



PARTNERSHIP OPPORTUNITIES

APRIL 12 & 13 2024

**PENTICTON TRADE &
CONVENTION CENTRE**

This year, The Okanagan Fest of Ale will be held at the Penticton Trade and Convention Centre April 12 & 13, 2024!

One of the largest, longest running and well-respected craft beer events in the province, we welcome all craft beer enthusiasts to help celebrate this milestone.

Be a part of this fun-filled day by sponsoring our event in one of our many options!

Operating as a registered non-profit, the Okanagan Fest of Ale Society strives to support and promote the growing world of quality brewery products, promote local tourism and support local charitable organizations within the Regional District of the Okanagan-Similkameen. The Society is managed by a volunteer Board of Directors and the event is staffed primarily by volunteers.

Since its inception over \$750,000 in net proceeds have been donated to local charitable organizations!



PARTNER WITH THE OKANAGAN FEST OF ALE

Supporting the OFOA Society through sponsorship directly benefits the South Okanagan community through its charitable contributions and initiatives. All net proceeds of our event go directly to local charitable organizations every year through our grant program. Partners receive great exposure to over 5,000 patrons, opportunity to showcase your business; all while contributing to the greater good of the South Okanagan community!

SHOWCASE YOUR BRAND

Differentiate your business from your competitors and showcase your brand at the 26th Annual Okanagan Fest of Ale with one of our named sponsorship opportunities.

CONNECT WITH YOUR CONSUMER

Interact and meet face to face with guests at the 2024 Okanagan Fest of Ale April 12 & 13 to build consumer connections.

PROMOTE YOUR BUSINESS

Increase the profile of your company or business by gaining access to the many marketing benefits offered by the Okanagan Fest of Ale Society. Our 2024 marketing campaign encompasses print, radio, online and social media components; and targets craft beer and cider enthusiasts and foodies throughout the Pacific Northwest.

Take advantage of the extensive media and communications campaign we've put together for the 2024 Okanagan Fest of Ale to:

- Reach a large audience with repeated impressions
- Market your brand to core consumers
- Develop new business contacts
- Show your company's commitment to the local community



PARTNER WITH THE OKANAGAN FEST OF ALE

TITLE SPONSOR

\$5,000

- Complimentary Exhibitor Booth
- Named in post and pre-event press release
- Name/logo on all print, radio and social media
- Verbal recognition when introducing entertainment
- Four complimentary passes
- Logo on volunteer t-shirts
- Company name/logo in event program
- Opportunity to provide signage at main stage
- Opportunity to provide company profile on OFOA Website

GLASSWARE SPONSOR

\$5,000

- Company Logo on all 5,000 taster glasses!
- Named in post and pre-event press release
- Name/logo on all print, radio and social media
- Verbal recognition when introducing entertainment
- Four complimentary passes
- Logo on volunteer t-shirts
- Company name/logo in event program



PARTNER WITH THE OKANAGAN FEST OF ALE

AWARD SPONSOR

\$1,500

SEVERAL CATEGORIES

- Logo on Award
- Name/logo on all print, radio and social media
- Verbal recognition when announcing award
- Two complimentary passes
- Logo on volunteer t-shirts
- Company name/logo in event program

COMMUNITY

PARTNER

\$3,000

- Complimentary Exhibitor Booth or opportunity to provide signage at festival
- Name/logo on all print, radio and social media
- Four passes to FOA
- Two passes to Industry After Party
- Logo on volunteer t-shirts
- Company name/logo in event program

INDUSTRY AFTER PARTY

(Friday, April 12)

\$3,000

- Opportunity to set up Exhibitor Booth at Brewers After Party
- Name/logo on all print, radio and social media
- Four complimentary passes to festival AND Brewers After Party
- Logo on volunteer t-shirts
- Company name/logo in event program
- Communication to festival vendors

Contact us at info@festofale.ca or 250 315 3342 to secure your spot.

DON'T MISS OUT ON THIS FUN EVENT!!

festofale.ca

OKANAGAN
FEST of ALE™
PENTICTON, BC