



# Summer CAMP

RIB & MUSIC  
FESTIVAL





2024

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WELCOME TO THE FIRST

# Summer **CAMP**



Where the vibrant spirit of summer camp comes alive in the heart of Penticton. This three-day extravaganza promises a nostalgic journey filled with laughter, games, music, and delicious eats, creating memories that will linger long after the summer sunsets.

Location: Okanagan Lake Park

Date: **September 13-15, 2024**



TFC Promotions Inc (The Festival Company) is an all-encompassing event and entertainment company. We specialize in strategic partnerships, entertainment division consulting, talent buying, and festival production. The company owns and operates three subsidiaries: Extreme Mudfest, Crown & Ace Inc. (USA), and Artist Alliance Group (AAG).

Since its inception, the company has hosted and worked with over 40 music festivals across North America, including the in-house-created Extreme Mudfest, Canada's largest Mud & Music Festival. We have collaborated with dozens of household names in the music industry and reputable brands. Notable clients include BC Place Stadium (a 55,000-capacity arena where we booked the Rolling Stones & Elton John) and the Rick Hansen Foundation.





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# MORE THAN AN EVENT, IT'S AN EPIC BEGINNING!

It's not just an event; it's an unforgettable experience. Whether you're a family in search of quality time, friends on the lookout for adventure, or a music enthusiast yearning for a blast from the past, SummerCamp has something for everyone. So, grab your calendar, rally your tribe, and get ready for three days of pure SummerCamp magic!



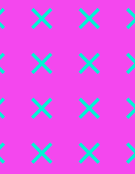
## BC'S BEST F'N RIBS

We are bringing together some of the best ribbers to SummerCamp Festival from all over British Columbia. Enjoy mouthwatering ribs, delightful flavors, and good times!



# Summer **CAMP**

## HIGHLIGHTS



▶ **Culinary Delights:**  
Savor the flavors of summer with an array of mouthwatering offerings from rib and food trucks, catering to every taste bud.

▶ **Summer Games:**  
Immerse yourself in the joy of summer camp with classic games like tug of war, water fights, giant beer pong, and more. Get ready for friendly competition and a whole lot of fun!

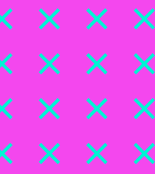
▶ **Nostalgic Melodies:**  
Immerse yourself in live performances, as bands bring the iconic tunes of the 80s and 90s to life. Let the music be your guide on a journey back to one of the best eras of party tunes.





# Summer **CAMP**

## HIGHLIGHTS



▶ **Sip & Socialize:**  
Unwind and enjoy the summer vibes at our beverage garden, featuring local craft breweries. Toast to good times with friends old and new.

▶ **Artisan Alley:**  
Explore the talent of local artisans and craft vendors, showcasing their unique creations. From handmade goods to one-of-a-kind pieces, find treasures that tell a story.

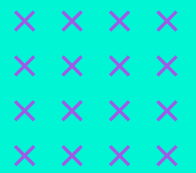
▶ **Community, Fun, and More:**  
Summerfest is not just an event; it's a community celebration.





# WHY BECOME A SPONSOR OF SUMMERCAMP?

- Community Engagement
- Social Media Advertising
- Event Exposure and Consumer Engagement
- Promotional Extensions
- Unique Content
- VIP Experience & Hospitality
- Customized Onsite Activations







# SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

As a new festival to the area, we are inviting you to join us in building this festival from the ground up. Our mission is to create a tailored sponsorship opportunity that will allow each brand to see benefits and enhance each brand's consumer awareness.

In addition to our sponsorship tiers, we are also offering a wide range of additional partnership opportunities including:

- **Hotel Partner**
- **Financial Services Partner**
- **Beer Partner**
- **Hard Liquor Partner**

- **Liquor Store Partner**
- **Wine Partner**
- **Transportation Partner**
- **Energy Drink Partner**

- **Water Partner**
- **Soft Drink Partner**
- **Cannabis Partner**
- **Restaurant and Bar Partners**





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# MUSIC/STAGE SPONSOR (CALL FOR PRICING)

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- Presence in all marketing efforts
- Naming Rights on our main stage, co-branded with SummerCamp
- Our stage branded with your 19' x 12'scrims
- Marketing and branding as the 'Music and Stage provided by Your company'
- Thirty VIP Event Tickets
- Two Mentions in event eblasts + One partner highlight eblast
- Your company branded glow-sticks handed to the crowd for the show
- Your logo added to our website and print ad materials
- One (1) 10x20 tented reserved seating area



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## PLATINUM SPONSOR

**\$7,500**

- Exclusivity of Select Product on Site
- Presence in all media marketing efforts
- Tiered marketing rights
- Event Signage - 3 x 4x6 Banners
- Two Mentions in event eblasts
- Two Social Media mentions on two platforms
- Twenty VIP event tickets
- Ability to have an onsite branded area at the sponsor's additional cost
- Brand-specific add-ons available and dependent on availability

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## GOLD SPONSOR

# \$5,000

- Presence in all media marketing efforts
- Tiered marketing rights
- One Signed artist paraphernalia
- Event Signage - 2 x 4x6 Banners
- Two Mentions in event eblasts
- Two Social Media mentions on two platforms
- Fifteen VIP event tickets
- Ability to have an onsite branded area at sponsor's additional cost
- Brand-specific add-ons available and dependent on availability



## SILVER SPONSOR \$1,500

- Presence in select marketing efforts
- Tiered marketing rights
- Event Signage - 1 x 4x6 Banner
- Two Mentions in event eblasts
- Two Social Media mentions on two platforms
- Eight VIP event tickets
- Brand specific add-ons available and dependant on availability



## BRONZE SPONSOR

**\$500**

- Venue and onsite branding/signage
- Two Mentions in event eblasts
- Two Social Media mentions on two platforms
- Four VIP event tickets
- Brand-specific add-ons available and dependent on request and sponsor dollars



# GET IN TOUCH



All partnerships will be customized to each brand and company's needs. Should you be interested in any of the below sponsorship opportunities, please reach out directly.

**Tara Cleave**  
**778.298.7111**  
**Tara@thefestivalcompany.com**

T H A N K Y O U

