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## SPONSOR PACKAGES

### ABOUT THE 12x12 VANCOUVER PHOTO MARATHON

Now in its third year, 12x12 was created as a not-for-profit initiative to offer an event where all the communities of photography enthusiasts in the Lower Mainland can come together for a day of creative fun using the classic but fading medium of film. While similar photo marathons are held throughout the world, 12x12 is the first and only photo marathon in British Columbia.

When the photo marathon begins, each participant is given one roll of film with only 12 exposures. At the top of every hour for 12 consecutive hours, a theme is randomly drawn and released. Participants must interpret and capture each theme using one single exposure of film in the exact sequence that they are revealed. Once the twelfth hour runs out, only the completed rolls that have been returned will move on to the next stage of the challenge.

Negatives will be developed and judged after the marathon, the results of which will be revealed during a public exhibit in the halls of [PhotoHaus Gallery](#) at the [VPW](#) where more than 700 photos will be showcased. The winning entries will be announced and celebrated, then elevated to the gallery walls of the [Vancouver Lookout](#) for an extended showing to local and international photo enthusiasts.

### AUDIENCE

Sponsorship of the 12x12 Vancouver Photo Marathon is an incredible opportunity to reach an engaged audience of local photographers and photography enthusiasts in person at two local events. 12x12 is open to all photographers, be they recreational or professional, and has brought together hundreds of people from all walks of life. Due to its general appeal, the photo marathon has always sold out well in advance of the event, while the subsequent exhibit has drawn hundreds of people each year to view the 700+ photos on display and meet like-minded photography enthusiasts.

In addition to reaching hundreds of photography enthusiasts in person, past sponsors of the 12x12 Vancouver Photo Marathon have also received an average annual click-through-rate of 3,867 per sponsor advertisement at [www.VancouverPhotoMarathon.com](http://www.VancouverPhotoMarathon.com).

As the only photo marathon event and exhibit in BC, the 12x12 Vancouver Photo Marathon continues to attract an incredible amount of support from the arts and photography community.

### SPONSORSHIP OPPORTUNITIES

Get connected with hundreds of photographers and photography enthusiasts interested in your product or service by contacting Angela Chih via email at [Angela@VancouverPhotoMarathon.com](mailto:Angela@VancouverPhotoMarathon.com) or by phone at 778.388.3690. As a Bronze, Silver, Gold or Platinum sponsor, you will receive all the associated benefits outlined in the next page.

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**BRONZE \$250 (Unlimited)**

- Acknowledgement during the photo marathon
- Corporate logo and link on the VancouverPhotoMarathon.com homepage

**SILVER \$1,000 (5 max)**

- Corporate logo displayed at the Raw Talent exhibit
- Corporate logo displayed at the photo marathon
- Acknowledgement during the Raw Talent exhibit opening speech
- Acknowledgement at the start of the photo marathon
- Corporate logo and link on the VancouverPhotoMarathon.com homepage

**GOLD \$3,000 (5 max)**

- Dedicated blog post featuring the company and its products/services on the VancouverPhotoMarathon.com blog (includes product photography and writing)
- Invitation to draw a theme and be introduced to participants during the photo marathon
- Dedicated social media mentions leading up to and during the photo marathon
- Option to provide advertising materials to contestants in their registration package
- Corporate logo displayed at the Raw Talent exhibit
- Corporate logo displayed at the photo marathon
- Acknowledgement during the Raw Talent exhibit opening speech
- Acknowledgement at the start of the photo marathon
- Corporate logo and link on the VancouverPhotoMarathon.com homepage

**PLATINUM \$5,000+ (3 max)**

- Featured sponsor video on VancouverPhotoMarathon.com (includes professional film production and editing)
- Dedicated blog post featuring the company and its products/services on the VancouverPhotoMarathon.com blog (includes product photography and writing)
- Corporate logo and link on the VancouverPhotoMarathon.com homepage
- Additional larger cycled linked corporate logo on the VancouverPhotoMarathon.com homepage
- Invitation to draw a theme and be introduced to participants during the photo marathon
- Dedicated social media mentions leading up to the Raw Talent exhibit
- Dedicated social media mentions leading up to and during the photo marathon
- Option to provide advertising materials to participants in their registration package
- Corporate logo displayed at the Raw Talent exhibit
- Corporate logo displayed at the photo marathon
- Acknowledgement during the Raw Talent exhibit opening speech
- Acknowledgement at the start of the photo marathon

**IN-KIND SPONSORSHIPS**

The 12x12 Vancouver Photo Marathon is also seeking in-kind sponsorships for the following items and services: DJ services and catering for the Raw Talent exhibit. Companies and individuals providing products and/or services in lieu of monetary sponsorship will receive the same cash sponsorship benefits according to the corresponding value of the products and/or services provided.