



GREAT OKANAGAN BEER FESTIVAL

May 6 - 10, 2020

Main Event Sat. May 9th at Waterfront Park

Partnership Opportunities



Parties, people, places. It's
what we do. Join the Gibbons
Whistler family



ALL ABOUT GOBF

The Great Okanagan Beer Festival (GOBF) is a five-day event attracting beer lovers and adventure enthusiasts to the stunning Okanagan Lake in Kelowna, BC.

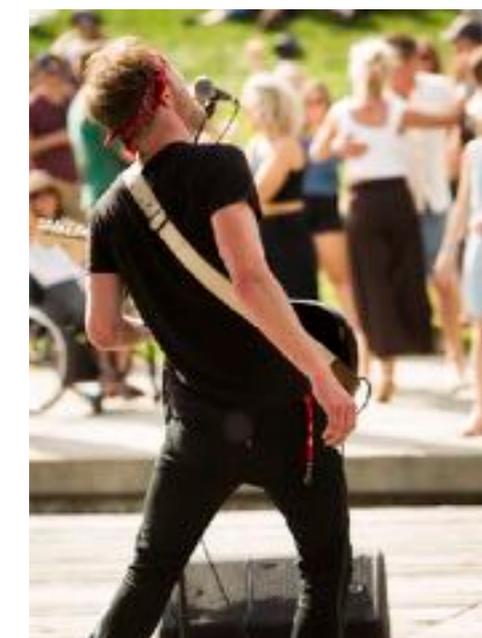
Venue partners play host to parties, tastings and events, plus showcase local musical talent as part of the overall festival. The Main event is held on Saturday, May 9th and attracts over 4,000 festival-goers to Waterfront Park to sample 60+ craft breweries in celebration of the unity of water, hops, yeast and malt!

GOBF showcases the best craft beers and ciders that BC has to offer, as well as a few of our favourite out of province brews.

GOBF provides its partners the opportunity to get in front of an affluent demographic of enthusiastic beer lovers who like to travel, dine on great food, and have a passion for adventure.

60+ BREWERIES - 120+ BREWS - 5 DAYS

1 DAY MAIN EVENT - 3,500+ ATTENDEES



MEET OUR AUDIENCE

65%

OF ATTENDEES ARE
FEMALE



92%

MOST LIKELY TO
RETURN

INTERESTS



Travel



Food

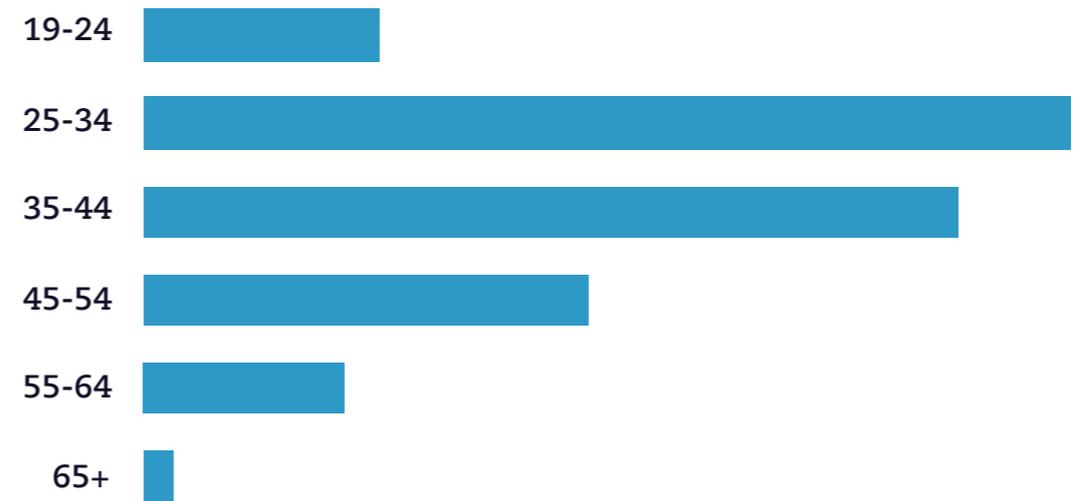


Adventure

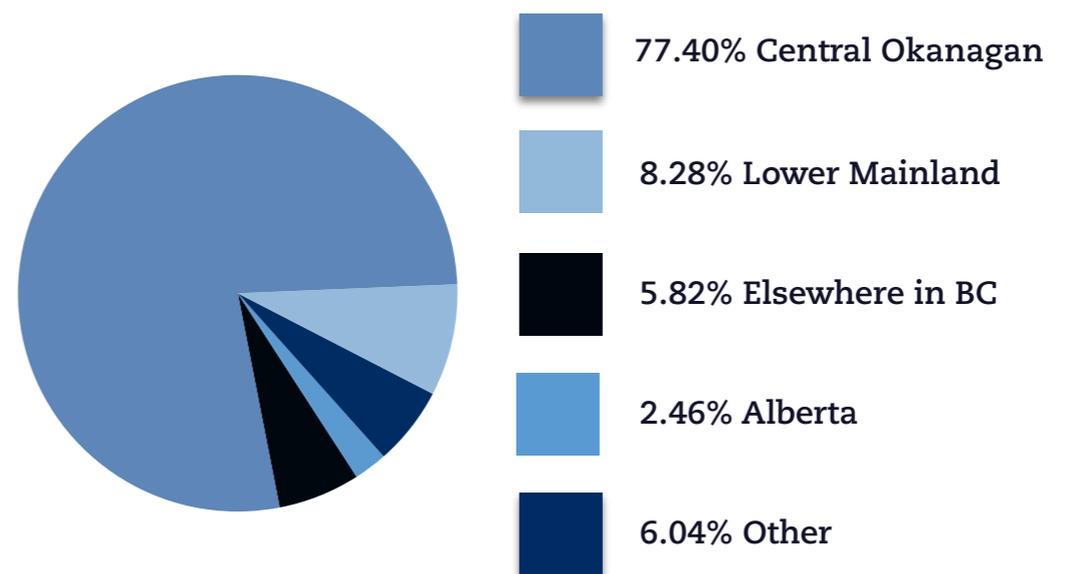


Beer

AGE



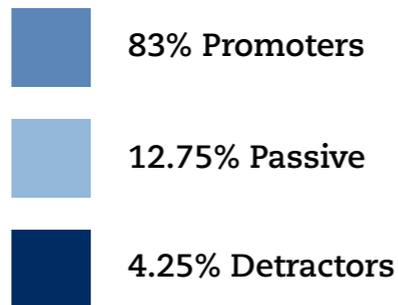
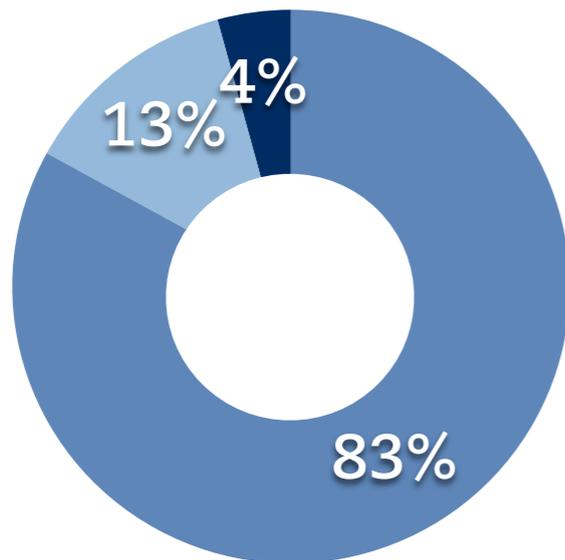
AREA OF ORIGIN



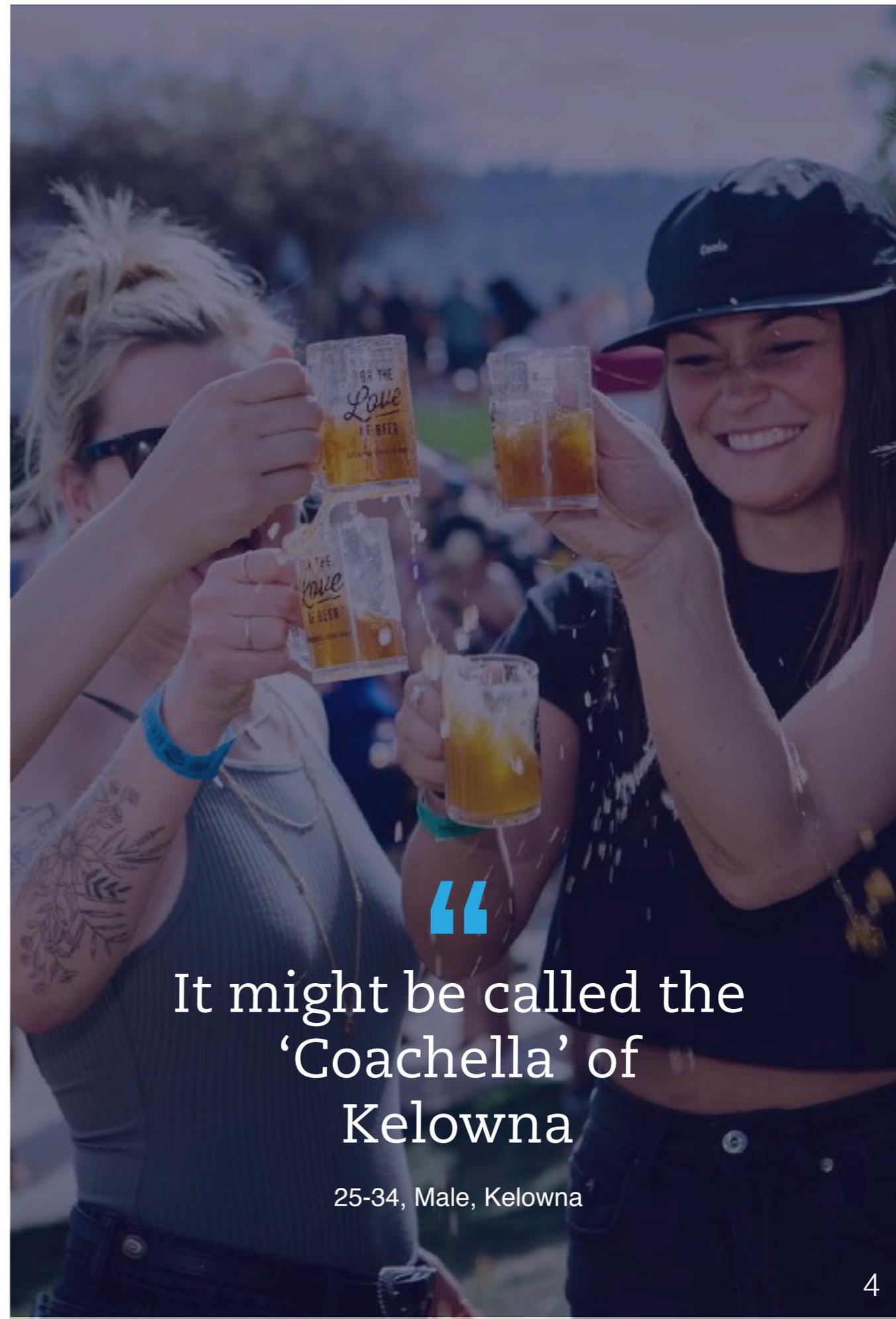
THE WORD ON THE STREET

FESTIVAL-GOERS

How likely are you to recommend GOBF to a friend?



Net Promoter Score (NPS): 79
(60+ is considered exceptional for B2C events)

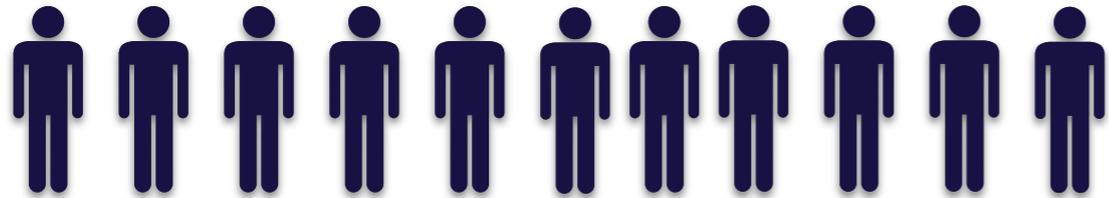


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It might be called the
'Coachella' of
Kelowna

25-34, Male, Kelowna

2019 FESTIVAL FACTS



3,800
ATTENDEES

550
ALL ACCESS
TICKET HOLDERS



63
BREWERIES



126
BREWS



8

DAYS

11

PERIPHERAL
EVENTS

1

MAIN EVENT

WE CAN HELP YOU...

1

**SHOWCASE YOUR
PRODUCTS,
SERVICES AND
TECHNOLOGIES**

2

**GENERATE
RETURN ON YOUR
INVESTMENT**

3

**ELEVATE
YOUR
BRAND**

HOW?

Through on-site activations that drive brand engagement, product integration, social media and logo placement, your brand will have the tools to educate, entertain and engage a captive audience. Let us provide a platform to put your best foot forward.

12,247

FOLLOWERS ON
SOCIAL MEDIA



8,600

E-NEWSLETTER
SUBSCRIBERS



1.2M

SOCIAL MEDIA
IMPRESSIONS
GENERATED

Sponsorship has gone beyond the bounds of mere advertising. Today, it's about bringing brands to life through experiential activations.

Our Main Event provides the opportunity to activate in front of a captive audience in a setting that encourages interaction and engagement.

3,500+

FESTIVAL-GOERS

60+

CRAFT BREWERIES

15+

VENDORS AND
SPONSORS

MEET OUR BREWERIES

The Great Okanagan Beer Festival attracts some of the finest craft beer brands from across BC and throughout Canada. Breweries compete to win draught line contracts with local establishments, so they bring their absolute best brews to showcase, along with a crew of avid and passionate followers. We're proud to have a wait list year over year from breweries that can't wait to participate and showcase their products to our passionate festival-goers!

Having so much interest ensures that we are able to:

- Build on long-standing relationships with the best craft breweries in BC and beyond
- Establish new relationships with up-and-coming breweries
- Attract and retain a fan base of craft beer lovers
- Leverage the fan followings of our breweries in our marketing efforts
- Facilitate networking and business connections between sponsors and breweries

“ The British Columbia Craft Brewers Guild is proud to support and endorse GOBF, CVBF, and WVBF in 2020. These festivals produced by Gibbons Festivals & Events showcase our brewing community innovation and creativity to local and tourist festival-goers in three key markets in our province. ”



2019 WINNERS



1st place

Port Moody, BC

22,900+ followers



2nd place

Richmond, BC

14,200+ followers



People's Choice

Penticton, BC

5,700+ followers



WHO'S TALKING ABOUT US

MEDIA

We've attracted editorial media coverage from sources like:



And many more!



40.9M

Online Readership



61

Pieces of Coverage



565K

Estimated Coverage Views



“

Such a great event,
it just keeps getting
better every year!



“

An amazing
vibe, amazing
people, amazing
location. A must
attend!

WORD ON THE STREET

BREWERIES



GOBF will always be a special event for us. This year's event was the best run so far and it's great to see how hard the team work to create the best experience they can for the breweries and guests alike. 2020 is already in the calendar



So well organized.
From the registration
right down to the tear
down

SPONSORS & COMMUNITY PARTNERS



Just as the beer industry has evolved so has GOBF, with the Gibbons group elevating the weekend each year, drawing locals and tourists to the event every year in record numbers. We have seen immense growth in our connections with businesses and customers.



This event showcases some of the finest craft breweries and ciders and contributed to the promotion of Kelowna's vibrancy as a premier destination for craft beer enthusiasts. With their demonstrated annual growth, this event continues to raise the bar as a premier example of event execution and success.



OUR MARKETING

♥ SOCIAL MEDIA & ONLINE

We use paid and organic content to promote our event and our partners.



RADIO

We work closely with local radio stations to run ads, promos, contests and live broadcasts with unique content in promotion of GOBF.



PRINT

We place print ads in publications guaranteed to hit our target demographic, as well as distribute marketing collateral, such as posters and rack cards, in establishments throughout Kelowna and beyond!



DIGITAL

We work with digital power-houses and local influencers to help spread the word!



SPONSORSHIPS ARE TRUE PARTNERSHIPS

Your success is our success! We're confident in our ability to create a partnership experience that supports your brand objectives, and we'll continuously work with you to ensure that happens. We pride ourselves on a high sponsorship retention rate, and the majority of our sponsors have partnered with us since our inaugural festival in 2015.

Our strategic partnership promises to build business relationships that:

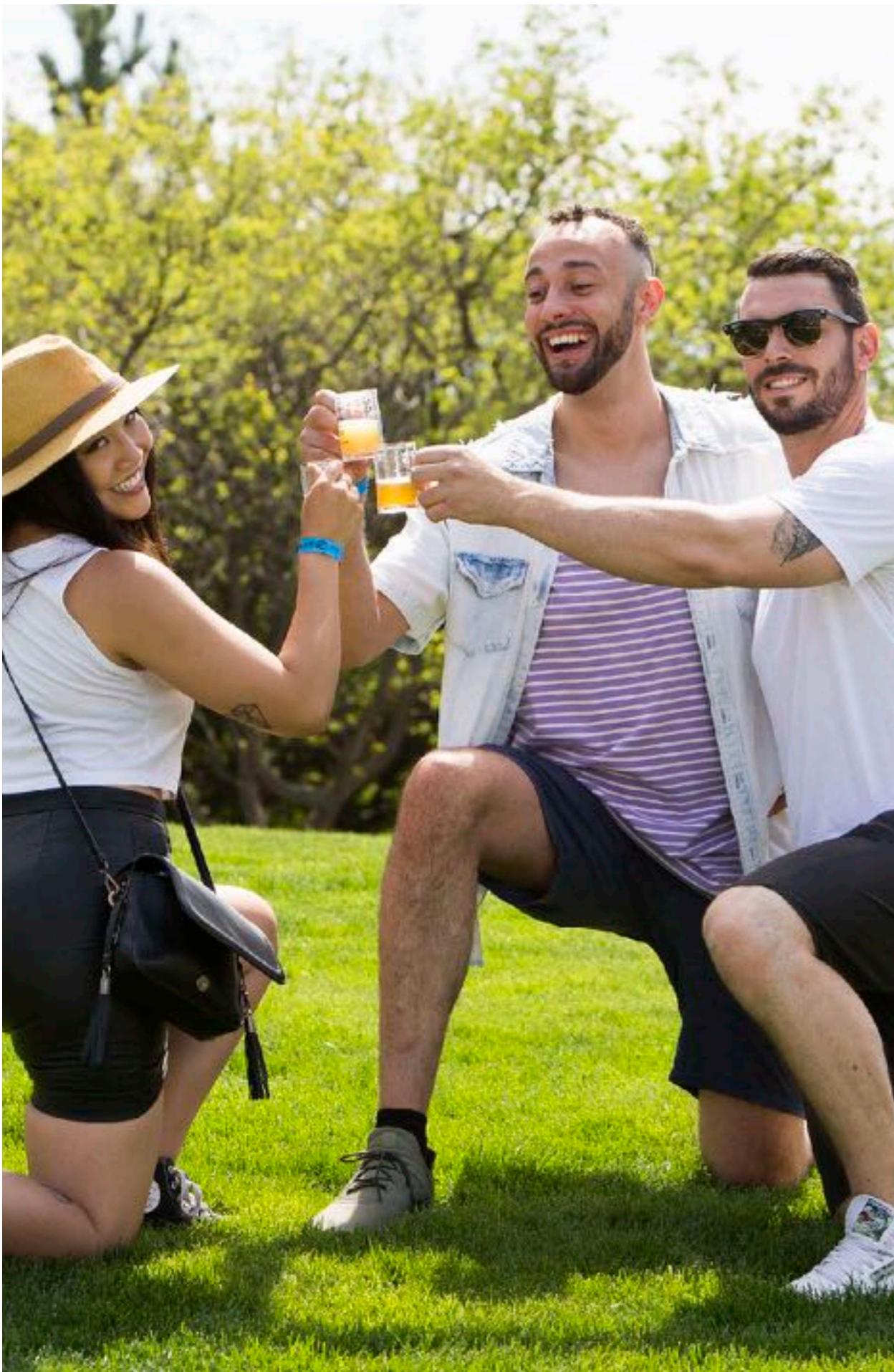
- Provide a great environment for experimental brand activations
- Engage your target audience before, during and after the event
- Produce measurable return on investment (ROI)

When your brand invests in the Great Okanagan Beer Festival experience it's committing itself to delivering experiential relevance and value to thousands of influencers who attend the festival including craft beer fans, the media, as well as other businesses and their collective followers.

Our sponsorship levels are not limited to the tiers listed below. We're open to tailoring and customizing our opportunities to fit your budget and goals.

RIGHTS & BENEFITS	PRESENTING 12k	PREMIER 5k	OFFICIAL 3.5k	ASSOCIATE 2K
MARKETING:				
Exclusive presenting rights to all Festival Signature Events	✓			
Exclusive radio contests and giveaways	✓			
Exclusive logo presence on event wristband	✓			
Logo presence on main stage banner and digital ads (dependent upon ad size)	✓			
Logo on select print ads	✓	✓		
Branding on #GOBF2020 post-event video	✓	✓		
Right to use GOBF logo on marketing materials (must be submitted for approval)	✓	✓	✓	
Social media posts + mentions	✓	✓	✓	
Option to include special offers/promos to our mailing list of attendees and/or breweries	3	2	1	
Logo on voting platform	✓	✓	✓	
Logo on marketing collateral (posters, rack cards, etc.) , select signage, and GOBF site map. (1,000+ copies distributed to festival-goers)	✓	✓	✓	✓
Logo with link on gobf.ca	✓	✓	✓	✓

RIGHTS & BENEFITS	PRESENTING 12k	PREMIER 5k	OFFICIAL 3.5k	ASSOCIATE 2K
ON SITE				
Activation space on-site and access for activation team	20 x 20	10 x 20	10 x 10	10 x 10
GOBF branded merchandise for Main Event activation team (max 4 people)	✓	✓		
Opportunity for Banner presence at main event (client to provide)	100 ft.	80 ft.	50 ft.	20 ft.
Opportunity to provide a branded item for distribution at the Main Gates to all festival attendees upon entry (4,000+ attendees). *Must be received by April 24	✓	✓		
Opportunity to provide a branded item for All Access ticket holders/media/breweries. *Must be received by April 24	✓	✓	✓	
HOSPITALITY				
Main Event tickets - <i>All Access</i>	20	12	8	4
Main Event tickets - <i>General Admission</i>	25	15	10	5
Signature Event Tickets	10			
Personalized promo code for discounted Main Event tickets (up to 30)	40% off	25% off	20% off	15% off
Additional Beer Tokens for the Main Event	50	25	15	10
Invitation to a special networking event, with industry VIPs and fellow sponsors	10	6	4	2



THREE TIMES THE FUN

LIKE WHAT YOU SEE?

Why not take the opportunity to triple the fun and join us for the Clover Valley Beer Festival presented by The Property Twins and/or Whistler Village Beer Festival? Check out the stats from our other festivals and learn how you can save by joining us!



August 2020

40+ Breweries • 80+ Craft Beers & Ciders
2 Days • 1 Day Main Event
3,000+ attendees



TBC

60 + Breweries • 120+ Craft Beers & Ciders
7 Days • 2 Day Main Event
4,400+ attendees



CONTACT

LET'S CHAT

Gibbons has been celebrating with people since 1979. While our roots are in Whistler, we've worked hard to create relationships in Kelowna and beyond. We're always looking to make new, mutually beneficial connections. Let's talk about how we can work together.

Leah Primeau

Manager, Partnerships & Festivals

leah@gibbonswhistler.com

Gibbons Festivals & Events

111-4090 Whistler Way,

Whistler BC

V8E 1J3

gobf.ca

cheers@gobf.ca

[Facebook](#), [Twitter](#), [Instagram](#)

