SPONSORSHIP KIT

Taboo is celebrating its 25th anniversary, and we are going wild with excitement. We look forward to celebrating with our valued sponsors, partners, vendors, and attendees, and expressing our sincere gratitude for the support and loyalty we've received over the past quarter century.
As a travelling show, Taboo is a highly anticipated experience in every city we tour—drawing engaged audiences and creating powerful opportunities for brand exposure and connection.

We aim to deliver unmatched entertainment, a dynamic trade show environment, and an electrifying party atmosphere—an annual experience that audiences eagerly return to year after year.

As a thank you, we are committed to fully integrating your brand into the Taboo experience, providing meaningful visibility, engagement, and lasting impact.
Taboo: The Ultimate Adult Experience.

25 YEARS: TABOO'S GONE WILD ~ UNCAGED AFTER DARK

WELCOME TO THE JUNGLE

BACKGROUND

Taboo is a Canadian national entertainment and tradeshow sensation, focusing on the adult lifestyle which includes, health, wellness, beauty and everything naughty. Celebrating 25 years of successful shows, we endeavor to provide an avenue where business can thrive and connect with like minded individuals all while having a blast surrounded by a party atmosphere.

SHOW DATES + LOCATIONS

TORONTO – CALGARY – EDMONTON – VANCOUVER – REGINA – RED DEER

CITY	DATE	LOCATION
TORONTO	Oct 16-18, 2026	International Centre
CALGARY	Nov 6-8, 2026	BMO CENTRE
EDMONTON	Nov 13-15, 2026	Edmonton EXPO Centre
VANCOUVER	Feb 5-7, 2027	Vancouver Convention Centre
REGINA	TBD	Bunge International Trade Centre
RED DEER	TBD	Westerner Park

WHY INVEST IN TABOO?

We do the Marketing for you!
Your participation automatically is embedded to our year round campaign where the show and vendors, partners, sponsors are showcased via our marketing efforts.

ONLINE EXPOSURE

Upon accepted application, you will be listed on our website where attendees and curious minds will find you and be redirected to your website or social media.

SOCIAL MEDIA BOOST

Complimentary Instagram Collaboration Posts where you can utilize our following to organically grow the reach of your business.

BUILT-IN FOOT TRAFFIC

Our campaign is committed to bringing attendees through the door, where you can engage with potential customers, and connect with leads for future endeavors.

BASE SPONSOR BENEFITS

(INCLUDED IN ALL PACKAGES)
(TOTAL BASE VALUE: $30,500+)

- **Website Sponsorship Badge – $4,500**

Your logo will be featured on our website as an official sponsor for the entire season, increasing brand exposure and digital engagement

- **Live Onstage Mentions (min. 6 per show) – $2,000**

Stage shout-outs in between performances and announcements.

- **Full Page Show Guide Ad – $6,000**

A full-page advertisement in the show guide, providing continued exposure post-event as attendees reference the guide

- **Option for Transportation of Goods and Activations – $18,000**

Transportation to each show for the entirety of the season and storage in between shows.

- **Social Media Integration – Scaled by tier**

*Package prices based on 6 city commitment

TICKETING SPONSOR

Ticketing Sponsor – $12,000
Total Package Value: $80,000+
Investment: $12,000 → Receive: $80,000+ in Value
****Base Sponsor Benefits Included ****

Each attendee will have an up-close look of your brand with their purchase of a ticket, this sponsorship includes promotional tickets that will be printed and distributed throughout our Canadian tour.

TICKETING SPONSOR BENEFITS

- **Branding on all tickets (digital + print) – $60,000**

This exposure includes our guerrilla marketing campaigns efforts, engaging partners outside the show experience.

- **Exposure to 15,000+ attendees per show – $15,000**

Have a QR Code or a Redirect Link to give attendees direct access to your website.

- **20 Complimentary Single Entry Tickets per show – $4,800**

Promotional only - NOT FOR RESALE

Designs to be approved by Taboo Management.

Digital example (500x500 px)

Physical example

150px gap on left side for stub removal

1200x500 px 200+ DPI

CAPTURE THE MOMENT SPONSOR

Total Package Value: $55,000+
Investment: $20,000 → Receive: $55,000+ in Value
****Base Sponsor Benefits Included ****

The sponsor of the photo booth will be responsible in ensuring that every attendee captures their experience at Taboo with the sponsors logo on every picture.

CAPTURE THE MOMENT SPONSOR BENEFITS

- **Branding on all photo images – $25,000**

Branding will also be in the backdrop of the photo in addition to the logo watermark on the digital image.

- **High-traffic placement – $10,000**

Close to the front entrance or other high traffic areas to encourage individuals to capture their moment.

- **Organic social sharing exposure – $15,000**

The moments captured will be shared on attendees' social media, reaching many more potential clients outside the beyond the show or outside the event.

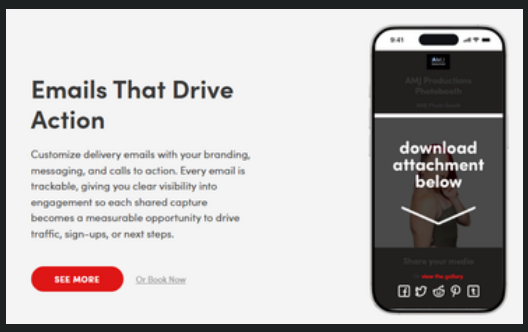
- **20 Complimentary Tickets per show – $4,800**

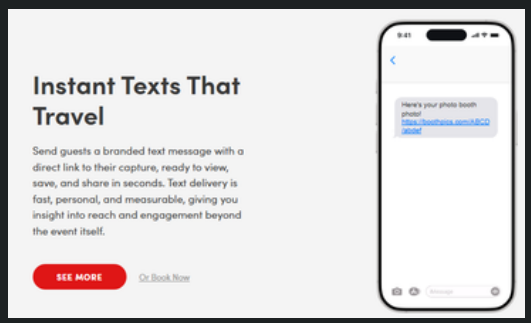
Promotional Only - NOT FOR RESALE

- **Taboo Commitment**

Taboo will also share the email addresses with the sponsor at the end of the season which were collected through the photo booth.

*Package prices based on 6 city commitment





Boomerangs

Quick looping clips that capture energy, movement, and personality – perfect for stories, reels, and instant sharing.

Videos

Short video clips that go beyond photos, creating highly shareable content with real personality and energy, while contributing to overall engagement and sharing metrics from your event.

Animated GIFs

Designed for engagement. Animated GIFs turn quick moments into shareable loops that extend your event's reach across social platforms and private messages, with engagement tracked alongside other shared content.

Instant Photos, Real Brand Reach

Every photo becomes a shareable marketing asset. With branded backdrops and custom overlays, your guests leave with content they want to post – and your brand travels with it – and performance is tracked.

SEMINAR STAGE SPONSOR

In Name Only: $20,000 | With Booth: $35,000
Total Package Value: $85,000+
Investment: $20,000–$35,000 → Receive: $85,000+ in Value
****Base Sponsor Benefits Included ****

This premium sponsorship provides high-impact visibility, integrated brand experiences where knowledge becomes power, along with year-round exposure across all six shows.

SEMINAR STAGE SPONSOR BENEFITS

- **Stage branding – $10,000**

A physical banner will be hung at the front of the stage “ Sponsor Name ...Seminar Theatre ”

- **LED screens – $15,000**

Two LED Screens will be running for the entirety of the show, hosting your promo video.

- **Speaking opportunities – $36,000**

As the seminar speaker, you will be given priority for any and all speaking opportunities at times which will ensure most traffic for your presenters.

- **Booth space – $20,000**

A 10x20 Corner Booth Space will be provided within close proximity of the Seminar Theatre.

- **25 Complimentary Tickets per show – $6,000**

For promotional purposes only - NO RESALE

*Package prices based on 6 city commitment

KINKY CORNER SPONSOR

In Name Only: $20,000 | With Booth: $25,000
Total Package Value: $40,000+
Investment: $20,000–$25,000 → Receive: $40,000+ in Value
****Base Sponsor Benefits Included ****

This curated artisan marketplace will spotlight emerging and boutique brands within the BDSM and kink community, creating a high-energy hub designed to draw traffic, spark conversation, and drive purchasing. By owning the Kinky Corner, you are aligning your brand with authenticity, craftsmanship, and community leadership — across four of Canada's strongest markets.

KINKY CORNER SPONSOR BENEFITS

- Activation branding – $10,000

A banner will be hung at the entrance of the Kinky Corner Market highlighting you as the sponsor.

- Booth space – $10,000

A 10x10 Corner booth space will be made available to you at the entrance of the Kinky Corner so that attendees have a direct visual of the sponsor in this artisan space.

- Community/vendor alignment – $20,000

All vendors within this space will receive a massive discount off their space, charging them $500 in lieu of our original booth price.

- 20 Complimentary Tickets per show – $4,800

For Promotion Purposes Only - NOT FOR RESALE.
*Package prices based on 6 city commitment

DUNGEON EXPERIENCE SPONSOR

In Name Only: $25,000 | With Booth: $30,000
Total Package Value: $55,000+
Investment: $25,000–$30,000 → Receive: $55,000+ in Value
****Base Sponsor Benefits Included ****

Taboo invites adults all over Canada to explore the ultimate adult experience, and it would not be complete without an immersion of a dungeon focused on demonstrations, interactions and education in all things fetish.

DUNGEON EXPERIENCE SPONSOR BENEFITS

- **Dungeon branding – $20,000**

Branding on the dungeon walls prior to entry, and within the dungeon so that attendees have multiple points of contact with branding of our Dungeon Sponsor.

- **Experiential exposure – $10,000**

Live activations will permit those willing to fully experience the dungeon and explore new kinks.

- **Booth space – $20,000**

A 10x30 Corner will be made available in close proximity to the Dungeon Entrance, or within the dungeon, pending on sponsor preference.

- **Activations and Furniture**

Sponsor reserves the right to provide their own furniture and activations or defer to a local kink group of which Taboo has a close relationship.

- **Promotional Material**

Sponsor can provide promotional material which will be placed within the dungeon for distribution directly to their direct audience.

- **20 Complimentary Tickets per show– $4,800**

Promotional Purposes Only - NOT FOR RESALE

*Package prices based on 6 city commitment

CONTENT CREATOR CORNER SPONSOR

Total Package Value: $75,000+
Investment: $30,000 → Receive: $75,000+ in Value
****Base Sponsor Benefits Included ****

The Content Creator Corner is a Taboo signature activation designed to highlight and empower adult digital creators who bring our event's story to life across social media platforms and our events. As the sponsor, you will join Taboo's mission in creating a safe space where Adult Content Creators can promote themselves and further develop their brand.

CONTENT CREATOR CORNER SPONSOR BENEFITS

- **Premium booth – $30,000**

A 10x30 Corner booth will be made available to set up a meet and greet station for your content creators.

- **LED screens – $15,000**

Two LED Screens will be made available for the entirety of the show highlighting your promo video.

- **Creator/influencer integration – $20,000**

The Content Creator Corner will be made available to any content creators you choose to invite. You set their schedule and manage the meet and greet area as you see fit.

- **Targeted exposure – $8,000**

You will not only target potential new fans for each of your content creators, you will also potentially engage with new content creators who would like to explore your platform.

- **Discount Promo Code**

Sponsor will receive a Promo Code toward discounted tickets to further support their content creators by engaging their fans to meet them in person.

- **25 Complimentary Tickets per show– $6,000**

For Promotional Purposes Only - NOT FOR RESALE

*Package prices based on 6 city commitment

VIP EXPERIENCE SPONSOR

In Name Only: $40,000 | With Booth: $50,000
Total Package Value: $120,000+
Investment: $40,000–$50,000 → Receive: $120,000+ in Value
****Base Sponsor Benefits Included ****

This sponsorship places your brand directly in front of all of our attendees and most engaged guests; those seeking a premium and memorable experience at Taboo. Through this sponsorship, you align with exclusivity which elevates your brand perception.

VIP EXPERIENCE SPONSOR BENEFITS

- **VIP lounge branding – $24,000**

Branding at our VIP lounge, an area where all our VIP ticket holders have a seat front and centre to all of our entertainment on our Main Stage.

- **Premium experience association – $20,000**

VIP bars available to our VIP ticket holders, so they do not have to wait in long lineups

- **Gift Bags – $5,000**

Each VIP ticket holder will receive a VIP gift bag valued at $100. Sponsor reserves the right to provide the gift in the bag (250 Gifts per Show), or differ to another vendor/vendors who may want to provide the gifts.

- **Booth space – $50,000**

Will receive space in our VIP area by the main stage to engage with the VIPs directly, or in close proximity pending on sponsor preference.

- **Social media promotion – $15,000**

Showcase the VIP Bags (Man and Women Options) on Instagram, and provide an unbagging experience for our audience to see prior to VIP Purchase what gift you will include for the VIP ticket holders.

- **30 Complimentary Tickets per show– $7,400**

For Promotional Purposes Only - NOT FOR RESALE

*Package prices based on 6 city commitment

FIRST IMPRESSION TAKEOVER SPONSOR

In Name Only: $40,000 | With Booth: $50,000
Total Package Value: $140,000+
Investment: $40,000–$50,000 → Receive: $140,000+ in Value
****Base Sponsor Benefits Included ****

This sponsorship puts your brand at the very first and last touchpoint of the attendee experience; ensuring maximum visibility and lasting impressions. It's a prime opportunity to utilize, and dominate the high traffic exposure and set the tone of the event.

FIRST IMPRESSION TAKEOVER SPONSOR

- **Entrance branding – $20,000**

Branding in the front entrance ensures that your brand is the first and last thing all attendees see leaving a lasting impression long after the show concludes.

- **Sponsored bar – $24,000**

A bar will be in close proximity to the front entrance allowing all attendees the opportunity to purchase a drink and step into Taboo immersed in the party atmosphere.

- **LED screens – $15,000**

Two LED Screens will be made available for the entirety of the show highlighting your promo video

- **Premium booth – $60,000**

A booth space will be made available to you at the front entrance, to further enhance brand recognition with representatives on site. Other locations in the venue will also be made available pending on sponsor preference.

- **Branded Shopping Bags – $5,000**

Shopping bags will be made available to all attendees throughout the weekend branded with your logo so that attendees can carry goodies purchased at Taboo.

- **Social media – $15,000**

A live on our Instagram will include a dedicated walk through of the front entrance and booth space at every show, followed by a story posted on each day of the shows.

- **30 Complimentary Tickets – $7,200**

For Promotional Purposes only - NOT FOR RESALE

*Package prices based on 6 city commitment

CENTRE STAGE & LIFESTYLE LOUNGE

In Name Only: $60,000 | With Booth: $65,000
Total Package Value: $160,000+
Investment: $60,000–$65,000 → Receive: $160,000+ in Value

Attendees in the lifestyle community will have an opportunity to engage with like minded individuals in a dedicated space within the Taboo Show. This area will include a separate centre stage so that every moment in this lounge has always something to experience.

CENTRE STAGE & LIFESTYLE LOUNGE SPONSOR BENEFITS

- **Stage branding – $50,000**

Sponsor branding will be showcased on our centre stage for the entirety of the weekend.

- **Lounge integration – $20,000**

Seating will be made available for individuals indulging the centre stage and lounge, which will also be decorated to match the theme of the season.

- **Performance opportunities – $36,000**

If the sponsor has a specific act they would like to integrate on the centre stage, the performance will be given priority on stage times to ensure maximum exposure.

- **Booth space – $60,000**

The Sponsor will be given space within the lounge space to engage with attendees directly with their audience, or in close proximity of this integration pending on their preference.

- **Bar Inside Lounge**

A bar will be made available within the lounge so that attendees can enjoy a drink while mingling and enjoying the on stage entertainment. (Varies per venue capibility)

- **Social media – $15,000**

Dedicated Lives on Instagram showcasing entertainment on stage, lounge and on stage branding each day of the Taboo Show.

- **35 Complimentary Tickets – $8,400**

For Promotional Purposes Only - NOT FOR RESALE
*Package prices based on 6 city commitment

MAIN STAGE ENTERTAINMENT EXPERIENCE SPONSOR

ESTIMATED INVESTMENT - $80,000-$110,000

As the Main Stage Sponsor, your brand will be showcased at the main entertainment stage, where thousands of attendees gather for electrifying performances, competitions, and headline acts. Lots of pictures and videos are taken at the main stage placing your brand in attendees' camera rolls!

MAIN STAGE ENTERTAINMENT EXPERIENCE SPONSOR BENEFITS

In Name Only: $100,000 | With Booth: $110,000

Total Package Value: $200,000+
Investment: $100,000–$110,000 → Receive: $200,000+ in Value
The sponsor responsible for the atmosphere of the show. With high quality on stage performances, the audience and attendees remain captivated and stay at the show for hours on end anticipating what comes next.

- **Main stage branding – $20,000**

Sponsor branding will be permanent on our front stage, with a consistent logo placement in between performances on our on- stage screen.

- **Projector exposure – $30,000**

Projectors will be circulating your logo on the walls of the venue throughout the weekend. Sponsor branding will be nearly impossible to miss throughout the venue.

- **Premium booth – $60,000**

A 20x40 island will be provided in a high traffic area, to showcase your brand through an activation of your choosing within the parameters of venue protocols.

- **Dedicated social media campaigns – $8,000**

Consistent Lives on our Instagram showcasing the performances and sponsor branding. Social media highlights will also include the sponsor booth and any specific social media targets sponsor would like to pursue.

- **Media/content exposure – $60,000**

Attendees capture every moment of the entertainment to stage, posting on their socials and sharing within their community, further promoting the brand to thousands of like mined individuals.

- **40 Complimentary Tickets – $9,600**

For Promotional Purposes Only - NOT RESALE

*Package prices based on 6 city commitment

TABOO'S GONE WILD – PRESENTING SPONSOR

In Name Only: $125,000 | With Island: $140,000
Total Package Value: $350,000+
Investment: $125,000–$140,000 → Receive: $350,000+ in Value

As the Title Sponsor of the Taboo Shows for the entire season, your brand will receive exclusive top-tier branding across all marketing channels, social media, banners, advertisements, and event materials. All official promotional assets will feature "[Your Brand] Presents Taboo Shows." This sponsorship includes over $100,000 in marketing value as it is automatically integrated into our year-round campaign.

TABOO'S GONE WILD – PRESENTING SPONSOR

- "(Brand Name) Presents Taboo Shows" – $350,000+

This sponsorship includes over $350,000 in marketing value and is fully integrated into our year-round campaign.

- **Venue-wide branding – $30,000**

Your branding will be prominently displayed on all marketing materials, with shoutouts at each event ensuring maximum visibility to all attendees.

- **Premium booth – $60,000**

Vancouver, Calgary, Edmonton, and Toronto: 20'x40' premium exhibition space. Regina and Red Deer, 20'x40' exhibition space.
The booth will be stationed in a high traffic area, and the sponsor will have the opportunity to pick the location within the centre isles of each show.

- **Gift bag inclusion – $5,000**

Opportunity to include branded inserts or samples in the VIP gift bags, ensuring a lasting impression on engaged attendees.

- **Transportation – $18,000**

Transportation of goods, as well as storage in between the shows will be automatically included in this package.

- **Social Media Campaign**

Unlimited posts, reels, stories; campaigns will reflect the needs of the sponsor and the Taboo Team will ensure maximum social media exposure prior, during and after the shows.

- **Projectors - $30,000**

Projectors in the venue displaying your logos throughout the venue each of the show days. Making it nearly impossible to miss our presenting sponsor's logo and representation at the shows

- **100 Tickets per show – $24,000**

For Promotional Purposes Only - NOT FOR RESALE
*Package prices based on 6 city commitment

CONTACT US

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