



Filberg FESTIVAL

August 2-4, 2024

CELEBRATING 40 YEARS

AGM WRAP REPORT

Filberg Park, Comox, British Columbia • Vancouver Island



EVENT OVERVIEW, BY THE NUMBERS

3

3 Days over August Long Weekend Aug 2-4, 2024

41

41 musical artists performing on two stages

over
140

Over 140 artisans ft. fine art, jewelry, glass, metal work, apothecary, textiles, and more

15K

This year we had 15,000 event goers come to Filberg Festival



MUSIC HIGHLIGHTS

HEADLINERS:

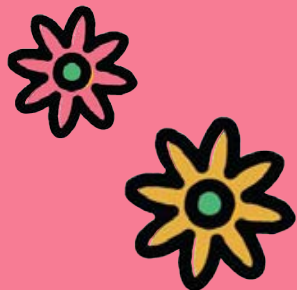
Joel Plaskett & Mo Kenney
The Grapes of Wrath
Blue Moon Marquee
Black Belt Eagle Scout
Kim Churchill
Thrasher & Saddleback
Haley Blais
The Unfaithful Servants
Martin Kerr

LOCAL ACTS:

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

SUPPORT:

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





FINANCIAL SUMMARY



Filberg Festival 2024 was a slower year, but still managed to raise \$93,001.90 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

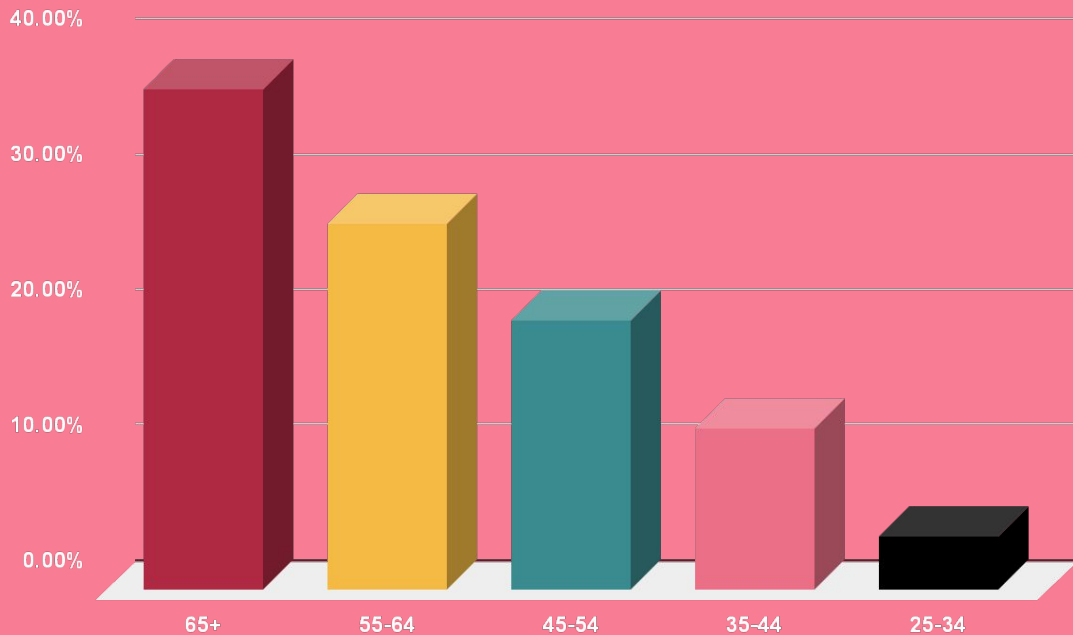
- 9,986 Tickets Distributed (Includes weekend passes 3-day)
- 1,142 Filberg Member Tickets Distributed
- 317 Media, Sponsor & Partner Tickets Distributed

MRG Events is the producer for 2025, and we are looking forward another wonderful event. This is the 4th year we are producing the event.

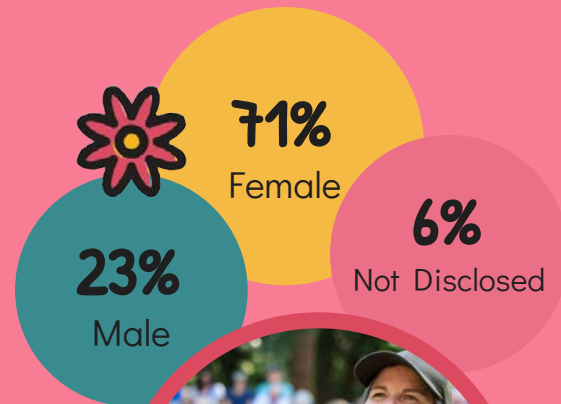


FILBERG FESTIVAL DEMOGRAPHIC

AUDIENCE AGE:



GENDER:



FILBERG FESTIVAL MARKETING



FACEBOOK
6.3K FOLLOWERS
@FILBERGFESTIVAL



INSTAGRAM
3.6K FOLLOWERS
@FILBERGFEST



TWITTER
1.1K FOLLOWERS
@FILBERGFEST

MEDIA REACH: 1,839,837

SOCIAL MEDIA IMPRESSIONS:
231,843

SOCIAL MEDIA REACH: 130,493

CONTENT INTERACTIONS: 10,037

PRINT, DIGITAL, & RADIO MARKETING

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



MARKETING COLLATERAL



Filberg FESTIVAL
August 2-4, 2024
Filberg Park • Comox • BC

WORLD CLASS ARTISAN VENDORS • MUSIC • FOOD • FAMILY FUN

Joel Plaskett featuring Mo Kenney
The Grapes Of Wrath • Blue Moon Marquee
Black Belt Eagle Scout • Kim Churchill
Ashleigh Ball • Thrasher & Saddleback
Haley Blais • The Unfaithful Servants • Martin Kerr
Lost Octave • Bučan Bučan • Mike Edel • Time Well Wasted
Peter Luongo • Firebird • From the Earth • Sail Cassidy
Slim Sandy & The Atomic Cocktails • Tall Mark • TK the Artist
Rare-Earth Magnet • Fede Vilchez • BackPorch Banjo
Baby Boy & The Earthly Delights • Charis Tazumi
Ultraviolet • Tai Williams • Mary Murphy Band
Son De Metal • El Combo Cumbialandia • Boneyard Babes
Ukulele Workshops • Quarantones Male Chorus
Jemma and the Good Thing • Ashley Sykes
Claire Coupland • Mimi Matamoros
The RumbleJam Grooves Jazz Combo • Salome Cullen

CELEBRATING 40 YEARS OF ART & MUSIC

filbergfestival.com




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Filberg Park • Comox • BC

WORLD CLASS ARTISAN VENDORS • MUSIC • FOOD • FAMILY FUN

140 ARTISAN VENDORS
Apothecary • Ceramics • Fine Art • Jewelry Glass • Metal Work • Sculpture • Textiles Home Decor • Leather Goods • & more!

Music Workshops • Food Trucks • Ocean Views
Hands On Farm • Enchanted Forest Family Zone
Craft Beer, Wine, & Coolers • Food Trucks • Crafts

3 DAYS OF ART & MUSIC

45 RECORDING ARTISTS
Joel Plaskett and Mo Kenney • The Grapes of Wrath
Blue Moon Marquee • Kim Churchill • Bučan Bučan
Thrasher & Saddleback • Ashleigh Ball • & More!

TICKET SINGLE DAY & WEEKEND PASSES ON SALE NOW! VISIT FILBERGFESTIVAL.COM

RAFFLE RAFFLE TICKETS ARE BACK! GRAB YOUR RAFFLE TICKETS AT THE FESTIVAL TO WIN PRIZES PROVIDED BY WESTJET • MORE

CELEBRATING 40 YEARS OF ART & MUSIC




JOEL PLASKETT WITH MO KENNEY

Filberg FESTIVAL
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BLUE MOON MARQUEE

Filberg FESTIVAL
August 2-4, 2024

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August 2-4, 2024

FRIDAY STAGE SCHEDULES

ROTONDA STAGE	GARDEN STAGE
FRIDAY	FRIDAY
12:00 - The Grapes of Wrath	12:00 - The Grapes of Wrath
1:00 - Blue Moon Marquee	1:00 - Blue Moon Marquee
2:00 - Kim Churchill	2:00 - Kim Churchill
3:00 - Ashleigh Ball	3:00 - Ashleigh Ball
4:00 - Thrasher & Saddleback	4:00 - Thrasher & Saddleback
5:00 - The Unfaithful Servants	5:00 - The Unfaithful Servants
6:00 - The Grapes of Wrath	6:00 - The Grapes of Wrath

Filberg FESTIVAL
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SATURDAY STAGE SCHEDULES

ROTONDA STAGE	GARDEN STAGE
SATURDAY	SATURDAY
12:00 - Blue Moon Marquee	12:00 - Blue Moon Marquee
1:00 - Kim Churchill	1:00 - Kim Churchill
2:00 - Ashleigh Ball	2:00 - Ashleigh Ball
3:00 - Thrasher & Saddleback	3:00 - Thrasher & Saddleback
4:00 - The Unfaithful Servants	4:00 - The Unfaithful Servants
5:00 - The Grapes of Wrath	5:00 - The Grapes of Wrath
6:00 - Blue Moon Marquee	6:00 - Blue Moon Marquee

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SUNDAY STAGE SCHEDULES

ROTONDA STAGE	GARDEN STAGE
SUNDAY	SUNDAY
12:00 - Blue Moon Marquee	12:00 - Blue Moon Marquee
1:00 - Kim Churchill	1:00 - Kim Churchill
2:00 - Ashleigh Ball	2:00 - Ashleigh Ball
3:00 - Thrasher & Saddleback	3:00 - Thrasher & Saddleback
4:00 - The Unfaithful Servants	4:00 - The Unfaithful Servants
5:00 - The Grapes of Wrath	5:00 - The Grapes of Wrath
6:00 - Blue Moon Marquee	6:00 - Blue Moon Marquee



GET TO KNOW THE ARTISANS

Discover the unique talents of local artisans at the Filberg Festival! Meet the creators, explore their crafts, and take home a one-of-a-kind treasure.

[LEARN MORE](#)

JOIN OUR AWESOME TEAM OF VOLUNTEERS

Filberg Festival would not be possible without support from our amazing team of volunteers interested in helping out this year!

[APPLY NOW](#)

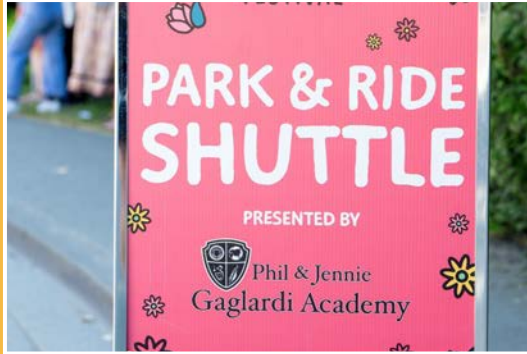




SPONSOR HIGHLIGHTS



SPONSOR HIGHLIGHTS



FESTIVAL HIGHLIGHTS



THANK YOU

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M R G

LIVE



Filberg FESTIVAL
August 2-4, 2024

THANK YOU TO OUR PARTNERS
Filberg Festival would not be possible without their support!

PRESENTING PARTNERS

- THE FILBERG
- TOWN OF COMOX
- BRITISH COLUMBIA

MAJOR PARTNERS

- WAYPOINT
- ISLAND BAITING
- BERWICK
- CO-OP PENINSULA CO-OP

FRIENDS OF THE FESTIVAL

- STRAIT OF NARROW
- freshprep
- COBS BREAD
- CBA

COMMUNITY PARTNERS

- CTV
- Black Press Media
- Record
- Black
- PEAK
- WAVE
- WOLF
- chek
- MRG EVENTS
- Admit ONE

RAFFLE PARTNERS

- WESTJET
- Helijet
- Crown Isle

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