



Whistler Village
BEER
FESTIVAL

**WHISTLER VILLAGE
BEER FESTIVAL**

PARTNERSHIP
OPPORTUNITIES

SEPTEMBER 8 - 14, 2025

Main Event | September 13, 2025
Whistler Olympic Plaza

Presented by
Gibbons



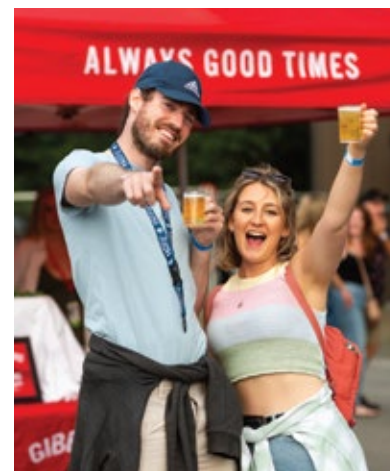
ALL ABOUT WVBF

The Whistler Village Beer Festival returns in 2025 after a record-breaking year, building on the success of our expanded craft beverage offerings. With more seltzers, ciders, canned cocktails, and non-alcoholic options than ever before, we're raising the bar and broadening the taps to welcome a wider audience.

Over *seven days of beer-fuelled fun*, we'll draw thousands of festival-goers to Whistler for signature events like the fan-favourite Sip & Stretch, the Craft Beverage Brunch at Stonesedge Kitchen, unique cask nights, epic parties, live music, and of course, the Main Event at Whistler Olympic Plaza on Saturday, September 13, 2025.

Following positive feedback in 2023, we've continued with the single-day Main Event format, allowing us to elevate the experience for both guests and partners. The inclusion of a wider range of craft beverage producers has diversified our offerings and created new opportunities for brand discovery and guest engagement.

Gibbons Festival & Events gratefully and respectfully acknowledge that our events take 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 cocktail 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
& TECHNOLOGIES

2

GENERATE RETURN
ON YOUR
INVESTMENT

3

ELEVATE
YOUR
BRAND

HOW?

The Whistler Village Beer Festival can boost your business by featuring it in targeted promotions, social media, and event partnerships, increasing visibility and attracting both locals and visitors, driving foot traffic and brand awareness.



14,200+

FOLLOWERS ON
SOCIAL MEDIA



29k

E-NEWSLETTER
SUBSCRIBERS



1.7M

WEBSITE
IMPRESSIONS

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



2500+

FESTIVAL
ATTENDEES



40+

CRAFT BEVERAGE
MANUFACTURERS



12+

TRAVEL, ADVENTURE &
LIFESTYLE VENDORS



MEET OUR AUDIENCE



58%
Female



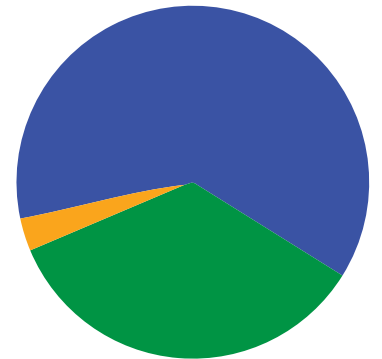
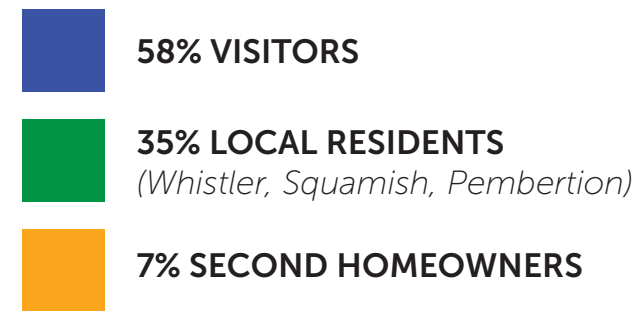
42%
Male



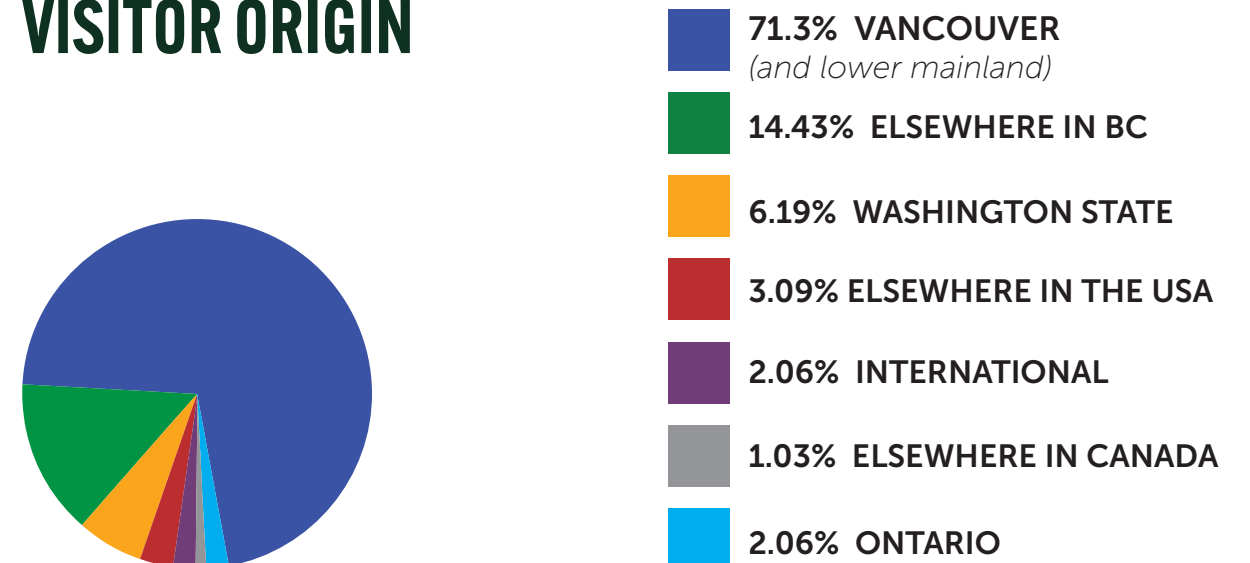
AGE DEMOGRAPHIC



BREAKDOWN OF ATTENDEES



VISITOR ORIGIN





MEET THE BREWERIES

The **Whistler Village Beer Festival** attracts some of the best beers, ciders, and craft beverage producers from across B.C., 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 the festival—along with a crowd of avid, passionate followers. We're proud to have a growing waitlist each year from breweries eager to work with us and present their products to our enthusiastic festival-goers. This high level of interest ensures that we are able to:

- *Build on long-standing relationships with the best craft beverage manufacturers in B.C. and beyond*
- *Establish new relationships with up-and-coming craft beverage manufacturers we haven't yet worked with*
- *Attract and reach new fan bases and craft beverage enthusiasts*
- *Leverage the fan followings of our vendors in our marketing efforts*
- *Facilitate networking and business connections between sponsors and vendors*

2024 WINNERS

1st Place

CRAFT BEER CATEGORY



1st Place

CANNED CRAFT BEVERAGE

CINCO
DRINK CO.



2nd Place

CRAFT BEER CATEGORY



SQUAMISH, BC
BACKCOUNTRY
BREWING

WHO'S TALKING ABOUT US

MEDIA

We've attracted media coverage from sources like:

DailyHive

dished

PIQUE
NEWSMAGAZINE

Canadian Beer News



5.72M

OVERALL WVBF AUDIENCE



18+

PIECES OF WVBF COVERAGE



150k

ESTIMATED COVERAGE AND VIEWS



MARKETING AND MEDIA

SOCIAL MEDIA



21,599K

Page Views

WVBF.CA



9,647K

Numbers of Fans in 2023

6,394K

Engagement

226,242K

Impressions



5,166K

Followers & Growth +1,090

159,644K

Reach

246,468K

Impressions



34,570K

Email Recipients

12+

E-newsletters sent for #wvbf2024



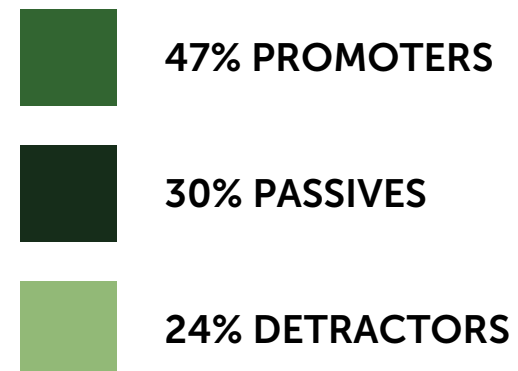
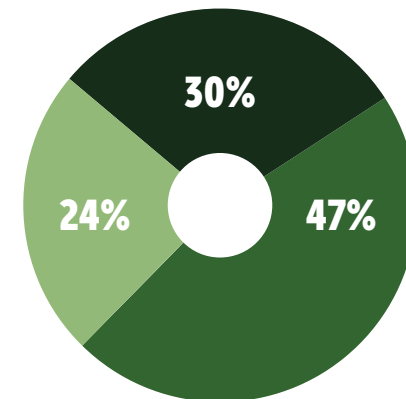
“Great craft beers with fellow hop heads, live music and the beautiful Blackcomb Mountain behind venue, What could be better?”

55 - 64 Male, elsewhere in BC

THE WORD ON THE STREET

WE ASKED OUR ATTENDEES:

How likely are you to recommend Whistler Village Beer Festival to a friend?



Net Promoter Score (NPS): 47

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

TESTIMONIAL

“

*The WVBF is a marquee 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



We use paid and organic content to promote our event and our partners. Our targeted campaigns reach beer lovers across BC and beyond, building excitement and driving engagement.



RADIO

We work closely with local radio to run ads, promos, contests and live broadcasts with specially produced content in promotion of Whistler Village Beer Festival..



PRINT

We run targeted print ads and distribute posters and rack cards in spots throughout Whistler, Squamish, and Vancouver. This ensures strong regional visibility and drives interest from locals and visitors.



DIGITAL

We collaborate with digital powerhouses and local influencers to amplify our reach. Their platforms help us engage targeted audiences and build buzz around the festival.



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 the 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:

Strategic, value-driven, and tailored to mutually beneficial goals

Designed to engage target audiences before, during, and after the event

Backed by performance insights that demonstrate real, measurable impact

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
Gift Certificate

Logo on print ads and select digital ads



Branding on [#WVBF2025](https://twitter.com/WVBF2025) 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.

cheers@wvbf.ca | www.wvbf.ca

