



WHISTLER VILLAGE BEER FESTIVAL

Partnership Opportunities

September 9 - 15, 2024

Main Event September 14, 2024
Whistler Olympic Plaza

Gibbons
WHISTLER SINCE 1979



ALL ABOUT WVBF

Beer in the mountains – it just feels right. *The Whistler Village Beer Festival* had its most successful year to date last year when we expanded our offerings to include a wider variety of Craft Beverages, and we're excited to use that momentum to propel us into 2024! Over seven-days of beer-fuelled fun, we'll attract thousands of festival-goers eager to check out events like fan-favourite Sip & Stretch, Craft Beverage Brunch at Stonesedge Kitchen, unique cask nights, amazing parties, live music, and of course, the incredible Main Event at Whistler Olympic Plaza on Saturday, September 14, 2024.

In 2023, we adjusted the model of the festival and limited the Main Event to one singular day, after reviewing feedback from partners, guests, and breweries from previous years. We also welcomed craft beverage manufacturers, including seltzers and canned cocktails, which expanded our market.

Gibbons Festival & Events gratefully and respectfully acknowledge that our events takes place on the unceded territory of the Skwxwú7mesh and Lílwat Nations. To learn more, please visit slcc.ca

WVBF provides the opportunity for appropriate brands to get in front of an engaged crowd of enthusiastic beer, seltzer, and canned cocktails lovers who like to travel, eat great food and have a taste for adventure, as well as dozens of businesses via our breweries and partner venues – sound like your crowd? We hope so.



WE CAN HELP YOU...

1

SHOWCASE YOUR
PRODUCTS,
SERVICES AND
TECHNOLOGIES

2

GENERATE
RETURN ON YOUR
INVESTMENT

3

ELEVATE
YOUR
BRAND

HOW?

Our targeted marketing campaign is designed to promote and sell out our festival. Align your brand with ours to get in front of our target demographic of Gen Z & millennials; your sponsorship benefits can begin right away.

14,200+ / 29K / 1.7M

FOLLOWERS ON
SOCIAL MEDIA



E-NEWSLETTER
SUBSCRIBERS



Impressions

Our Main Event allows you to activate in front of a captive audience in a setting that encourages interaction and engagement.

2,500+ / 40+ / 12+


FESTIVAL-GOERS

CRAFT BEVERAGE
MANUFACTURERS

VENDORS AND
SPONSORS ENGAGED IN
SECTORS LIKE TRAVEL,
ADVENTURE AND
LIFESTYLE

MEET OUR AUDIENCE

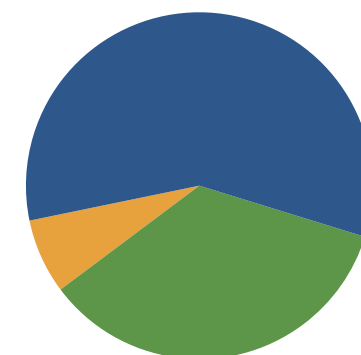
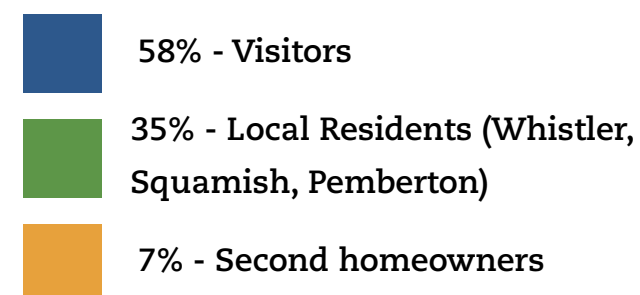
 **58%**
FEMALE

 **42%**
MALE

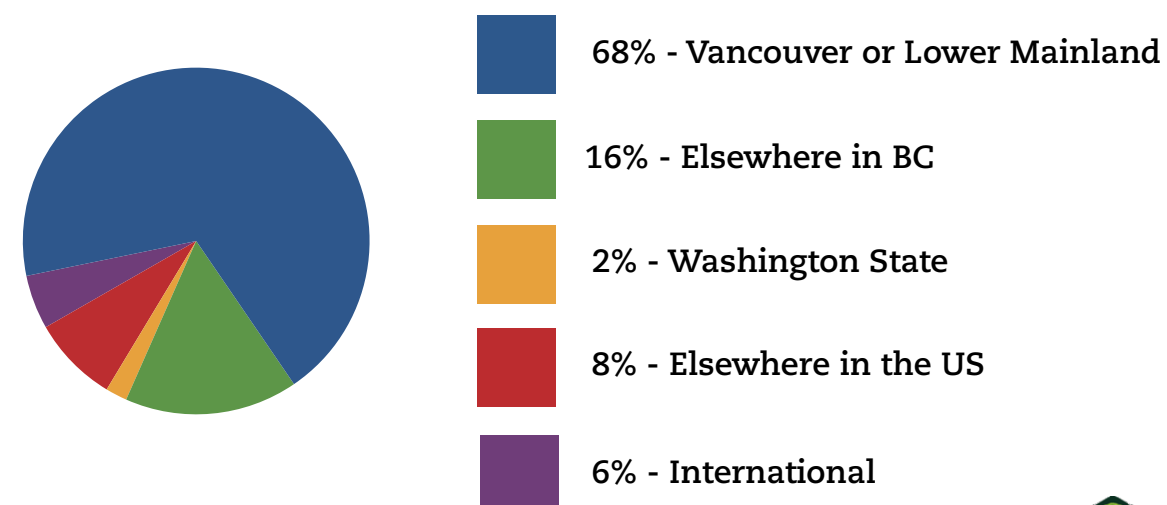
AGE



Breakdown of attendees



VISITOR ORIGIN



MEET OUR BREWERIES

The Whistler Village Beer Festival attracts some of the best beer, ciders, and craft beverage manufacturers from across BC and has also generated interest from breweries throughout Canada. The top breweries at WVBF win draught contracts with some of Whistler's most popular venues, so they all bring their absolute best brews to showcase at our festival, along with a ton of avid and passionate followers. We're proud to have a waiting list year over year from breweries that can't wait to work with us and showcase their product to our enthusiastic festival-goers! Having so much interest ensures that we are able to:

- Build on long-standing relationships with the best craft beverage manufacturers in BC and beyond
- Establish new relationships with up-and-coming craft beverage manufacturers we've yet to work with
- Attract and reach new fan bases and craft beverage lovers
- Leverage the fan followings of our vendors in our marketing efforts
- Facilitate networking and business connections between sponsors and vendors

“The British Columbia Craft Brewers Guild is proud to support and endorse CVBF, GOBF and WVBF. These three 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.”



2023 Winners



1st place & People's Choice Winner

Whistler, BC



1st Place
Canned Cocktails

Vancouver, BC



2nd Place

Squamish, BC

WHO'S TALKING ABOUT US

MEDIA

We've attracted editorial media coverage from sources like:



And many more!



5.72M

Audience



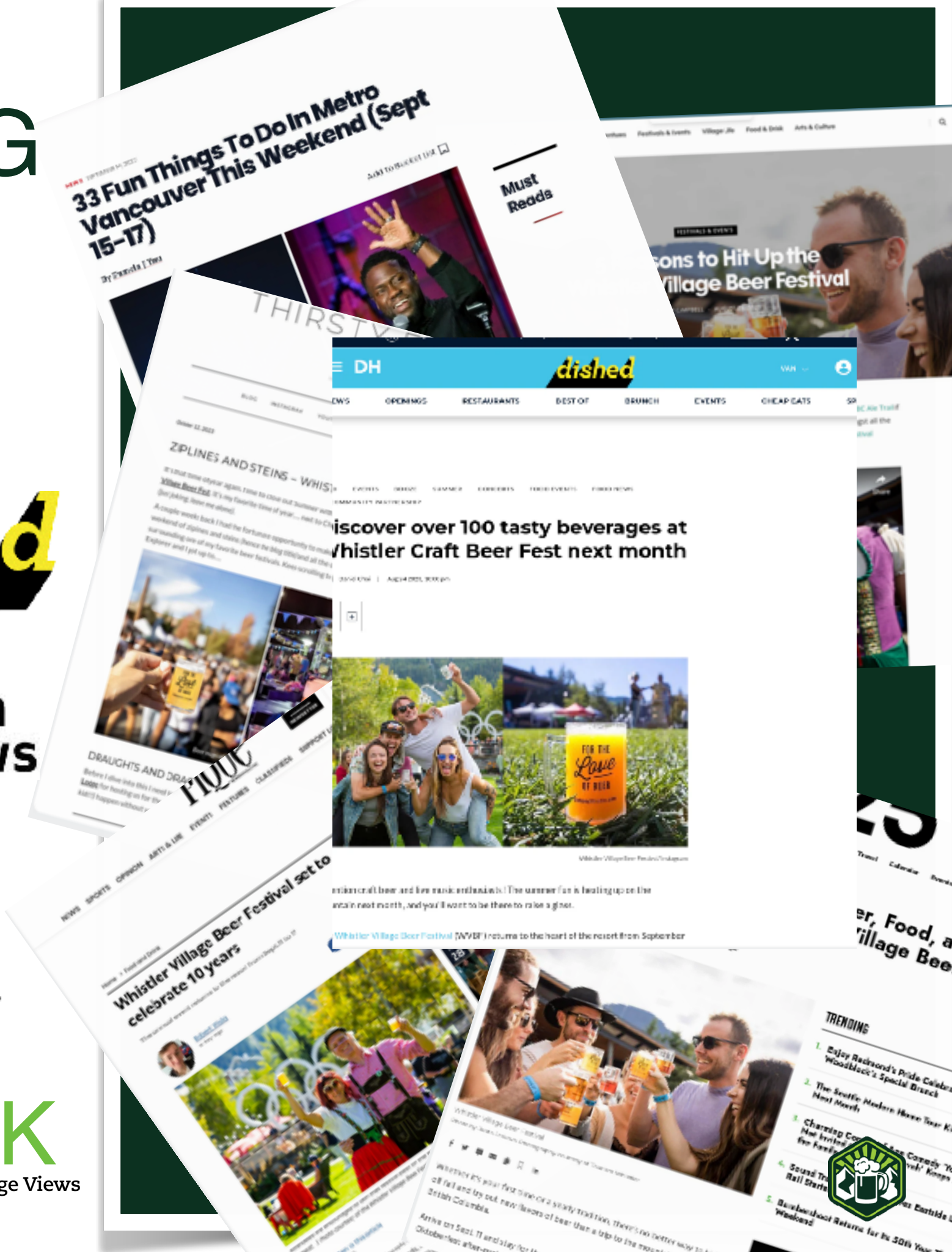
18

Pieces of Coverage



150K

Estimated Coverage Views



MARKETING AND MEDIA

SOCIAL MEDIA

WEBSITE TRAFFIC



19,090

wvbf.ca page views

FACEBOOK



9.7K

Numbers of Fans in 2023

10K

Engagement

2.8K

Clicks

INSTAGRAM



4,042

Followers in 2023 | + 939

31.4K

Reach

MAILCHIMP



29K

Email Recipients

10

E-Newsletters sent for #WVBF2023

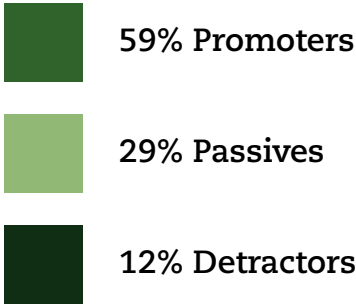
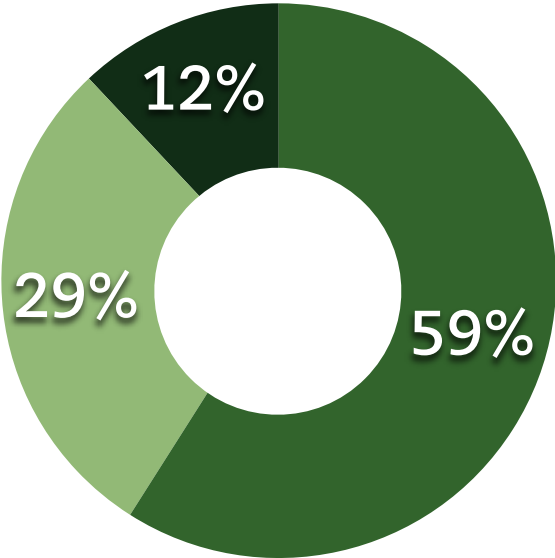
**Web and Social Media metrics measured January 1, 2023 - September 17, 2023*



THE WORD ON THE STREET

We asked our attendees:

How likely are you to
recommend WVBFB to a friend?



Net Promoter Score (NPS): 47



“Great craft beers with fellow hop heads, live music and the beautiful Blackcomb Mountain behind the venue. What could be better?”

55 - 64, Male, Elsewhere in BC



“

We've attended this event a few times now and it never disappoints. Great beer, music, and of course the weather was excellent! Look forward to 2024!



“

It's always so fun.
What's not to love!



WORD ON THE STREET

BREWERIES

“

Best craft brewery event in all of BC! Friendly staff, organized, and just all around a great time!

“

One of the smoothest and enjoyable festivals around!

“

Best event, great staff! Can't wait for next year!

“

Awesome experience for our first Whistler Beer fest as a brewery

SPONSORS & COMMUNITY PARTNERS

“

The WVBF is a marque event on the Whistler calendar and one not to miss. As a partner, the Gibbons team is extremely easy and fun to work with. As an attendee, the event is an absolute blast. Did I mention the endless selection of craft beers?



Mountain FM - Sponsor since 2013



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 to run ads, promos, contests and live broadcasts with specially produced content in promotion of WVBF.



PRINT

We place print ads in publications guaranteed to hit our target demographic and produce our own pieces like posters and rack cards to place in popular establishments throughout Whistler and extending to our partners in Squamish and Vancouver!



DIGITAL

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





WE APPROACH

SPONSORSHIPS AS TRUE PARTNERSHIPS

Your success is our success! We partner with brands that we're truly confident we can deliver value to. We boast a very high sponsorship retention rate, and majority of our sponsors have been with us since the inaugural event in 2012. Our strategic partnership promise is to build business relationships that are:

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

We're confident in our ability to create a partnership experience that assists you with meeting your targets and we'll continuously work with you to ensure that happens. It's our goal to see that you get the most out of partnering with our event and our team.

RIGHTS & BENEFITS

Premier
10k

Official
4k

Associate
2k

Exclusive naming rights and up to ten passes for one peripheral event or program



Co-branded radio contest giveaway with one of our radio partners



Banner advertising on wvbf.ca



Logo inclusion on Official Poster that gets distributed throughout Whistler venues, including 6 Gibbons Whistler Venues.



Shared naming rights and access for one peripheral event or program



Opportunity to have a branded item distributed at the Main Gates to all festival goers upon entry



Gibbons Whistler hospitality package (gift cards to our venues)!

100

Logo on print ads and select digital ads



Branding on #WVBF2023 post-event video



RIGHTS & BENEFITS

Premier
10k

Official
4k

Associate
2k

Right to use WVBF logo on marketing materials

✓

✓

Social media mentions from WVBF accounts

7

4

Option to include special offers/promos to our mailing list of attendees or breweries

2

1

Logo on print advertising collateral and select signage (i.e. posters, rack cards, etc.)

✓

✓

Activation space on-site and access for activation team

10x20

10x10

10x10

Logo with link on wvbf.ca

✓

✓

✓

Main Event banner presence

80ft

50ft

20ft

Main Event tickets - **General Admission** (3 tokens, sampling mug, & more)

15

10

5

Personalized promo code for discounted Main Event tickets (up to 30)

30% off

20% off

15% off

Additional Main Event beer tokens

25

15

10

LET'S CHAT

Gibbons has been celebrating with people since 1979. We have a large audience and we've worked hard to create valued relationships in Whistler and beyond. We're always looking to make new, mutually beneficial connections. Let's talk about how we can work together.

BRITTIA THOMPSON

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