



CLOVER VALLEY BEER FESTIVAL

Presented by The Property Twins

August 6-8, 2020

Main Event Sat. August 8, 2020 at Bill Reid Millennium Amphitheatre

Partnership Opportunities



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



ALL ABOUT CVBF

Clover Valley Beer Festival (CVBF), presented by The Property Twins, is a three-day event attracting beer lovers and adventure enthusiasts to the Cloverdale Rodeo Grounds.

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, August 8th and attracts over 2,500 festival-goers to Bill Reid Millennium Amphitheatre to sample 40+ craft breweries in celebration of the unity of water, hops, yeast and malt!

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

CVBF 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.

40+ BREWERIES - 80+ BREWS - 3 DAYS

1 DAY MAIN EVENT - 2,500+ ATTENDEES



MEET OUR AUDIENCE

65%

OF ATTENDEES ARE
FEMALE



92%

MOST LIKELY TO
RETURN

INTERESTS



Travel



Food

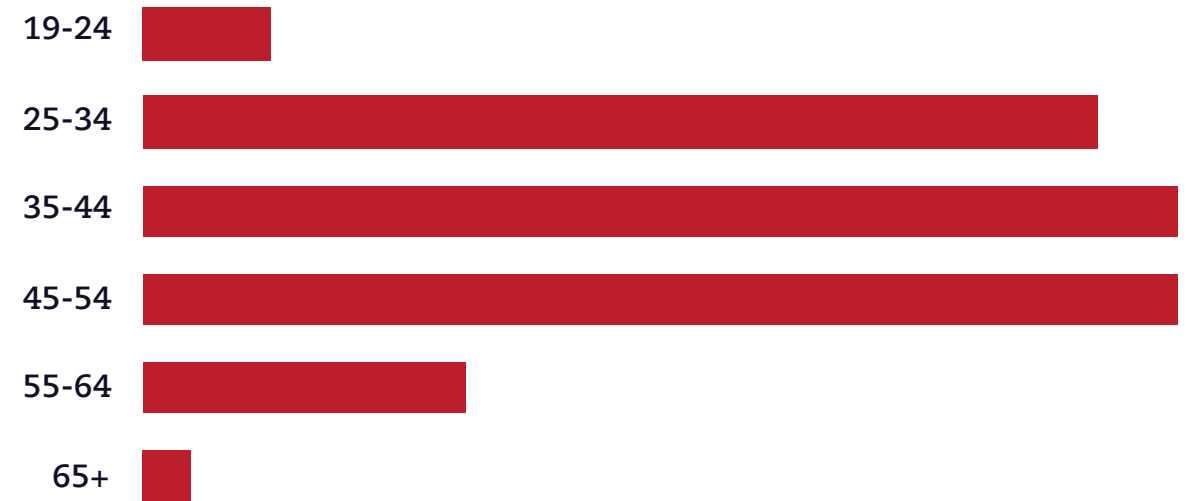


Adventure

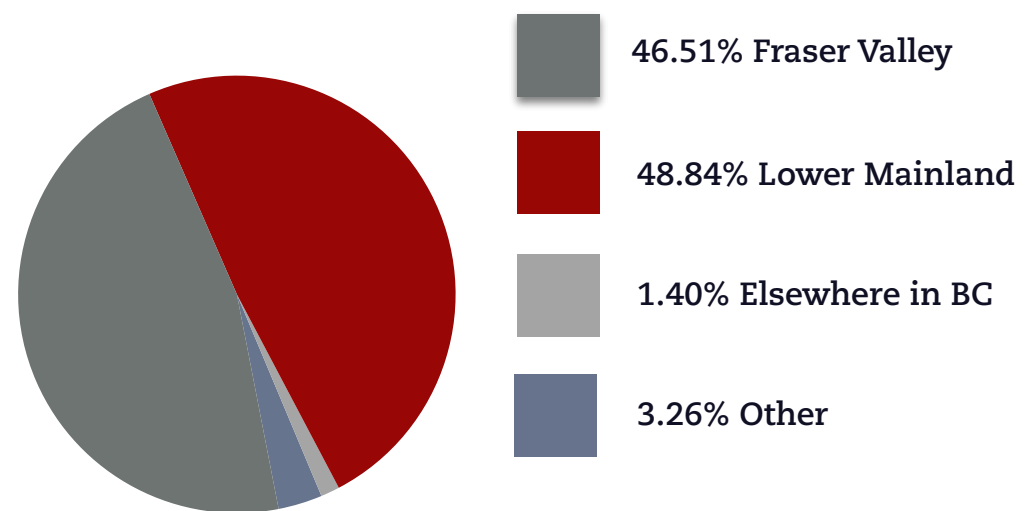


Beer

AGE



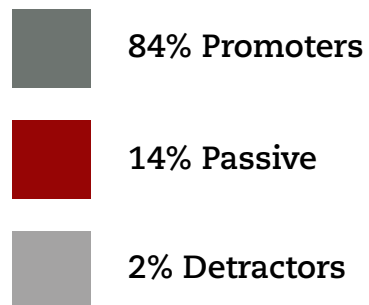
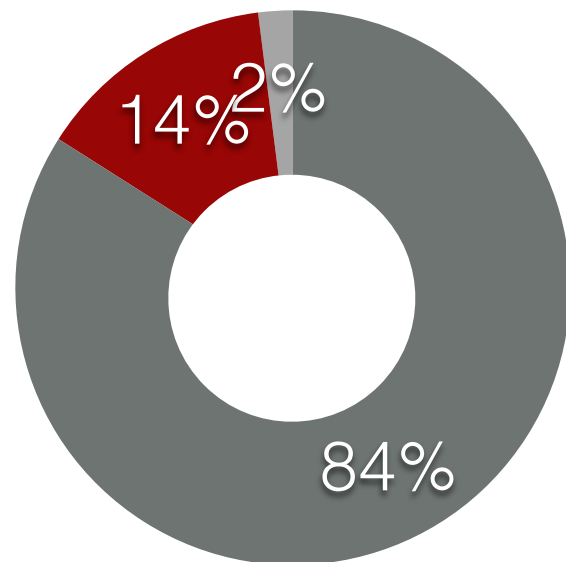
AREA OF ORIGIN



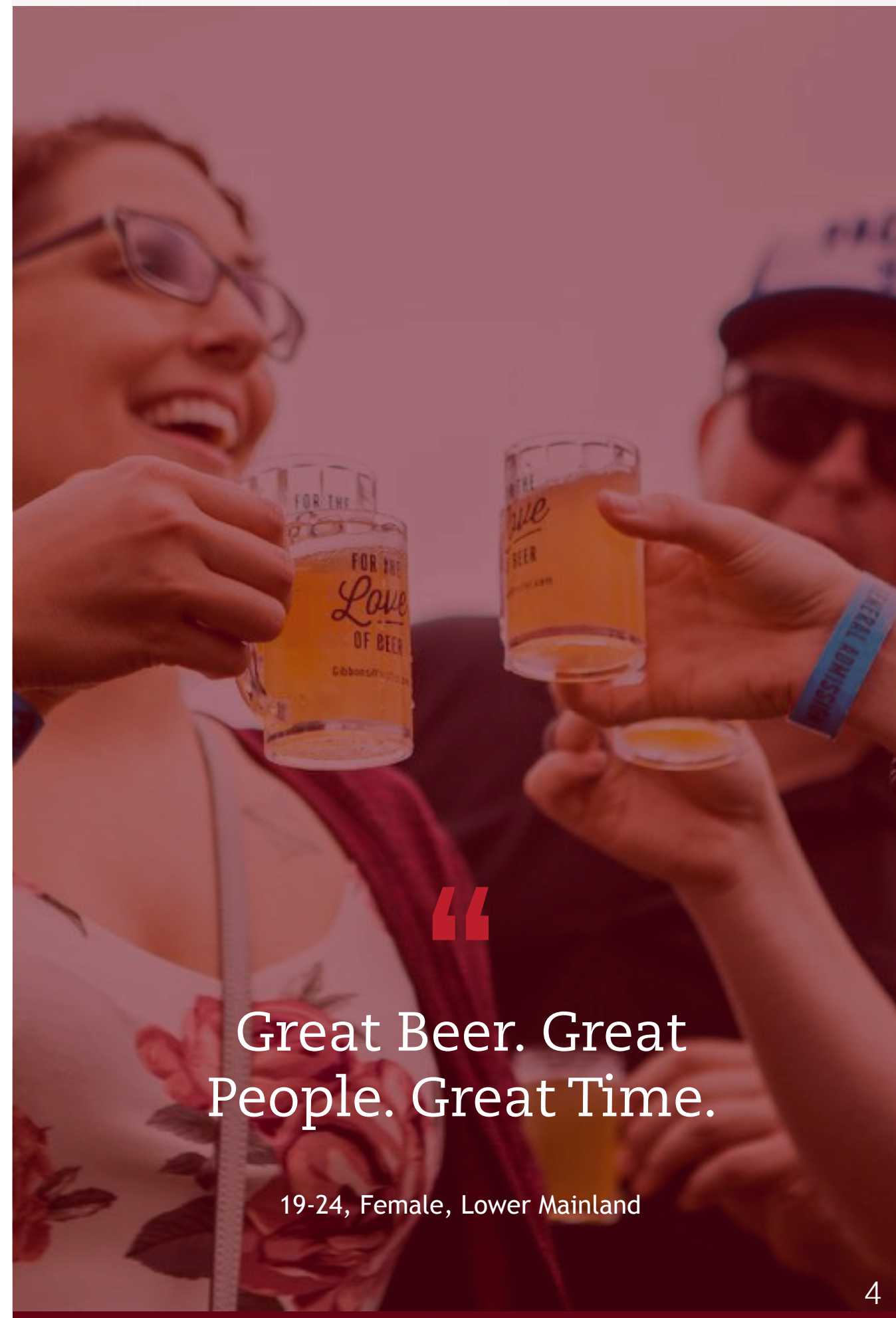
THE WORD ON THE STREET

FESTIVAL-GOERS

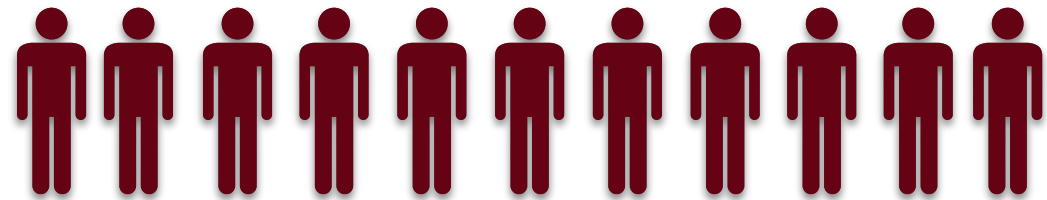
How likely are you to recommend GOBF to a friend?



Net Promoter Score (NPS): 82
(60+ is considered exceptional for B2C events)



2019 FESTIVAL FACTS



2500

ATTENDEES

300

ALL ACCESS
TICKET HOLDERS



43

BREWRIES



86

BREWS



3

DAYS

4

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.

3,021

FOLLOWERS ON
SOCIAL MEDIA



2,035

E-NEWSLETTER
SUBSCRIBERS



872K

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.

2,500+

FESTIVAL-GOERS

40+

CRAFT BREWERIES

10+

VENDORS AND
SPONSORS

MEET OUR BREWERIES

The **Clover Valley Beer Festival** attracts some of the finest craft beer brands from across BC and across 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.

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2019 WINNERS



YELLOW DOG
— BREWING CO. —

1st place
Port Moody, BC

29,800 + followers



People's Choice
Langley, BC

2,950+ followers



WHO'S TALKING ABOUT US

MEDIA

We've attracted editorial media coverage from sources like:

THE GEORGIA
straight
VANCOUVER'S NEWS & ENTERTAINMENT WEEKLY

THE VANCOUVER SUN

SURREY
NOW-LEADER

PeaceArch
news

And many more!



14.5

Online Readership



23

Pieces of Coverage



83.6K

Estimated Coverage Views



“

The Clover Valley Beer Festival is a Beer Drinkers Dream come true!! A day filled with excellent food, both bands and a DJ, and friends old and new all talking about God's gift...
BEER



“

A day well spent: great food, great friends, and even better beer. Thank you for another top notch festival!

WORD ON THE STREET

BREWERIES



Thank you once again for all the hard work put into another year of awesome festivals! Fuggles & Warlock always enjoys participating in GOBF, WVBF and for the last two years, CVBF. The amount of professionalism and organization put into each fest shows in how much everyone enjoys themselves when attending. The live music and fantastic food to pair with the beer, elevates Gibbons Whistler festivals, and we say they are must-attend events each year.

SPONSORS & COMMUNITY PARTNERS



Our clients loved The Property Twins Lounge and it was a no brainer to be a part of something we knew the community would love and support.

C'mon...who doesn't love craft beer? Thank you to the team at Gibbons Hospitality. We will keep coming back as long as you do!



Partnering with the Gibbons teams on their beer festivals is a must for Westkey Graphics every year. Their team is passionate about working with us closely to ensure that we meet our goals and cares about ensuring that we see a return on investment. Through our partnership, we're able to gain valuable exposure to the craft beer industry and make new business connections with breweries and more.



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 CVBF.



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 Cloverdale, Langley, 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 2018.

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 Clover Valley 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 10K SOLD	PREMIER 3K	OFFICIAL 2K	ASSOCIATE 1K
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 #CVBF2020 post-event video	✓	✓		
Right to use CVBF 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 cvbf.ca	✓	✓	✓	✓

RIGHTS & BENEFITS		PRESENTING 10K SOLD	PREMIER 3K	OFFICIAL 2K	ASSOCIATE 1K
ON SITE					
Activation space on-site and access for activation team		20 x 20	10 x 20	10 x 10	10 x 10
CVBF 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 ((2,500+ attendees). *Must be received by July 24		✓	✓		
Opportunity to provide a branded item for All Access ticket holders/media/breweries. *Must be received by July 24		✓	✓	✓	
HOSPITALITY					
Main Event tickets - All Access		20	8	6	4
Main Event tickets - General Admission		25	10	8	5
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	15	10	5



THREE TIMES THE FUN

LIKE WHAT YOU SEE?

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



Great Okanagan
BEER
FESTIVAL

May 2020

60+ Breweries • 120+ Craft Beers & Ciders
5 Days • 1 Day Main Event
3,500+ attendees



Whistler Village
BEER
FESTIVAL

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 Cloverdale and beyond. We're always looking to make new, mutually beneficial connections. Let's talk about how we can work together.



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