



Sponsorship Information Package

August 21 - 25, 2024

Event Manager:

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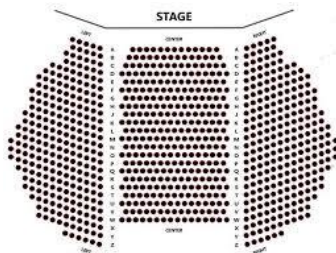
Event Overview

Located in the beautiful Okanagan region of British Columbia, the Okanagan Comedy Festival began in August of 2014 and was formally incorporated as a non-profit arts society in 2017. Each August the event welcomes Canada's best comedic talent to the Okanagan to share some laughs as we wind down the summer season. This hilarious comedic arts festival was planned to help bring world-class comedians to entertain local audiences as well as enhance the tourist season all while encouraging cultural and economic growth for the region.

Cornerstones of the Okanagan Comedy Festival are strong and hilarious Canadian content showcased through diverse programming. Each year we feature over a dozen comedic performers in numerous venues including theatres, bars, wineries as well as free public shows, humour workshops and stage time for local performers from throughout the Okanagan. With a great mix of headliners and up-and-coming comedians our shows are sure to tickle any funny-bone.



Sponsorship Opportunities



The Okanagan Comedy Festival is pleased to present you with details regarding sponsorship opportunities with the Festival and the numerous unique marketing and recognition opportunities available to your company. We have specially designed the sponsorship categories listed below, for the upcoming festival. In return for your investment you will be inserted into a valuable marketing campaign that reaches across the Okanagan region. We believe this information package will pique your company's interest by receiving great market exposure while partnering this unique cultural event. As you can see our various sponsorship levels include special incentives that will give your company both generous recognition at the event and direct marketing exposure. These components are a suggested starting point; we remain open to customizing recognition packages to meet your company's unique marketing ideas and requirements.

To get involved with this event we are asking for sponsorship contributions ranging from \$500 - \$10,000 in cash and in-kind products and services to help cover the cost of marketing, logistics and general expenses.



In return for your marketing sponsorship, you will receive recognition commensurate with your contribution in paid advertisements, on the event website, cross-promotional activation at event activities and the opportunity to participate in our media events. We ask that you please take the time to consider these marketing opportunities and decide where your company could best benefit from a relationship with the Okanagan Comedy Festival. Should you have any questions, please call our General Manager, Robert Gallant at 1 (888) 855-8522.

Marketing Overview



Our main demographic is 19+. The event is widely marketed to the general public and is promoted as a world-class comedy festival. Our marketing strategy targets a number of different demographic groups, depending on the event. Theatre main stage and winery shows have a broad appeal and are marketed to an audience ranging in age from 30's to mid 70's. Stand-up comedy in the bars tends to appeal to an audience ranging from early 20's to late 50's. Our marketing campaign has a value of approximately \$20,000.



Marketing Mediums



Radio: Through traditional advertising spots, contesting and jock talk, we will run a minimum of 4 spots per day during the 30-day campaign.



Posters: 500 posters will be distributed throughout the region.



Digital: Corporate logos, links and deals will be listed on the event site. Digital marketing is also used to attract more people to our website.



E-Blasts: Email campaign going out of the 2,500 person festival database as well as the over 20,000 people on our theatre partner databases.



Social Media: Post boosts and show ads will be utilized to attract new festival goers by reinforcing traditional marketing methods.

Sponsorship Categories

*Please note sponsorship values subject to increase in subsequent years.

Festival Presenting Partnership: \$ 10,000 (One Opportunity)

- Corporate branding attached to all festival activities as the presenting sponsor in all forms of advertising (radio, posters, social media, flyer, website and eblasts).
- On-site promotional activation opportunities at festival events.
- Cross-Promotional advertising rights.
- Company pop-up signage can be provided for display at all festival events and venues.
- Dedication as a “Gala Show Presenter” (e.g. “Insert Corporate Name” Gala).
- Dedication of one key comedy club venue set design using your company logo and/or products as the backdrop.
- Recognition of your company by the MC at each venue as the presenting sponsor.
- Mention in festival media release
- Can host a reception event for dignitaries and artists.
- Event Ticket Package: A package of 12 tickets to theatre/gala show(s), select tickets to our specialty and small theatre venues (limited quantities may be available for co-produced shows), 4 tickets to 6 comedy club shows (dinner & a show partnerships exempted).
- 20 % in bonus tickets available for additional ticket orders of 10 or more.
- Exclusivity rights in the “Presenting Partner” sponsorship category as well as exclusivity as a festival sponsor in your business category.
- First right of renewal in subsequent years.

Headliner Partnership: \$ 5,000

- Corporate branding attached to all forms of advertising (radio, newsprint, posters, social media, flyer, website and eblasts).
- Cross-Promotional activation opportunities throughout all festival events.
- Cross-Promotional advertising rights.
- Dedication as “Brought to you by” sponsor for one theatre show, winery or the bar show series.
- Mention in festival media release
- Recognition of your company by the MC at each event.
- Can host or co-host a reception event for dignitaries and artists.
- Event Ticket Package: A package of 6 tickets to theatre/gala show(s), select tickets to our specialty and small theatre venues (limited quantities may be available for co-produced shows), 4 tickets to 3 comedy club shows (dinner & a show partnerships exempted).
- 20 % in bonus tickets available for additional ticket orders of 10 or more.
- Exclusivity as a festival sponsor in your business category.
- First right of renewal for one of the headline partnership positions in subsequent years.

Venue Sponsor: \$ 2,500

- Corporate branding attached to select festival advertisements (75% of radio, select newsprint, posters, social media, flyer, website and eblasts).
- Cross-promotional activation opportunities can be developed for select festival events.
- Cross-Promotional advertising rights.
- Dedication of one winery, golf course or bar venue set design using your branding as the backdrop.
- Mention in festival media release
- Recognition of company by the MC at each venue.
- Event Ticket Package: A package of 4 tickets to theatre/gala show(s), select tickets to our specialty and small theatre venues (limited quantities may be available for co-produced shows), 4 tickets to 3 comedy club shows (dinner & a show partnerships exempted) and a 10 % in bonus tickets available for additional ticket orders of 10 or more.
- Exclusivity as a sponsor in your business category.

Promotion Sponsor: \$ 1,000

- Corporate branding attached to select festival advertisements (50% of radio, posters, social media, flyer, website and eblasts).
- Cross-promotional activation opportunities can be developed for select festival events.
- Cross-Promotional advertising rights.
- Mention in festival media release
- Recognition of company by the MC at each venue.
- Event Ticket Package: A package of 2 tickets to theatre/gala show(s), select tickets to our specialty and small theatre venues (limited quantities may be available for co-produced shows), 4 tickets to 2 comedy club shows (dinner & a show partnerships exempted) and a 10 % in bonus tickets available for additional ticket orders of 10 or more.

General Sponsorship: \$ 500

- Corporate branding attached to social media, flyer, website, and eblasts.
- Cross-Promotional advertising rights.
- Mention in festival media release
- Recognition of company by the MC at each venue.
- Event Ticket Package: A package of 2 tickets to theatre/gala show(s), 2 tickets to 2 comedy club shows (dinner & a show partnerships exempted) and a 10 % in bonus tickets available for additional ticket orders of 10 or more.

