrical festival screenings and industry events. In-person events and screenings will be held according to provincial health and safety guidelines.

Choose between...

ALL SCREENINGS

Early Bird **\$850** | Regular **\$950**

GALAS + WEEKENDS

Early Bird **\$650** | Regular **\$750**

WEEKDAY SCREENINGS

Early Bird **\$650** | Regular **\$750**

WEEKEND SCREENINGS

Early Bird **\$450** | Regular **\$550**

INDUSTRY EVENTS

Early Bird **\$300** | Regular **\$400**



Left: DOXA's Chair of the board Ken Tsui (left) with Director of Programming Sarah Ouazzani (right), giving the 2023 festival opening remarks.

EARLY BOOKING DEADLINE: **February 2, 2024**
 REGULAR BOOKING DEADLINE: **March 22, 2024**
 DEADLINE FOR ARTWORK: **April 5, 2024**

Note: 5% GST will be added to the price of each purchased advertisement

ONLINE ADVERTISING

The Eventive festival platform is home to DOXA's online screenings; a user-friendly hub of documentary cinema with the capability to **display high-quality static ads** on individual webpages, with a click-through link.

As well, each Eventive online screening is preceded by an **ad pre-roll**, seen by all online festival attendees.



BLUSH - An Extraordinary Journey (dir. Irit Yli-Harja)

EVENTIVE AD PACKAGE (WEB + PRE-ROLL)

Early Bird **\$750** | Regular **\$950**

STATIC WEBPAGE AD (VERTICAL)

Early Bird **\$400** | Regular **\$500**

STATIC WEBPAGE AD (SQUARE)

Early Bird **\$350** | Regular **\$450**

PRE-ROLL AD (ALL SCREENINGS)

Early Bird **\$500** | Regular **\$600**



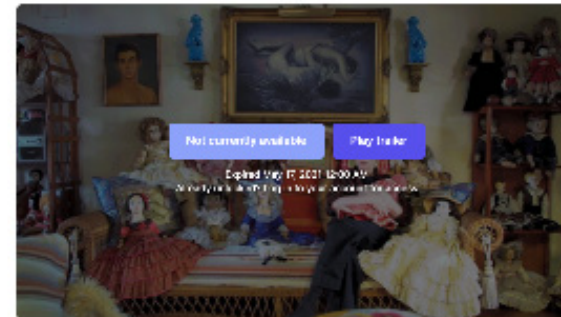
Baljit Sangra



Terra Long

DOXA 2021

P.S. Burn This Letter Please



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P.S. Burn This Letter Please

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1 film package



AUGUST 12-22, 2021
UNCEDED COAST SALISH TERRITORIES

PRESENTED BY

queerfilmfestival.ca

#qff2021

EARLY BOOKING DEADLINE: [February 2, 2024](#)

REGULAR BOOKING DEADLINE: [March 22, 2024](#)

DEADLINE FOR ARTWORK: [March 28, 2024](#)

Note: 5% GST will be added to the price of each purchased advertisement

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NEWSLETTER ADVERTISING

DOXA's newsletter is a hub of information for audiences, partners and filmmakers, including organizational news, festival updates and events in the documentary community. With a **readership of approx. 2,500 and a 45% open rate**, the DOXA newsletter is a great place for brand visibility.

In the months prior to festival time, the DOXA newsletter is sent out every 1-2 weeks, with increasing frequency as the festival approaches. During festival time, we send out a newsletter every day.

BANNER AD (TWO INCLUSIONS)

Early Bird **\$400** | Regular **\$500**

ADDITIONAL INCLUSIONS

Per placement **\$100**

EARLY BOOKING DEADLINE: **February 2, 2024**

REGULAR BOOKING DEADLINE: **March 22, 2024**

DEADLINE FOR ARTWORK: **April 5, 2024**



Twice Colonized (dir. Lin Alluna)



Star DOXA volunteers!

COMMUNITY PARTNERS

HAIDA MODERN
The Art and Activism of Robert Davidson
Award-winning documentary directed by Charles Wilkinson
Broadcast Premiere on Knowledge Network:
June 2 at 9:00 PM

The Knowledge Original film tells the life story of Davidson, an artist who has travelled a path from cultural oppression to become one of the foremost modern artists and cultural activists on the continent. Robert's call, through his work and his words, to revisit the wisdom of his 14,000-year-old culture is especially timely given the pandemic currently rolling the global community – a pandemic that by all accounts is very much related to our lack of respect for the natural world and its creatures. The creatures that populate Robert Davidson's work.

Haida Modern won the Most Popular Canadian Documentary Award at the Vancouver International Film Festival last Fall, and the Best Canadian Feature at the Available Light Film Festival in the Yukon. The film was the Opening Film at the Kamloops Film Festival, the Closing Film at the Victoria Film Festival and won Best Canadian Film at the 2020 Festival International du Film sur l'Art.

FREE! Stream online here: knowledge.ca

SHAME AND PREJUDICE
A Story of Resistance by Kari Markman
Coming Soon
www.ubi.ca

THEATREFILM.UBC.CA **BA MA PHO** **BA MA PHO** **BA MA PHO**

We're a live, moderated Q&A with Burt Winkler and special guests on June 20.
Head on over to the [Georgia Straight's website](https://georgiastraight.ca) to read!

COMMUNITY PARTNERS

Join us to #Elimin8hate
VAFF

The Vancouver Asian Film Festival (VAFF) has launched **Elimin8hate**, a multi-media national campaign to document and transform COVID-19-related racist attacks against Canadians of Asian (or perceived Asian) heritage into positive public service announcements by filmmakers.

"VAFF is the longest running Asian Film Festival in Canada and will be celebrating 25 years in 2021. Our core belief is that the most powerful tool to counteract racist beliefs and encourage appreciation and social cohesion of diverse cultures is through the act of sharing of stories. Unite and create the change. We need actionable change."

"Between April 23 and May 18, project 1907 received 128 reports of racist incidents from 25 cities across the country. See attached infographics or click [here](#) for the emerging trends and community calls-to-action. As the rise in anti-Asian sentiment increases, so do the incidents of violence against our communities."

See the full [press release](#).

TRUTH
CINEMA/ARTS/INDUSTRIES **snaweyet lelam** **Langara**

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Feet in Water, Head on Fire (dir. Terra Long)

LET'S CHAT!

Increase your profile and engage with DOXA's audience and filmmakers by investing in documentary storytelling.

PLEASE DIRECT ALL INQUIRIES TO:

Sarah Bakke

Director of Development + Special Programs

Email: sarah@doxafestival.ca

Phone: 604.646.3200 ext 104

DOXA Documentary Film Festival

#110 - 750 Hamilton Street

Vancouver BC, V6B 2R5



Tiny co-director Ritchie Hemphill (above). *Big Fight in Little Chinatown* filmmakers and film participants at our Opening gala (left).

Photo by Edwin El Bainou (right).

