



11TH ANNUAL EDITION – SEPTEMBER 2ND – 7TH, 2015

Are you ready to take a step in a bold new adventure?

For its 11th annual edition, the Montreal Fetish Weekend ups the momentum with full-on street presentations and fashion shows and continues to attract hundreds of local and international participants.

Our attendees mirror an ideal of new and seductive avant-garde fashion consumer trends creating ripple effects and drawing a whole new generation of clients to your product both at and after the event.

Showcasing your creative forces within an emerging alternative scene, the "[Montreal Fetish Weekend](#)" is the ideal happening where one's desire to celebrate his or her diversity becomes a reality.

Recognized by Tourisme Montréal and set in the pedestrian "Village" area, the "Montreal Fetish Weekend" reaches a broad population from mainstream to international fetish travelers. It is also one the largest alternative event of its kind in the world.

The weekend's themed events assure a diversity of colorful moments, performances and fabulous socializing. At the forefront of this movement is a city known worldwide for its vibrancy and hospitality.

Ever changing, the advertising media, be it print, television or Internet always adapts to emerging trends. Alternative *avant-garde* fashion is now more than ever being used by leaders of the fashion industry.

We would like to offer you an opportunity to be at the leading edge of this emerging market and thus creating high impact visibility.

Together we can set step in a new era of innovative visibility standards to suit your very needs. We want to work with you, and we are also open to discuss how we can make it possible.

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HIGHLIGHTS:

1995 - Co-founded by "Fetish Weekend" producer Eric Paradis, the Montreal's Fetish Café features a Labor day Weekend launch event.

1996 - First edition of the Montreal Fetish Festival as a 3-day event is launched and will later be re-branded as the Montreal "Fetish Weekend"

2004 - Club Sin, a group showcasing the local performers finds a permanent new home at Montreal's legendary Cabaret Cleo.

2005 - A revitalized "Montreal Fetish Weekend" draws well over 1000 attendees and features a bevy of international performers.

2006 - Highlighting emerging fashions trends, the "Latextacy" Fetish Fantasy Ball is launched as part of the "Fetish Weekend" festivities.

2007 - The "Night of Masks" brings a gothic alternative to the "Fetish Weekend" and ups the attendance to over 2000 participants.

2008 - The Montreal Fetish Weekend expands and adds a workshop component to the celebrations. The event draws over 2500 attendees.

2009 - Expanding to a 5 nights schedule with a mini film festival and a city photo expedition, the event draws over 3000 attendees.

2010 - 300 artists, designers, models and photographers participate establishing the event's international avant-garde visibility platform.

2011 - The Expo Kink is launched with 15 vendors while the fetish photo tour, a highlight of the "open to all public" activities, grows to 150 participants. Both were featured on Canadian television.

2012 - Week-long attendance augments by 260% with a 20% hotel room sales increase. International visitors increase with solid repeat attendance.

2013 - A street fashion show/vendor fair component is added public demos. The event is showcased to 15 million viewers by HBO Latina!

2014 - Celebrating its 10th anniversary, the event attracts an ever-expanding international clientele and designers visiting from Japan, Australia and Germany as well as the USA, France and England.



2012-2014 PUBLICITY : media value : \$43 000 / outreach : 1.2 million

- **JOURNAL DE MONTRÉAL** – 4 ads (readership 1.2 million)
- **POP MEDIA** – 18 000 flyers were distributed
- **METROVISION** – 320 15 seconds video clips in the subway
- **JOURNAL METRO** – (115 000 readers)
- **JOURNAL 24 HEURES** – (95 000 readers)
- **MONTREAL MIRROR** – (110 000 readers)
- **SKIN 2 MAGAZINE** (UK – International)
- **MASSAD MAGAZINE** (Belgique)
- **VON GUTTERBERG MAGAZINE** (USA - International)
- **PUBLICITÉ SAUVAGE** – 12 billboards & 200 indoor posters
- **FUGUES** – (80 000 readers)
- **ETRE + 2B + RG + ENTRE ELLES** – (60 000 readers)
- **LESTUBBIES** – (mailing : 110 000)
- **FETLIFE** – (800 000 imprints)
- **EVENTFULL** – (mailing : 58 000)

2012-2014 REPORTS : media value: \$257 000\$ / outreach: 39.5 million

- **HBO LATINA** (two 4 minutes reports . 38 million viewers)
- **INFAMOUS MAGAZINE JAPAN** (2 reports)
- **MARQUIS MAGAZINE GERMANY** (3 reports)
- **VON GUTENBERG MAGAZINE USA** (3 reports)
- **LATEX ENVY MAGAZINE USA** (1 report)
- **SKIN TWO MAGAZINE UK** (3 reports)
- **JOURNAL DE MONTRÉAL** (1 full page + 1/3 page report)
- **LA PRESSE** (2 full page reports)
- **THE MIRROR** (1 report)
- **THE GAZETTE** (1 report)
- **98.5 BENOIT DUTRIZAC** (1 report)
- **91.9 CHOIX RADIO X** (1 interview)
- **FUGUES** (2 reports)
- **ETRE + 2B + RG + ENTRE ELLES** (4 reports)

NETWORKING & WEBSITES : outreach : 547 000

- **WEBSITES** -50 000+
- **FACEBOOK** - 1 000 000+
- **FETLIFE** - 10 000+
- **YOUTUBE** - 54 000+
- **TWITTER** - 210 000+
- **PARTNERS** -Gay Pride / Black and Blue / WebPresse - 123 00



We offer 5 simple levels of sponsorship via our website, mailings, networking, video screen projection as well as printed matter.

We can also custom design a sponsorship package to maximize your visibility.

BRONZE : \$500 / your logo on the website, in-venue video projection screens & flyer table distribution

SILVER : \$1000 / adds repeat networking via our [facebook](#) social outreach

GOLD : \$2000 / adds your logo on all printed matter, flyers and posters

PLATINUM : \$3000 / **Exclusive!* add your logo on our 2015 11th Anniversary edition T-shirts

PRODUCER : \$5000 / **Exclusive!* adds your logo on top tier billing as our event co-producer