

DOXA 2024

# FESTIVAL PARTNERSHIP

Madeleine (dir. Raquel Sancinetti)



DOXAFESTIVAL.CA



## BECOME A DOXA FESTIVAL PARTNER!

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

Held each year in May, DOXA is devoted to presenting innovative and impactful documentaries to Vancouver audiences. We are committed to cultivating curiosity and critical thought, promoting the intersection of actuality and artistic expression, and fostering a local and international community interested in non-fiction media. DOXA has been a staple in the arts and culture landscape for over 20 years!

### **DIRECT ALL INQUIRIES TO:**

**Sarah Bakke**

Director of Development + Communications

Email: [sarah@doxafestival.ca](mailto:sarah@doxafestival.ca)

Phone: 604.646.3200 ext 104

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 - \$5K
- 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





Photo by Edwin El Bainou

## 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



Sarah Enid Hagey

### 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.

*"Thank you for having [our film] in the festival. You all have created something truly special. [We] left DOXA feeling creatively energized and grounded. Thank you."*

- Lance and Brandon Kramer, producer and director of  
*The First Step* (DOXA 2022)



# DOXA IN THE MEDIA

## Notable media mentions...

DOXA Documentary Film Festival returns to Vancouver's silver screens this May  
*Chandler Walter for The Georgia Straight (April 5)*

Big Fight in Little Chinatown documentary champions shrinking Chinatowns including Vancouver's  
*Dana Gee for Vancouver Sun (April 28)*

At DOXA, Manufacturing the Threat unravels a problematic chapter in the name of national security  
*Adrian Mack for Stir (April 28)*

Don't Miss DOXA This Year  
*Dorothy Woodend for The Tyee (May 1)*



Above: DOXA on the cover of Vancouver Sun, May 2023. The spread extended into the inner front page, and featured notable programming and local highlights.

## MEDIA OUTLETS

DOXA 2023 secured a total of **84 media hits** (that we are aware of) in **over 40 publications**. Coverage was mostly concentrated in BC, but spanned all provinces and territories. Print, online and radio platforms all featured DOXA content, including Stir, The Georgia Straight, Vancouver Sun, POV Magazine, CBC, The Tyee, CKNW and Radio-Canada.

## PROGRAM PRINT MATERIAL

**3,250** program books printed and distributed to JJ Bean locations across Vancouver and the Lower Mainland.

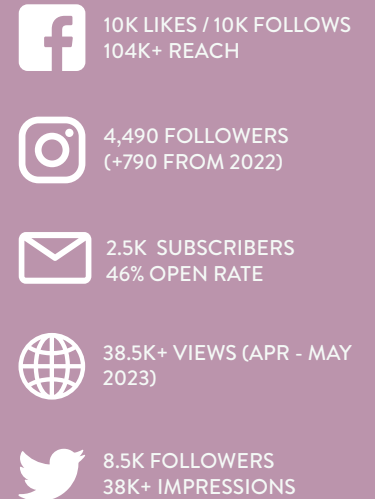






Photo by Pauline Adalid

# BRAND ENGAGEMENT

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

## PROMOTIONAL CHANNELS

- Logo Recognition
- Program Sponsorship
- Print Advertising
- On-screen Advertising
- Online Advertising
- Social Media Promotion
- Banner Placement
- Verbal Acknowledgement

## EVENTS + PROGRAMS

- Justice Forum
- Rated Y for Youth
- Curated Programs
- Awards
- Volunteer Program
- Industry Panels
- Masterclasses
- Employee Engagement
- Receptions and Galas
- Filmmaker and Guest Q&As



98%

of festival attendees agree that DOXA brings value to the arts and culture community.

80%

of festival attendees agree that DOXA helps them connect with a community with shared interests.

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

- DOXA 2023 audience member





*BLUSH - An Extraordinary Journey (dir. Iiti Yli-Harja)*

## ADVERTISE WITH DOXA

### ON-SCREEN ADVERTISING

Advertisements are projected in an approx. 20-minute loop prior to in-person screenings at festival venues, and prior to Industry events. Our online Eventive pre-roll runs for a maximum of 3 minutes prior to every online screening.

### PROGRAM BOOK ADVERTISING

DOXA publishes approx. 3,250 copies of its festival program book, with a readership of over 15,000 people. It is distributed to libraries, theatres, cafes and small businesses throughout Metro Vancouver. The 2024 program will be available in print in early April thru the run of the festival, as well as online in PDF format.

### OTHER ADVERTISING MEDIUMS

In our newsletter, on our Eventive festival platform, and more!



PLEASE DIRECT ALL INQUIRIES TO:

**Sarah Bakke**

Director of Development + Communications

Email: [sarah@doxafestival.ca](mailto:sarah@doxafestival.ca)

Phone: 604.646.3200 ext 104

