

# BURLESQUE

## HALL OF FAME

# WEEKEND

**May 31-June 3, 2012**  
**@ Orleans Hotel & Casino**

Dubbed "The Super Bowl of Striptease," Burlesque Hall of Fame Weekend is the world's biggest, most prestigious international burlesque event: four days & nights of live entertainment and wild, immersive activities, including nightly performances and pre-/after parties, a weekend-long Burlesque Bazaar, Master Classes, "Texas Tease 'Em" poker, Pinup Photo Safari, pool parties, and more sexy, spangled fun than you can twirl a tassel at!



- WHO:** An international cast of burlesque's biggest fans and brightest stars
- WHAT:** The world's sexiest fundraiser for the world's only burlesque museum
- WHEN:** Thursday, May 31st through Sunday, June 3rd, 2012
- WHERE:** Orleans Hotel & Casino in Las Vegas, NV
- WHY:** To bump-and-grind alongside an elite, international mix of striptease stars, starlets, and enthusiasts at the world's most prestigious – and most fun! – burlesque event.
- HOW MANY:** 3,500+ seats plus countless visitors eager to see, be seen, and engage with your brand, from the moment they arrive in Las Vegas 'til long after the last glove drops Sunday Night.

## Sponsorships

BHOF Weekend affords a wide range of sponsorships for a wide range of budgets. For an updated list of available events and activities (and the benefits associated with sponsoring them), please email [SPONSOR@burlesquehall.com](mailto:SPONSOR@burlesquehall.com).

**DEADLINE: To guarantee sponsorship, you must sign up by April 27th, 2012. Payment & materials due by May 4th, 2012.**

### SHOWCASE SPONSORSHIPS (4 Available): \$1,250/each

As a sponsor of one of the four nightly showcases –Movers, Shakers & Innovators (Thurs); Titans of Tease (Fri); The Main Event (Sat), or Icons & All-Stars (Sun)–you'll receive the following benefits:

#### On-site:

- Nightly recognition by emcees (min. twice per set)
- Opportunity to distribute items in performer & VIP gift bags
- Your banner adjacent to the stage on applicable night (to be provided by sponsor)

#### In-Print benefits:

- Complimentary half-page, color ad in 2,000 souvenir programs
- [Your name/logo] on all postcards (10k minimum) and local/national advertising

#### Online benefits:

- Banner ad on burlesquehall.com for one year
- Logo & link listed on burlesquehall.com and Facebook
- Custom email blast to all BHOF Members and Mailing List
- Recognition/promotion on BHOF Facebook, Twitter, and bi-monthly newsletter
- [Your company] listed as HEADLINER-level Member of BHOF for 2012-1013\*

*\*In name only. No other benefits apply.*

#### Hospitality:

- 2-for-1 VIP/Reserved Weekend Passes (Max: 4 Passes)

### SPECIAL EVENT SPONSORSHIPS

With exciting events all weekend long, there are lots of opportunities for BHOF Weekenders to interact with your brand. Below are some of our most popular activities, which can all become showcases for your company/products.

Nightly Pre-& After-Parties:	\$1,000/Each or all 4/\$3,000
Sunday Pool Party (1 Available):	\$1,000
Burlesque Bazaar (1 Available):	\$1,000
BHOF Finishing School (1 Available):	\$1,000
Legends Panel/"Burly Q&A" (1 Available):	\$500
Barecats Bowling (1 Available):	\$500
Pin-Up Photo Safari (1 Available):	\$250
Texas Tease 'Em Poker (1 Available):	\$250
Naked Girls Reading (1 Available):	\$250
Dr. Sketchy's Anti-Art School (1 Available):	\$250



# Vending

Shopping the Burlesque Bazaar is always a highlight of BHOF Weekend, and we're pleased to announce extended days/hours and a more central location for this year's Burlesque Bazaar--which means more foot traffic and better exposure for your wares. To be considered, please email [VENDING@burlesquehall.com](mailto:VENDING@burlesquehall.com) or fill out an application at [www.burlesquehall.com/2011-2/vendors](http://www.burlesquehall.com/2011-2/vendors).

## DELUXE: \$1,000

Includes:

- One (1) premium 10'x10' space, adjacent to the bar at the entrance to the Burlesque Bazaar
- One (1) 6' or 8' table, two (2) chairs, one (1) waste basket, one (1) linen tablecloth, power
- One (1) full-color 1/4-page banner ad in 2,000 2012 souvenir programs
- Security: 8pm-12am (nightly, during shows) & 3am-10am (overnight)
- 20% discount on up to two (2) BHOF Weekend Passes

## STANDARD: \$800

Includes:

- One (1) designated 10'x10' space inside the Burlesque Bazaar
- One (1) 6' or 8' table, two (2) chairs, one (1) waste basket, one (1) linen tablecloth, power
- One (1) full-color 1/6-page banner ad in 2,000 2012 souvenir programs
- Security: 8pm-12am (nightly, during shows) & 3am-10am (overnight)
- 20% discount on up to two (2) BHOF Weekend Passes

Pipe & drape available, please contact [VENDING@burlesquehall.com](mailto:VENDING@burlesquehall.com) for pricing. Spaces will be assigned according to set-up type and requirements, with special consideration to the order in which they are reserved.

**DEADLINE: To guarantee your vending space, you must sign up by April 27th, 2012. Payment & materials due by May 4th, 2012.**

# Advertising

2,000 full-color, glossy programs will be distributed FREE throughout BHOF Weekend, which means your ad will be seen by literally thousands of international burlesque enthusiasts! To reserve space today, please email [AD@burlesquehall.com](mailto:AD@burlesquehall.com).

Back Cover:.....	\$1,200
Inside Front Cover:.....	\$1,000
Inside Back Cover:.....	\$800
Page Three:.....	\$1,000
Full Page:.....	\$750
Half-Page:.....	\$450
Quarter-Page:.....	\$300
1/6 Page Banner:.....	\$200

## GIFT BAGS

We distribute 300-500 gift bags to performers and VIP guests every year. By donating gift bag items – product samples, discount cards and other special offers, or other significant items – your goods are guaranteed to go home with our most important and influential guests. To find out more, please email [GOODIES@burlesquehall.com](mailto:GOODIES@burlesquehall.com).

## SPECIALTY ADVERTISING & CUSTOM/IN-KIND SPONSORSHIPS

Have an amazing idea for advertising your wares or otherwise supporting BHOF Weekend, but don't see it listed? We're always open to creative solutions and customized packages (including all reasonable in-kind or mixed cash/trade offers), email [SPONSOR@burlesquehall.com](mailto:SPONSOR@burlesquehall.com) to plan yours today!

## SOCIAL MEDIA FACTS & FIGURES

**Twitter:** @burlesquehall has 7,400+ followers and a 97% "retweet" rate. Over the past 90 days, our feed averaged 533 independent mentions and 2,300 retweets.

**Website:** [www.burlesquehall.com](http://www.burlesquehall.com) receives an average of 6k unique visitors/month. Among these visitors, 64% are from the U.S., 5% are from Canada, 5% from the UK, and the rest, from Europe and Japan.

**Facebook:** The Burlesque Hall of Fame has two FB pages; one for the museum and one for BHOF Weekend. Between them, the combined total of "likes" is 7,750+ users. Per FB analytics, the combined total weekly reach of those two pages is 14,052+ users. Of these users, 70% are women; 27% of whom are 25-34.

## ADDITIONAL INFO

Discounted room rates available through May 1; please reference group ID #A2HFC06 when booking. Tickets available 03/26/2012 (Weekend Passes) and 04/09/2012 (Individual Tickets) at the Orleans Box Office: 1-888-365-7111 or [www.orleanscasino.com/entertain](http://www.orleanscasino.com/entertain).

**Questions? Please contact Kerran Dunst:  
[Kerran@burlesquehall.com](mailto:Kerran@burlesquehall.com) or 888-442-8959**

