



Filberg FESTIVAL

August 4-6, 2023

AGM ANNUAL REPORT

Filberg Park, Comox, British Columbia • Vancouver Island

EVENT OVERVIEW

3

3 Days over August Long Weekend
Aug 4-6, 2023

41

41 musical artists performing on two stages
(40 were from BC and one from Australia)

136

136 Artisan Vendors ft. fine art, jewelry, glass,
metal work, apothecary, textiles + more

15K

We had 15,000 event goers come to Filberg
Festival

130

130 volunteers participated in Filberg
Festival



MUSIC HIGHLIGHTS

HEADLINERS:

Alex Cuba
Frazey Ford
Jill Barber
Old Man
Luedecke
Georgia Harmer
Jordan Klassen

SUPPORT:

Leeroy Stagger
Barney Bentall
Steph Strings
Layten Kramer
La Ren
Ella Korth

LOCAL ACTS

Stealing Dan
Elise LeBlanc
Amy Muloin
Cafe Olé
Kimberley
MacGregor
Good Enough Dave
Easy Street Duo






FINANCIAL SUMMARY



Filberg Festival 2023 broke the financial record again, raising \$97,034.52 for the Filberg Lodge and Park.

This funding is used for restoration and maintenance of the Lodge and Park.


Key Revenue Drivers:

- Ticket Sales
 - Sponsorship / Grants
 - Bar Revenue
 - Raffle Revenue
- 

TICKET SALES

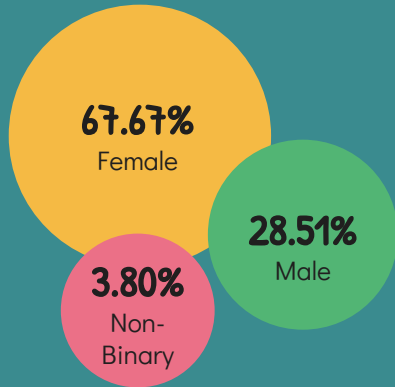
- 10,304 Tickets Distributed (Includes weekend passes 3-day)
- 1,142 Filberg Member Tickets Distributed
- 236 Media, Sponsor & Partner Tickets Distributed

MRG Events is the producer for 2024, and we are looking forward another wonderful event. This is the 3rd year we are producing the event.

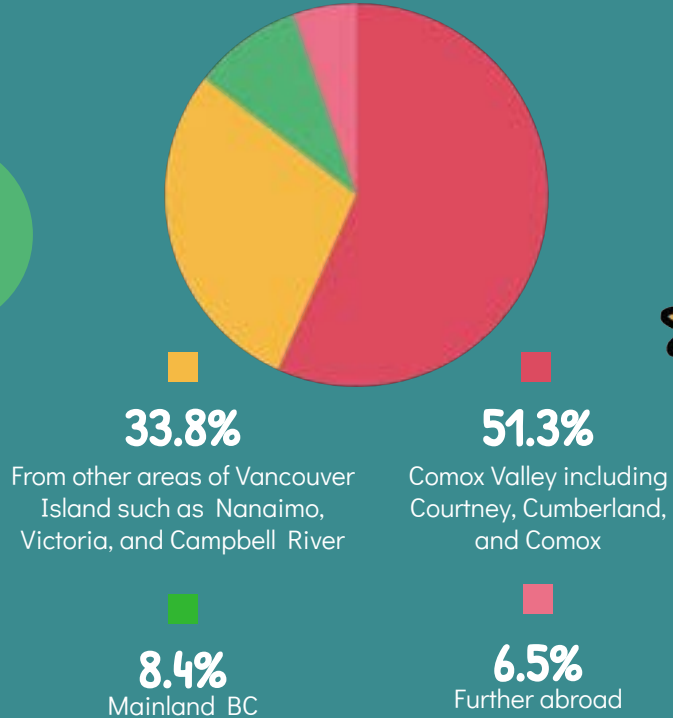


FILBERG FESTIVAL DEMOGRAPHICS

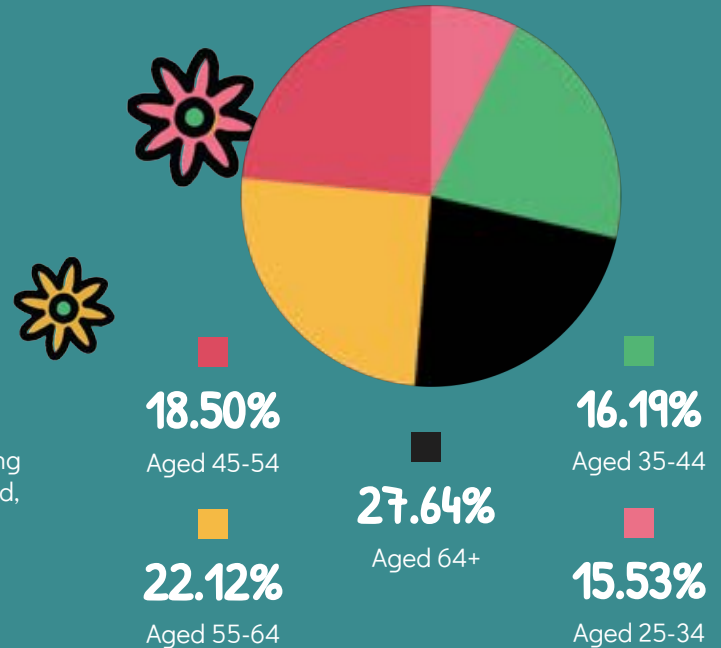
GENDER:



TICKET PURCHASERS ORIGIN:



AUDIENCE AGE:



FILBERG FESTIVAL MARKETING



FACEBOOK
6.1K FOLLOWERS
@FILBERGFESTIVAL



INSTAGRAM
2.9K FOLLOWERS
@FILBERGFEST



TWITTER
1.5K FOLLOWERS
@FILBERGFEST



MEDIA REACH: 544,035

FACEBOOK REACH: 145,684

INSTAGRAM REACH: 8,541

SOCIAL MEDIA VISITS: 21,521

PRINT, DIGITAL, & RADIO MARKETING

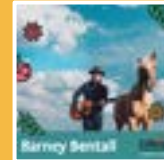
- Times Colonist
- Island Arts
- Arts BC
- Campbell River Mirror
- Comox Valley Record
- North Island Gazette
- Courtenay Rec Guide
- Jet FM
- Coast FM
- The River FM
- The Eagle Radio
- The Beach
- The Lounge
- The Wave
- The Wolf
- The Peak
- MRG Events Mailing List



MARKETING COLLATERAL



Click to play 2023 Recap Video



SPONSOR HIGHLIGHTS



SPONSOR HIGHLIGHTS



FESTIVAL HIGHLIGHTS



THANK YOU

LINDA THOMAS

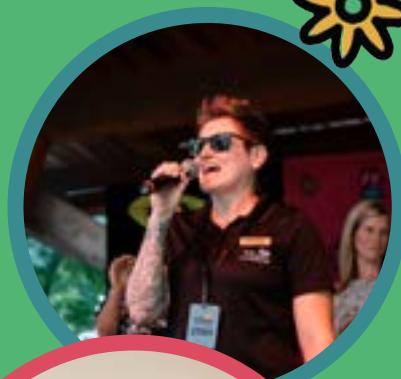
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Filberg FESTIVAL
August 4-6, 2023

THANK YOU TO OUR PARTNERS
Filberg Festival would not be possible without our incredible partners!

PRESENTING PARTNERS

- FILBERG
- COMOX
- CREATIVE

MAJOR PARTNERS

- BERKSWICK
- Muskegon
- ISLAND
- CO-OP PENINSULA CO-OP

FRIENDS OF THE FESTIVAL

- COBS BREAD
- THRIFTY FOODS
- Interchange
- GBB

COMMUNITY PARTNERS

- chek
- Record
- WAVE
- WLF
- MRG LIVE
- Admit ONE

RAFFLE PARTNERS

- WESTJET
- MT WASHINGTON
- DRUMMOND AIR