

DOXA 2024

# FESTIVAL PARTNERSHIP

Singing Back the Buffalo (Tasha Hubbard)

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 23 years!

### DIRECT ALL INQUIRIES TO:

**Sarah Bakke**

Director of Development +  
Special Programs

Email: [sarah@doxafestival.ca](mailto:sarah@doxafestival.ca)  
Phone: 604.646.3200 ext 104

Pictures above, from left: George Littlechild at the Mid-week Gala screening of *nanekawâsis*; director Gianluca Matarrese during a Q&A; 2024 Opening Night Q&A with Rohit Joseph, Shannon Walsh, Ina Fichman and Pablo Alvarez-Mesa.





Photo by Kristine Padua

# 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.



*"This year was fantastic. Thank you for making it better and better every time... [this] festival makes me remember the importance of art in our society."*

- DOXA 2024 audience member



- 58.2%** of audiences identify as **female**
- 26.6%** of audiences identify as **male**
- 7.6%** of audiences identify as **non-binary**
- 17.7%** identify as **LGBTQIA2S+**
- 32.9%** identify as **BIPOC**
- 9%** identify as **Deaf, disabled and/or neurodivergent**

## Annual Household Income

- 9.9%** Under \$25K
- 4.2%** \$25K - \$35K
- 19.7%** \$35K - \$50K
- 18.3%** \$50K - \$75K
- 25.4%** \$75K - \$100K
- 11.3%** \$100K - \$150K
- 11.3%** \$150K - \$250K

## Levels of Education

- 2.6%** High school
- 12.8%** Some university or college
- 5.1%** Vocational or certificate
- 36%** Bachelors degree
- 39.7%** Masters degree
- 3.8%** Doctorate degree

## Age Ranges

- 8.9%** 20-29 years old
- 20.2%** 30-39 years old
- 15.2%** 40-49 years old
- 15.2%** 50-59 years old
- 15.2%** 60-69 years old
- 22.8%** 70-79 years old
- 2.5%** 80+ years old



nanekawâsis (Conor McNally)

## DOXA 2024 AT A GLANCE

2024 boasted a diverse slate of theatrical screenings, retrospective and guest curated programs, four Spotlight program streams, and many visiting filmmakers from across Canada and abroad. In addition to the films themselves, we were proud to host a robust slate of Industry and social events. It was an honour to learn from the rigorous, nuanced and bold visions of so many talented documentary filmmakers.

### THE 2024 DOXA FESTIVAL FEATURED:

- A total of **84** films (short, mid-length and feature)
- **39** Canadian films
- **9** Industry events
- **6** social/networking events
- **47** live filmmaker Q&As
- **49** Canadian and international guests
- **12** local (BC) filmmakers
- **72** theatrical screenings



Director Shannon Walsh with avid doc lovers!

### FILMS

Over the past 23 seasons, DOXA has presented **over 1,580 films from 50+ countries**, including more than 490 films selected from Canada.

### VENUES

VIFF Centre, The Playhouse, SFU Goldcorp Centre for the Arts (Djavad Mowafaghian Cinema, World Art Centre), The Post at 750 and The Cinematheque serve as hubs for DOXA's activities, with dozens of screenings at each of their state-of-the-art facilities located in the heart of downtown Vancouver.

*"DOXA is a cultural treasure, we are blessed to have it!"*

-DOXA 2024 audience member



# DOXA IN THE MEDIA

## Notable media mentions...

Adrienne & the Castle official opener for this year's DOXA Documentary Film Festival  
*Dana Gee for Vancouver Sun (April 3, 2024)*

At DOXA, Tea Creek explores a farmer's push for Indigenous food sovereignty  
*Gail Johnson for Stir (April 25, 2024)*

Reclaiming Wet'suwet'en Storytelling in 'Yintah'  
*Josh Kozelj for The Tyee (April 8, 2024)*

Any Other Way: The Jackie Shane Story  
*Interview on CBC's The Early Edition (May 10, 2024)*

Bye Bye Tiberias Tops DOXA Winners  
*Pat Mullen for POV (May 13, 2024)*



Adrienne & the Castle (Shannon Walsh)



Above: DOXA on the back cover of Asparagus Magazine, May 2024. Other print cover features for the festival include: The Vancouver Sun, POV Magazine, and more.

## MEDIA OUTLETS

DOXA 2024 secured over **80 media hits** (that we are aware of) in **over 35 publications**. Coverage was mostly concentrated in BC, but spanned all provinces and territories. Print, online and radio platforms all featured DOXA content, including The Province, Stir, The Georgia Straight, Vancouver Sun, POV Magazine, CBC, The Tyee, CKNW and Radio-Canada.



10K FOLLOWERS  
98K+ REACH



5,578 FOLLOWERS  
(+1,088 FROM 2022)



2.5K SUBSCRIBERS  
45% OPEN RATE



6K+ SUBSCRIBERS  
68.2K VIEWS (APRIL - JUNE)



8.4K FOLLOWERS  
35K+ IMPRESSIONS

## PROGRAM PRINT MATERIAL

We publish up to **3,250** festival program books each year, with a readership of approximately 15,000 people. Copies are distributed to 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
- Digital 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



97.5%



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

88%

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





Photo by Kristine Padua

# ADVERTISE WITH DOXA

## ON-SCREEN ADVERTISING

On-screen theatre advertising is an expansive format, where viewers can see your message writ large during an approximately **20-minute loop** before theatrical festival screenings and industry events.



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## 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 2025 program will be available in print in early April thru the run of the festival, as well as online in PDF format.

## NEWSLETTER ADVERTISING

With a readership of approx. 2,500 and a 45% open rate, the DOXA newsletter is a great place for brand visibility.

