



WHISTLER VILLAGE BEER FESTIVAL

September 14 - 20, 2020

September 19 & 20 | 2 Day Main Event at Whistler Olympic Plaza

Partnership Opportunities



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



ALL ABOUT WVBF

Beer in the mountains - it just feels right! The *Whistler Village Beer Festival (WVBF)* is a seven-day event attracting beer lovers and adventure enthusiasts to beautiful Whistler, BC.

Over these seven days of beer-fuelled fun, we'll attract up to 4,400 festival-goers eager to check out signature events, such as Master Crafters, Craft Cultures, our beloved Sip & Stretch with Lululemon Whistler, unique cask nights, amazing parties, live music, and of course, the incredible two-day Main Event at Whistler Olympic Plaza.

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

WVBF 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 - 7 DAYS

2 DAY MAIN EVENT - 4,400 ATTENDEES



MEET OUR AUDIENCE

59%

OF ATTENDEES ARE
FEMALE



2.4

Average # OF
ROOM NIGHTS

4.3

Average
GROUP SIZE

INTERESTS



Travel



Food



Adventure

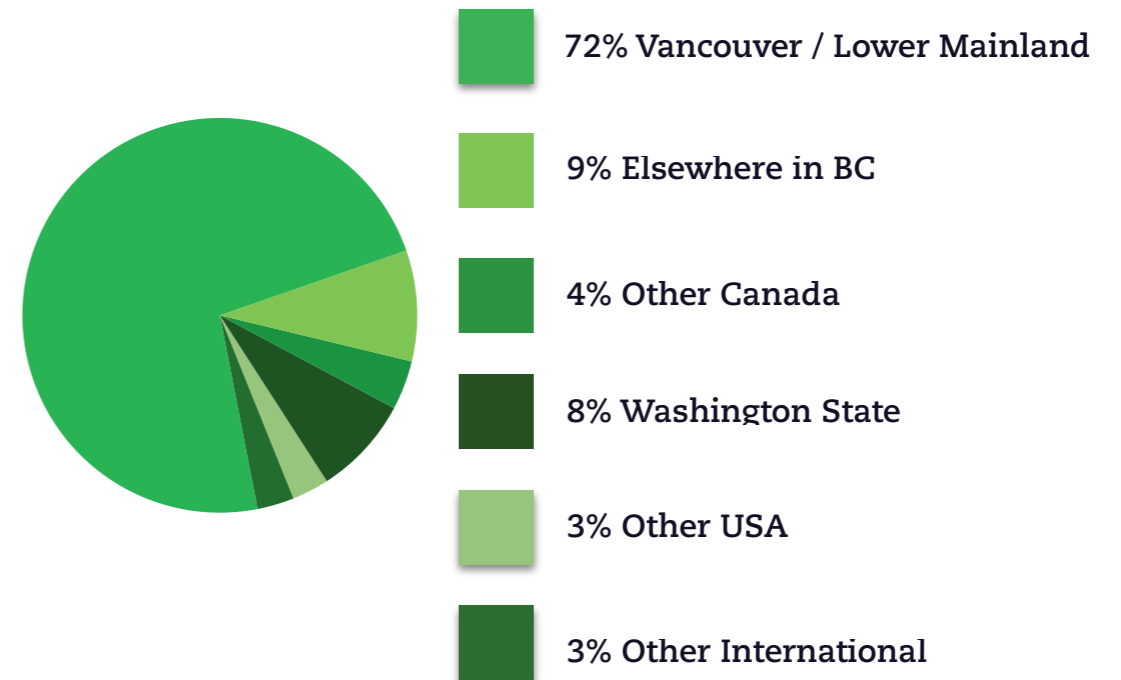


Beer

AGE



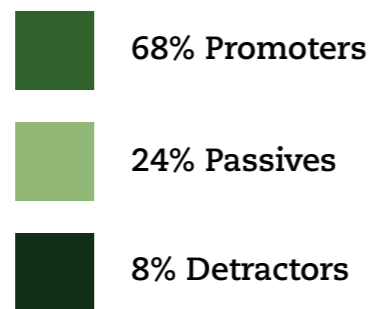
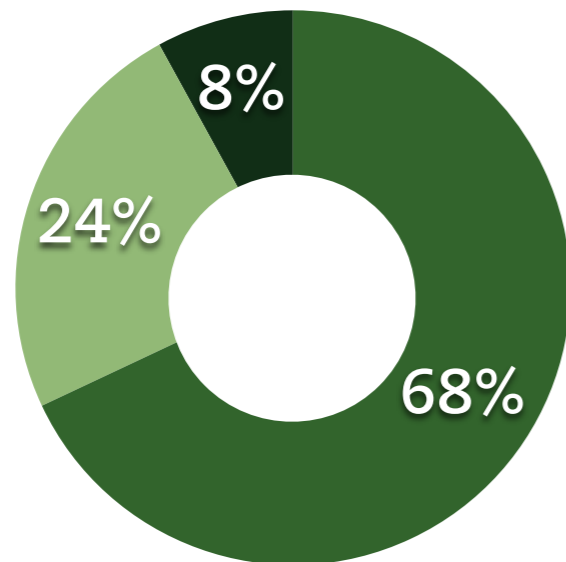
AREA OF ORIGIN



THE WORD ON THE STREET

FESTIVAL-GOERS

How likely are you to recommend WVBF to a friend?



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

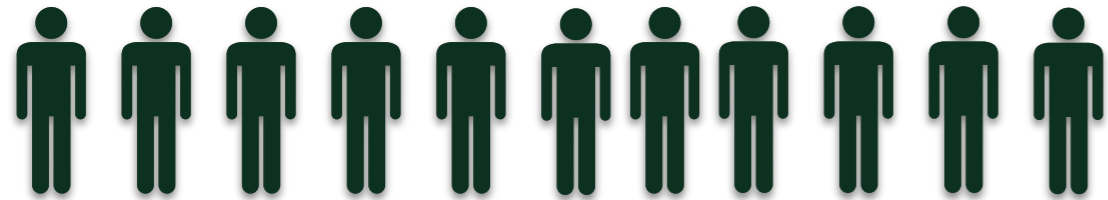


“

I love the entire experience. I love Whistler and the people are awesome!!

45 - 55, Female, Vancouver

2019 FESTIVAL FACTS



4,400

ATTENDEES

550

ALL ACCESS
TICKET HOLDERS



60

BREWERIES



120

BREWS



7

DAYS

29

PERIPHERAL
EVENTS

2

DAY 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.

13,180

FOLLOWERS ON SOCIAL MEDIA



6,834

E-NEWSLETTER SUBSCRIBERS



1.4M

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.

4,000+

FESTIVAL-GOERS

60+

CRAFT BREWERIES

15+

VENDORS AND SPONSORS

MEET OUR BREWERIES

The Whistler Village 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 want 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

Whistler, BC

11,300+ followers



BACKCOUNTRY
BREWING

2nd place

Squamish, BC

20,900+ followers



3rd place

Richmond, BC

14,200+ followers



People's Choice

North Vancouver, BC

2,900+ followers

WHO'S TALKING ABOUT US

MEDIA

We've attracted editorial media coverage from sources like:

DAILY **HIVE**

Global 

scout

NARCITY

WB

VANCOUVER IS AWESOME

And many more!



128M

Online Readership



64

Pieces of Coverage



601K

Estimated Coverage Views



“

The enthusiasm and spirit of everyone made the experience so much fun, even in the pouring rain, no one lost their smile!



“

Excellent atmosphere and vibe. Impressive number of breweries and awesome live music!



WORD ON THE STREET

BREWERIES



WVBF was such a wonderful event! The Gibbons team was incredible to work with and the entire event was really well organized. Great people, great product and the best opportunity to get our brand out there. We are so pleased to have been a part of it and are looking forward to next year!

SPONSORS & COMMUNITY PARTNERS



We have been partnering with Gibbons on their beer festivals since May 2016. Their team truly delivers and goes above and beyond to ensure we are seeing a return on our investment. Over the years we have forged new business connections and gained valuable exposure. We look forward to partnering with them again for the 2020 season.



Gibbons and Forged Axe Throwing has been an amazing partnership! Gibbons really delivers when it comes to bringing out an ideal audience for Whistler and the partnership team at Gibbons goes above and beyond to make sure our partnership is successful. We're looking forward to lots more work together in the future.



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 WVBF.



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 Whistler, the Sea to Sky, 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 2012.

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 Whistler Village 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 16K	PREMIER 7K	OFFICIAL 4K	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 #WVBF2020 post-event video	✓	✓		
Right to use WVBF 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 WVBF site map. (1,000+ copies distributed to festival-goers)	✓	✓	✓	✓
Logo with link on wvbf.ca	✓	✓	✓	✓

RIGHTS & BENEFITS	PRESENTING 16k	PREMIER 7k	OFFICIAL 4k	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
WVBF 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 - All Access	20	12	8	4
Main Event tickets - General Admission	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 Great Okanagan Beer Festival and/or the Clover Valley Beer Festival, presented by The Property Twins? 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



CLOVER VALLEY
BEER
FESTIVAL
PRESENTED BY
THE PROPERTY TWINS

August 2020

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

Brittia Thompson

Marketing Manager, Gibbons Whistler

brittia@gibbonswhistler.com

Gibbons Festivals & Events

111-4090 Whistler Way,

Whistler BC

V8E 1J3

wvbf.ca

cheers@wvbf.ca

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

