

2024 Sponsorship Opportunities

BURLESQUE

HALL OF FAME

• *Weekender* •

JUNE 6-9 2024

THE ORLEANS HOTEL AND CASINO, LAS VEGAS



BURLESQUE

HALL OF FAME

Spectacular, Erotic, and Slightly Shocking

Promote your brand with most influential and longest-running burlesque event in the world

1,400+ in-person attendees

100,000+ social media subscribers

2,000+ livestream viewers

70% women aged 25-45

Proud LGBTQIA+ community

Museum & registered non-profit

Previous winners span five continents and recent winners individually reach over 1M on TikTok/Instagram



What is the BHoF Weekender?

The Burlesque Hall of Fame (lovingly called BHoF), the world's only museum dedicated to the past, present, and future of burlesque, has a 50+ year history. The M- Exotic World competition, the centerpiece of the BHoF Weekender, has been running for 33 years and is the largest burlesque event in the world.

The 4-day festival brings 1,400 attendees from around the world to Las Vegas each summer. Our community consists of performers, event producers, fans, and burlesque legends from previous generations. These people are the movers and shakers of the burlesque world, with an outsized influence on other performers and fans in dozens of countries and across the United States.

With three major showcases, after parties, classes, a vendor bazaar, a bowling tournament, and more there are plenty of options to engage as a sponsor in a way that fits your brand goals.



2024 Sponsorship Levels

Presenting Sponsor \$12,000

Be the featured sponsor for the whole event!
Event will be billed as “The 2024 BHoF Weekender/Presented by [YOUR NAME]” in social media, on the website, and in the program

- Full page ad in our program
- 2 emcee shoutouts in each showcase
- Link on the BHoF website for 1 year
- Your logo on the showroom slide screen pre-show on all sponsored nights
- 2 VIP Weekender passes
- Invitation to the invite-only pre-party held Wed, 6/5
- Orleans Marquee billing (at hotel discretion)

Showcase Sponsor \$3,000 (per showcase*)

Sponsor 1 of our 3 evening showcases, one of the major draws of the weekend event

- 1/4 page ad in our program
- 2 emcee shout outs in sponsored showcase
- “Presented by” recognition in all social media posts about that showcase
- Link on the BHoF website for 1 year
- Your logo on the showroom slide screen pre-show on all sponsored nights
- 2 VIP seats for the sponsored showcase
- Invitation to the invite-only pre-party held Wed, 6/5

*Option to sponsor multiple showcases; up to 3 are available

2024 Sponsorship Levels

VIP Pre-Party Sponsor \$2,000

Sponsor our exclusive, invite-only event held Wednesday night for title-holders, Legends, and other burlesque world movers and shakers.

- Banner ad (5.5" x 1.75") in our program
- "Presented by" recognition in invites and signage
- Link on the BHoF website for 1 year
- Your logo on the showroom slide screen shown pre-show
- Opportunity to address the event
- 1 VIP Weekender Pass

After-Party/Closing Party Sponsor \$2,000 (per party*)

Sponsor one or more of the fantastic, anything-goes afterparties held after each showcase, or Sunday's Closing Party.

- Banner ad in our program
- "Presented by" recognition in all social media posts about the event and in program
- Link on the BHoF website for 1 year
- Your logo on the showroom slide screen shown pre-show
- Provide handouts, table-tents, pop-up banner, or other promotional media
- 2 VIP seats for the showcase night of the sponsored party

* Opportunity to sponsor multiple after-parties; up to three events available, plus Closing Party

Welcome Mixer Sponsor \$750

Sponsor our welcome mixer, a fun, casual get-together for first-timers and veterans alike to get to know each other.

- Banner ad in our program
- "Presented by" recognition in all social media posts about that showcase and in program
- Link on the BHoF website for 1 year
- Your logo on the showroom slide screen shown pre-show
- Provide promotional material and/or activities for the event

2024 Sponsorship Levels

Barecats Bowling Sponsor

\$1,000

Sponsor the wildest event of the Weekend, Barecats Bowling, a costumed bowling tournament where scoring well is the least important thing.

- Banner ad in our program
- 2 emcee shout outs
- “Presented by” recognition in all social media posts about the event and in program
- Link on the BHoF website for 1 year
- Your logo on the showroom slide screen shown pre-show
- Provide pop-up banner, flyers, and/or swag to display at event check-in

Photo Adventure Sponsor

\$1,000

60-80 photographers and models take pinup-style photos in wild locations around the city in this fun and educational program.

- Banner ad in our program
- 2 emcee shout outs
- “Presented by” recognition in all social media posts about the event and in program
- Your logo on the showroom slide screen shown pre-show
- Link on the BHoF website for 1 year
- Opportunity to have photos including your product(s) taken during the event

Wristbands Sponsor \$1,500

Put your logo on 1000 wrists! Your logo alongside the BHoF logo on all attendees’ wristbands. Wristbands are worn all weekend by most attendees, or night-of for single-night ticketholders.

- Banner ad in our program
- Your logo on the showroom slide screen shown pre-show
- Link on the BHoF website for 1 year

2024 Sponsorship Levels

Livestream Sponsor

\$2,500 (per showcase*)

Sponsor the livestream of one or more showcases. We estimate 2,000 or more viewers will log on to watch each night's stream.

- Banner ad in our program
- 2 emcee shout outs during sponsored showcase
- "Presented by" recognition in all promotion about that showcase's stream
- Link on the BHoF website for 1 year
- Title card during stream "stand-by" and logo inserted periodically throughout the stream

ASL Interpretation Sponsor

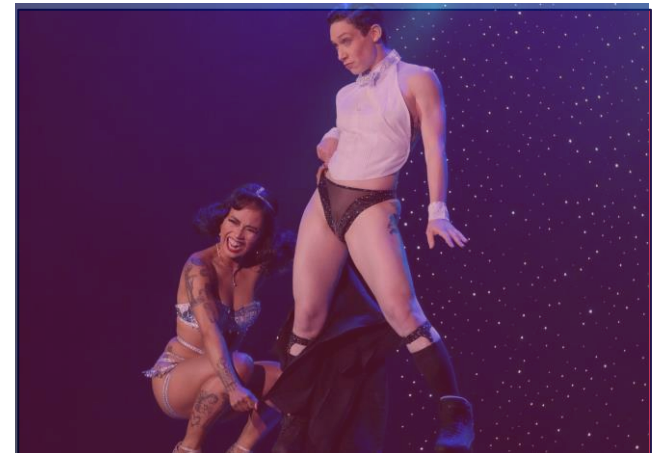
\$1,000 (per showcase*)

Sponsor the ASL interpreters for one or more showcases. Interpreters will provide translation of emcees during each event and will be included in the livestream as well.

- Banner ad in our program
- 2 emcee shout outs during sponsored showcase
- Your logo on the showroom slide screen shown pre-show
- Link on the BHoF website for 1 year

Custom Package!

We love getting creative with sponsors to help them meet their brand goals. Let us know your idea, your budget, or your goals and we'll partner to feature your brand at our event!



In-Kind Opportunities

In-kind contributors receive credit towards a program ad at the value of 1/3 the fair market value of the contribution.

Prize Sponsors

Contribute items, gift certificates, or cash to be included in prize packages for some or all Tournament of Tease winners. Titles include:

- M- Exotic World
- M- Exotic World 1st and 2nd runners-up
- Best Debut
- Best Debut 1st runner up
- Best Small Group
- Best Large Group
- Superlatives (Most Classic, Most Innovative, Most Dazzling, and Most Comic)

In-kind contributors are included in a separate “thank you” section of the program.

Gift Bags

Donate items to be included in our VIP gift bags given to performers, Legends, invited guests, and “Friend of BHoF” passholders. Have your products used by the most influential people in the burlesque world!

In-kind contributors are included in a separate “thank you” section of the program.

(Only physical items will be accepted. Literature will only be accepted alongside physical items. No discount codes or digital products will be accepted.)

Silent Auction

Donate items or experiences to be sold in our silent auction. Items will be displayed on site and bidding will be done through a dedicated website, closing Sunday at noon.

Program Ads

The souvenir program is the primary tool attendees use to navigate the Weekender event.

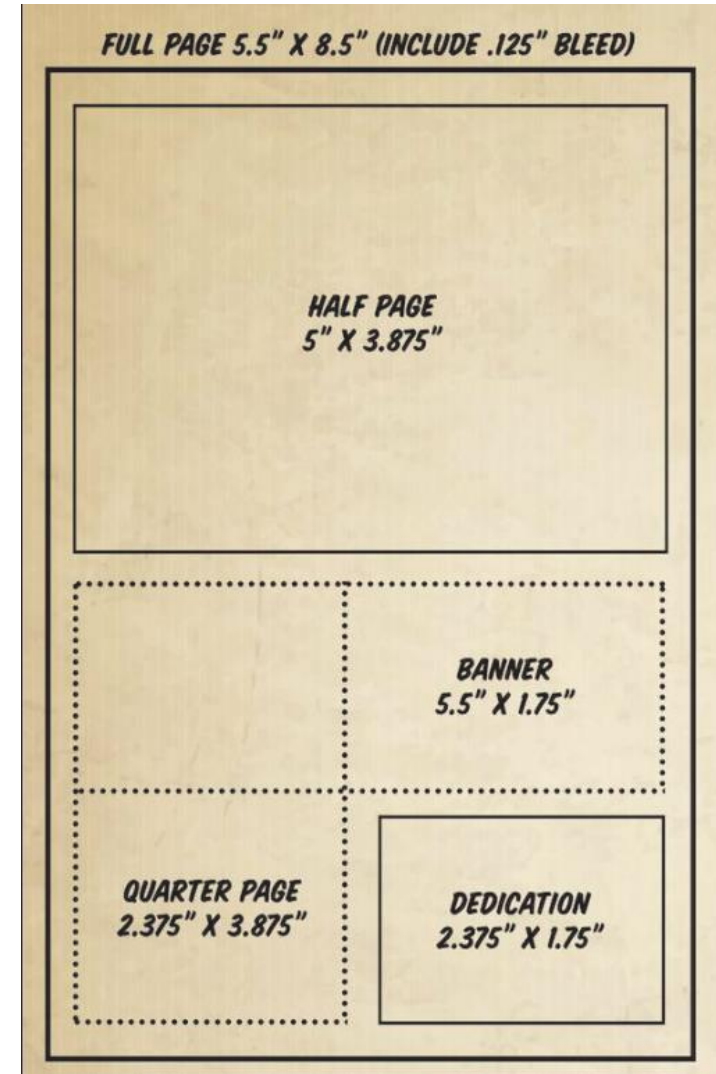
Printed in glossy full color and bursting with weekender details, performer biographies, and advertisements from wonderful sponsors—

it's as much a keepsake as it is guidebook.

Full Page	\$1,000
Half Page	\$600
Quarter Page	\$350
Banner	\$350
Dedication	\$100

Please provide artwork as 4-color (cmyk) hi-res (300dpi) press ready pdf. Outline or embed fonts. Email artwork to: sponsor@burlesquehall.com

Artwork due May 2, 2024



We look forward to
working with you!

sponsor@bhofweekend.com

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