

# Partnership Opportunities



**APRIL 11 & 12, 2025**  
**PENTICTON TRADE & CONVENTION CENTRE**

**The Okanagan Fest of Ale Society**

is a non-profit organization that strives to support the craft beer industry, promoting local tourism and supporting 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 \$850,000 in net proceeds have been donated to local charitable organizations!

One of the largest, longest-running, and well-respected craft beer events in the province, the FOA will be welcoming over 5,000 craft beer and cider enthusiasts to celebrate!

Supporting the FOA through sponsorship directly benefits the South Okanagan community through its charitable contributions and initiatives.



All net proceeds of the event go directly to local charitable organizations every year through the FOA grant program.



**SHOWCASE YOUR BRAND!**

# PARTNER WITH THE OKANAGAN FEST OF ALE



*Interested in sponsoring an award?*



The **Fest-of-Ale Awards** are a great opportunity to get your brand out there! Contact [awards@festofale.ca](mailto:awards@festofale.ca) for more info

## TITLE SPONSOR

- Complimentary Exhibitor Booth
- Named in post and pre-event press release
- Name/logo on all print, radio, and social media
- Recognition when introducing entertainment
- Four 2-day passes to the FOA
- Logo on volunteer t-shirts
- Company name/logo in event program
- Opportunity to provide signage at the main stage
- Company profile on FOA Website

**\$5,000**

## INDUSTRY HOUR

**An industry-only pre-tasting event on Friday, April 11**

- Four passes to Industry hour
- 40 tokens for your team
- Four 2-day passes to the FOA and industry after party
- Option to purchase a booth at a discount price

**\$1,000**

## COMMUNITY PARTNER

- Complimentary Exhibitor Booth or opportunity to provide signage at festival
- Logo on all print, radio and social media
- Four 2-day passes to FOA
- Two passes to Industry After Party
- Logo on volunteer t-shirts
- Logo in event program

**\$1,000**

## INDUSTRY AFTER PARTY Friday, April 11

- Complimentary Exhibitor Booth at the Industry After Party
- Logo on print, radio, and social media
- Four 2-day passes to FOA and Industry After Party
- Logo on volunteer t-shirts
- Logo in event program
- Communication to festival vendors

**\$1,000**



## INDUSTRY PARTNER **\$500**

- Logo on all print, radio, and social media
- Two 2-day passes to FOA and Industry After Party
- Company name/logo in event program



DON'T MISS OUT ON THIS FUN EVENT - CONTACT US & SAVE YOUR SPOT TODAY!  
[festofale.ca](http://festofale.ca)      [info@festofale.ca](mailto:info@festofale.ca)      250 315 3342