



GREAT OKANAGAN BEER FESTIVAL // MAY 9, 2020

Seeking Local Craft and Foodie Partners!

The Great Okanagan Beer Festival, presented by The Train Station Pub, is in town for its 6th year and is shaping up to be the biggest and best yet. With our festival, we intend to drive tourism into Kelowna's businesses with the goal of heads in beds, bums on bar stools and bellies full with great food. With an estimated 3500 thirsty festival-goers, including 22% being from out of town, many will be looking for places to commence and carry on their festivities. If you are interested in showcasing craft beers, ciders, culinary features, live music or all of the above, we'd love to help direct them your way!

Three Ways to Play

PARTNERING VENUE

We are looking to highlight additional peripheral programming, showcasing the 2020 participating brewer's products, in the days leading up to the Main Event (May 4-9, 2020). Successful past events have included brewers social, brunches, cask nights, beer cocktail events, tap takeovers, beer yoga, live music and evening entertainment. By participating as a partner venue and hosting a peripheral event not only will you get marketing exposure on GOBF pop up banners, rack cards, websites, across social channels, e-newsletters, and more but you will also be driving business into your venue. It's a win-win!

ALL ACCESS PROMOTIONAL VOUCHER

We have all access patrons who are getting hooked up on site at our main event. With the purpose of highlighting Kelowna's finest and encouraging them to visit your venue, the majority of their loot will be in the form of discounts and vouchers for local businesses. With 300+ VIPs, sponsors and media on site, they're sure to take advantage of some exclusive features and benefits around town. Previous offers have included growler fills and discounted dining, activities or tours.

BEST IN FEST

Want to complement your existing draught/bottle contracts by listing a winning brew? Rather than shiny medals and awards, we offer year-round draught or bottle contracts at our partnered businesses to carry product from the top three voted breweries from the main event. This provides a unique selling feature, the option for a rotating tap from the winning brewery and can bring more people into your venues to enjoy the best beers year round.



100⁺ BEERS  **60⁺ BREWERIES** 

7  **DAYS** **3500**  **ATTENDEES**

Benefits of Partnership

- + Social media push and exposure of your event
- + Listing on our official events page with links to your website and social feeds
- + Event listing on select print material

We'd love to work with your business to make this year a huge success. Get in touch to talk about joining us in 2020

gobf.ca // cheers@gobf.ca

Gibbons
WHISTLER SINCE 1979