



*Whistler Village*  
**BEER**  
**FESTIVAL**

SEPT 14-18 2016

Main Event: 17 & 18

*Sponsorship Opportunities*

120+ BEERS 

60 BREWERIES 

5 DAYS

3000 ATTENDEES

FESTIVAL &  
**Gibbons**  
EVENTS CO.





## INTRO

This sponsorship deck explains who we are, and what we can do for **YOU**.

- The Whistler Village Beer Festival will be a **five-day event** in **mid-Sept**, attracting 3,000+ beer, travel and adventure lovers from all over the world.
- There's a **main tasting event** on the **Saturday Sept 17th & Sunday Sept 18th** during the afternoon, with events happening at partner venues over the five-day period, including food pairings and Master Crafters.
- WVBF is about the **"love of beer"**, with the key objective of working with our community, partners and sponsors to create an amazing experience for our guests.
- We work with small local craft outfits as well as some of the largest and prolific beer brands in North America and Europe so the bar is set high and this is what our guests have grown to love and expect.
- WVBF provides the opportunity for appropriate brands to get in front of an engaged crowd of enthusiastic beer lovers who like to travel, eat great food and have a taste for adventure – sound like your crowd? We hope so.





# MEET OUR AUDIENCE

## AGE:

1% (18-20)

**59% (25-34)**

11% (45-54)

5% (21-24)

20% (35-44)

4% (55-64)

## GENDER:

50% 

50% 

## INCOME:

10% (0-50k)

**87% (50-100k)**

3% (100-150k)

## REGIONS:

**91% Canada**

7% US

2% Other

# WE CAN HELP YOU:

## 1. Showcase your products, services and technologies:

- Onsite activation
- Authentic integration of products and services
- Create experiences that will trigger brand recognition and loyalty
- Work towards creating a sustainable long-term partnership for years to follow

## 2. Generate return on your investment:

- Unique content generation opportunities
- Onsite sales opportunities
- Exclusive offers to our guests, employees, partners, volunteers etc.
- Increasing database and reach

## 3. Elevate your brand:

- Web / social media competitions and engagement
- Custom marketing initiatives that will speak to your demographic
- Onsite branding opportunities



## MEET OUR BREWERIES

Our beer festivals attract some of the biggest and most influential beer brands from across North America & Europe. These brands are a part of the success of the festival, drawing their many fans and leveraging their vast online and social reaches and marketing channels.

### *Highlights:*

- **Whistler Brewing Co.** | Whistler, BC | 5,800+  followers
- **Deep Cove Brewers & Distillers** | Vancouver, BC | 2,300+  followers
- **Howe Sound Brewing** | Squamish, BC | 5,900+  followers
- **Parallel 49** | Vancouver, BC | 11,000+  followers
- **Granville Island Brewing** | Vancouver, BC | 22,000+  followers
- **Big Rock Brewing** | Calgary, AB | 8,600+  followers
- **Okanagan Springs** | Vernon, BC | 20,000+  followers



# WHO'S TALKING ABOUT US





## OUR MARKETING

### → *Print Media*

We work with our sponsors and partners to create engaging content that will be showcased in strategically chosen media outlets. We leverage our relationship with the RMOW to ensure that our print ads target the right audience.

### → *News Releases*

News releases announcing our partners go out to local, national and beer media.

### → *Radio*

We'll be running ads and specific "packaged" competitions featuring our partners throughout the Sea to Sky.

### → *Social Media Reach*

We know that our target demographic lives and breathes social media, so we keep pumping out fresh content all year long.

### → *Site Map/On-site branding/Kiosks*

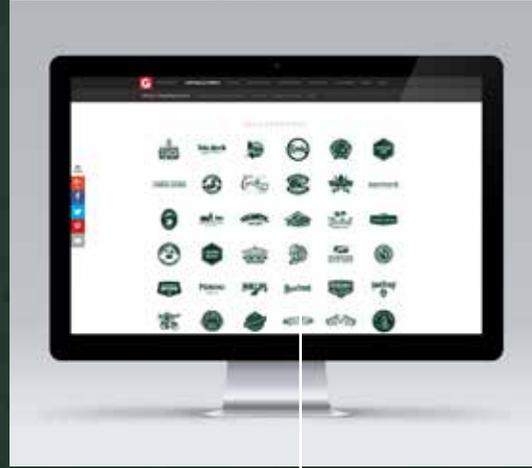
Directional signage on the village stroll and banners within the festival site give exposure to festival-goers and passersby alike.

### → *Exhibitor/Media/Staff Festival Passes*

300+ festival exhibitors, media and staff will be adorned with branded lanyards and festival passes. We've reserved the right for sponsors to co-brand these for increased visibility.



# MARKETING EXAMPLES



Your Logo Here





# WE APPROACH SPONSORSHIP AS TRUE PARTNERSHIPS

## Our promise to you:

Our strategic partnership promise is to build business relationships that are:

- Mutually beneficial
- Engage the target audience before, during and after an event or activation
- Produce measurable results

## Our partnerships:

- Title Partner: 20k
- Premier Partner: 7k
- Official Partner: 3.5k
- Associate Partner: 2k

For more information on Sponsorship Opportunities please contact [katrina@gibbonswhistler.com](mailto:katrina@gibbonswhistler.com)

Assets	Title 20k	Premier 7k	Official 3.5k	Associate 2k
Main event naming rights	√			
Logo on mugs	√			
On-site flagging	√			
Activation team on site and in The Longhorn	√			
DJ shout outs at The Longhorn	√			
Official Saturday Night / After Party	√			
Core 5 media screen presence	√			
Pop-up store/activation in The Longhorn	√			
Branding of marquee property	√ (2)	√ (1)		
Off-site peripheral event	√	√		
Logo on print ads	√	√		
Logo on retail & staff uniforms	√	√		
Branding on our video	√	√		
On/off-site signage	√	√		
Activation space on-site	√	√	√	
Whistler core 5 hospitality package (table/express cover/GC's/etc)	√	√	√	
Marketing partner - right to use WVBF logo on marketing materials	√	√	√	
Social Media Presence	√	√	√	
Voting Branding	√	√	√	√
Print collateral (posters/table talkers/billfold cards/etc.)	√	√	√	√
Web page presence	√	√	√	√
Logo on site map	√	√	√	√
On-site bannering	√ (100 ft.)	√ (100 ft.)	√ (50 ft.)	√ (20 ft.)
VIP tickets	√ (25)	√ (15)	√ (10)	√ (5)



# CONTACT

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