



DOXA

DOCUMENTARY FILM FESTIVAL

MAY 5 - 15, 2022

ADVERTISING OPPORTUNITIES

ALL INQUIRIES TO:

Sarah Bakke, Development and
Communications Manager

Email: sarah@doxafestival.ca
Phone: 604.646.3200 ext. 104

DOXAFESTIVAL.CA

ADVERTISE WITH DOXA



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



In 2021, DOXA again hosted a very special online edition of the festival (this time with a few in-person elements), a shift made in the wake of the COVID-19 pandemic. Our audiences stuck with us, filmmakers were encouraged by DOXA's integrity and commitment, and industry professionals shared insights and skills via online panels and events.

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 10,000** nonfiction 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.



Photo credit: Sophie Janus



THE DOXA AUDIENCE

Advertise 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.

"Thank you! What a ton of work. It looked to me like a labour of love. Somehow that feeling of care and compassion came through. Will definitely attend next year... Thanks again for a wonderful festival!"

- DOXA 2021 audience member



65.8% of audiences identify as **female***

28.9% of audiences identify as **male***

2.6% of audiences identify as **non-binary***

22% identify as **LGBTQIA2+***

13.5% identify as **BIPOC***

13.2% identify as **Deaf, disabled and/or neurodivergent***

Levels of Education

7.9% Some university or college*

5.3% Vocational or certificate*

52.6% Bachelor's degree*

26.3% Master's degree*

7.9% Doctoral degree*

Annual Household Income

2.9% Under \$25K*

8.6% \$25K - \$35K*

8.6% \$35K - \$5K*

25.7% \$50K - \$75K*

28.6% \$75K - \$100K*

17.1% \$100K - \$150K*

8.6% \$150K - \$250K*

Employment Status

33.3% Employed full-time*

19.4% Employed part-time*

11.1% Contract part-time*

33.3% Retired*

2.8% Student*

* Please note that these stats come from our 2021 Audience Survey and are thus approximate; they do not represent the entirety of DOXA audience members.

DOXA 2021 AT A GLANCE



Someone Like Me (dir. Sean Horlor and Steve J. Adams)

2021 was DOXA's 20th Anniversary! We marked the occasion with a hybrid festival, integrating both online and in-person elements. DOXA 2021 was a record year; not only was it a landmark birthday, but we featured four guest curated programs, brought back both Justice Forum and Rated Y for Youth, and hosted a series of Drive-In screenings at the Pacific National Exhibition (PNE) Amphitheatre. And, as always, **documentaries from across the globe brought comfort, told thrilling stories and taught us anew.**

THE 2021 DOXA FESTIVAL FEATURED:

- A total of **87** films (shorts, mid-length, and features)
- **38** Canadian films
- **9** Industry events (including **3** online social events)
- **7** Drive-In screenings
- **3** Live Q&As
- **25** pre-recorded filmmaker Q&As
- **17** films by local filmmakers

FILMS

Over the past 20 seasons, DOXA has presented over **1,400 films from 50+ countries**, including more than 400 films selected from Canada.

VENUES

Vancity Theatre, The Playhouse, SFU Goldcorp Centre for the Arts 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 has served as DOXA's online festival hub.

"We [want to] express our immense gratitude for the beautiful work you all put together during this year's edition! As filmmakers, we felt welcomed and supported."

- Cláudio Cruz and Jaime Leigh Gianopoulos, directors
of *What About Our Future?* (winner of the 2021
Nigel Moore Award for Youth Programming)



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

CHOOSE BETWEEN...

... ALL SCREENINGS

Early Bird **\$775** | Regular **\$900**

... GALAS + WEEKENDS

Early Bird **\$600** | Regular **\$700**

... WEEKDAY SCREENINGS

Early Bird **\$600** | Regular **\$700**

... WEEKEND SCREENINGS

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

EARLY BIRD DEADLINE: **February 1, 2022**

REGULAR DEADLINE: **March 25, 2022**

DEADLINE FOR ARTWORK: **April 5, 2022**



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

ONLINE ADVERTISING



EARLY BIRD DEADLINE: **February 1, 2022**

REGULAR DEADLINE: **March 25, 2022**

DEADLINE FOR ARTWORK: **April 5, 2022**

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

Each Eventive online screening is also preceded by an ad Pre-roll, where your ad will be seen by all online festival attendees.

STATIC WEBPAGE AD (VERTICAL)

Early Bird **\$500** | Regular **\$550**

STATIC WEBPAGE AD (SQUARE)

Early Bird **\$400** | Regular **\$450**

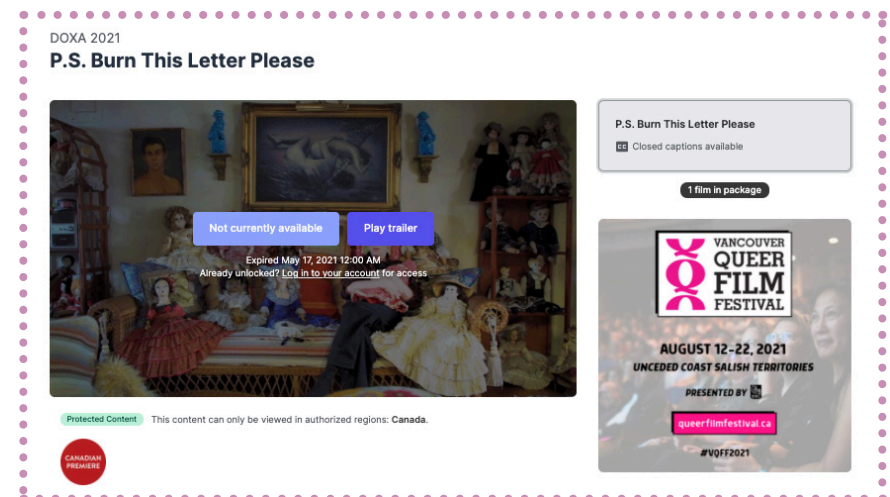
PRE-ROLL AD (ALL SCREENINGS)

Early Bird **\$600** | Regular **\$700**

EVENTIVE AD PACKAGE (WEBPAGE + PRE-ROLL)

Early Bird **\$800** | Regular **\$900**

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



Joe Buffalo (dir. Amar Chebib)

DOXA Documentary Film Festival publishes **between 3,500 and 4,000 copies of its festival program book each year, with a readership of approximately 17,000 people.** It is distributed to theatres, libraries, colleges/universities, cafés and small businesses throughout Vancouver. The program book will be available in early April through the run of the festival (May 5-15, 2022).

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

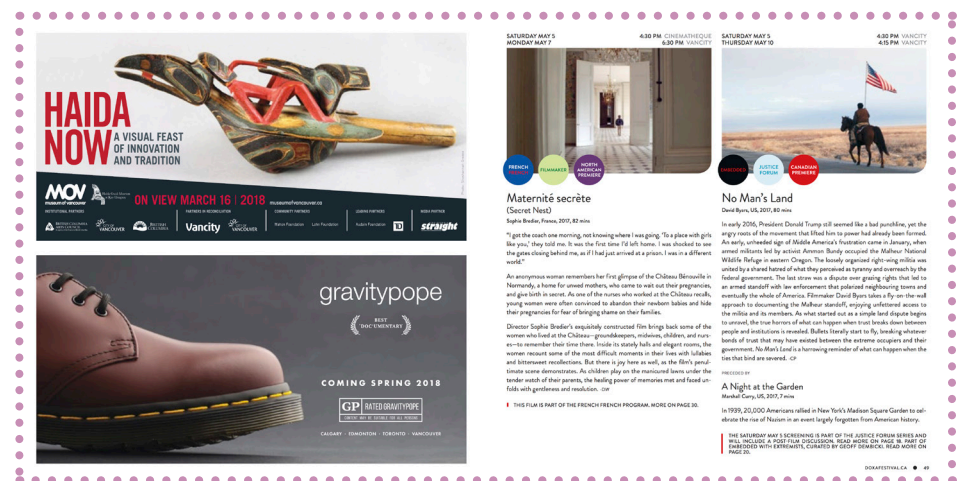
50% of festival go-ers prefer the printed program book! There's nothing like flipping through pages and pages of film titles.

EARLY BIRD DEADLINE: **February 1, 2022**

REGULAR DEADLINE: February 15, 2022

DEADLINE FOR ARTWORK: February 25, 2022

PRINT ADVERTISING



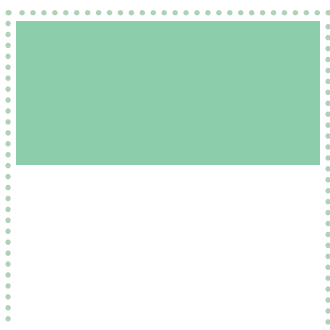
Expand your exposure, and receive
a 15% discount when you bundle...

PRINT + THEATRE or PRINT + EVENTIVE

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

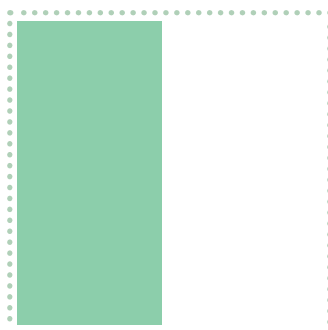


PRINT ADVERTISING RATES



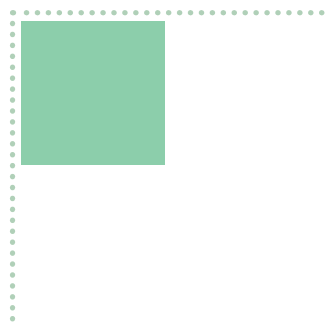
HALF PAGE HORIZONTAL

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



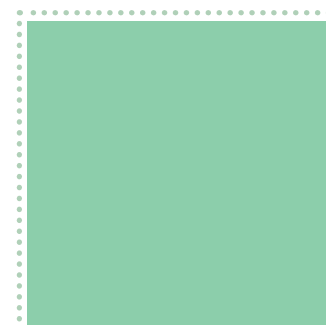
HALF PAGE VERTICAL

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

HALF PAGE VERTICAL

Early Bird **\$550** | Regular **\$600**

HALF PAGE HORIZONTAL

Early Bird **\$550** | Regular **\$600**

QUARTER PAGE

Early Bird **\$400** | Regular **\$450**



INSIDE FRONT COVER

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

INSIDE BACK COVER

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

REGULAR FULL PAGE

Early Bird **\$900** | Regular **\$1000**

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

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

LET'S CHAT!



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

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DOXA DOCUMENTARY FILM FESTIVAL

#110 - 750 Hamilton Street
Vancouver BC, V6B 2R5



"We are always happy to support DOXA!... Congratulations on a second successful online festival. I know it isn't easy."

- DOXA 2021 Community Partner

