



Filberg FESTIVAL

August 1-3, 2025

Filberg Park • Comox • BC

WRAP REPORT

EVENT OVERVIEW, BY THE NUMBERS

3

3 Days over August Long Weekend Aug 31 2025

40

40 musical artists performing on two stages

140

140 artisans participated, representing fine art, jewelry, glass, metalwork, apothecary, textiles, and more!

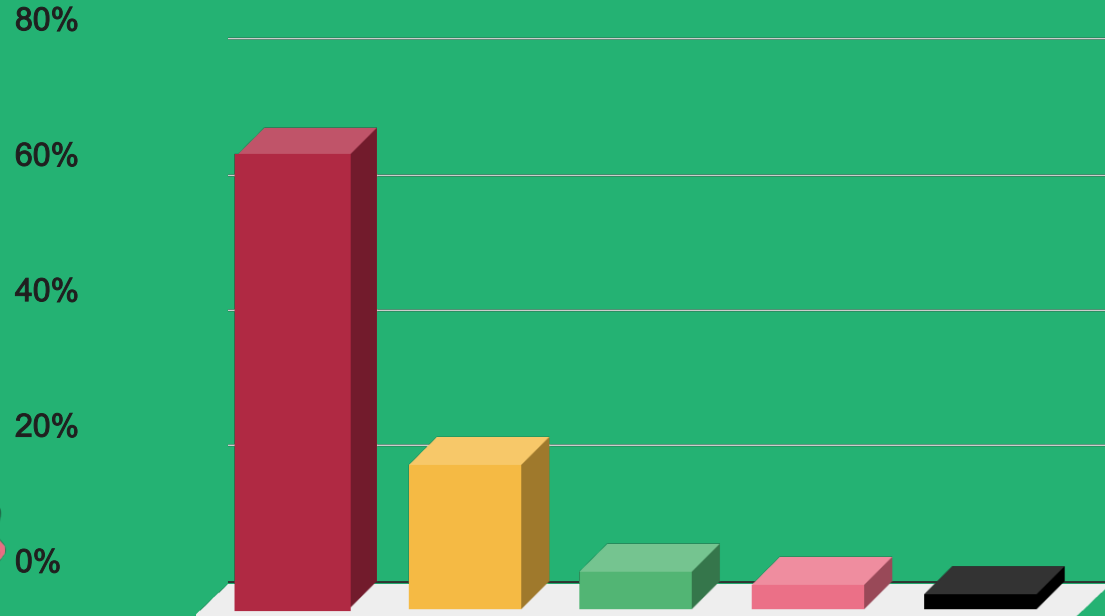
15K

This year we had over 15,500 event goers come to Filberg Festival



FILBERG FESTIVAL DEMOGRAPHIC

TICKET PURCHASERS ORIGIN:



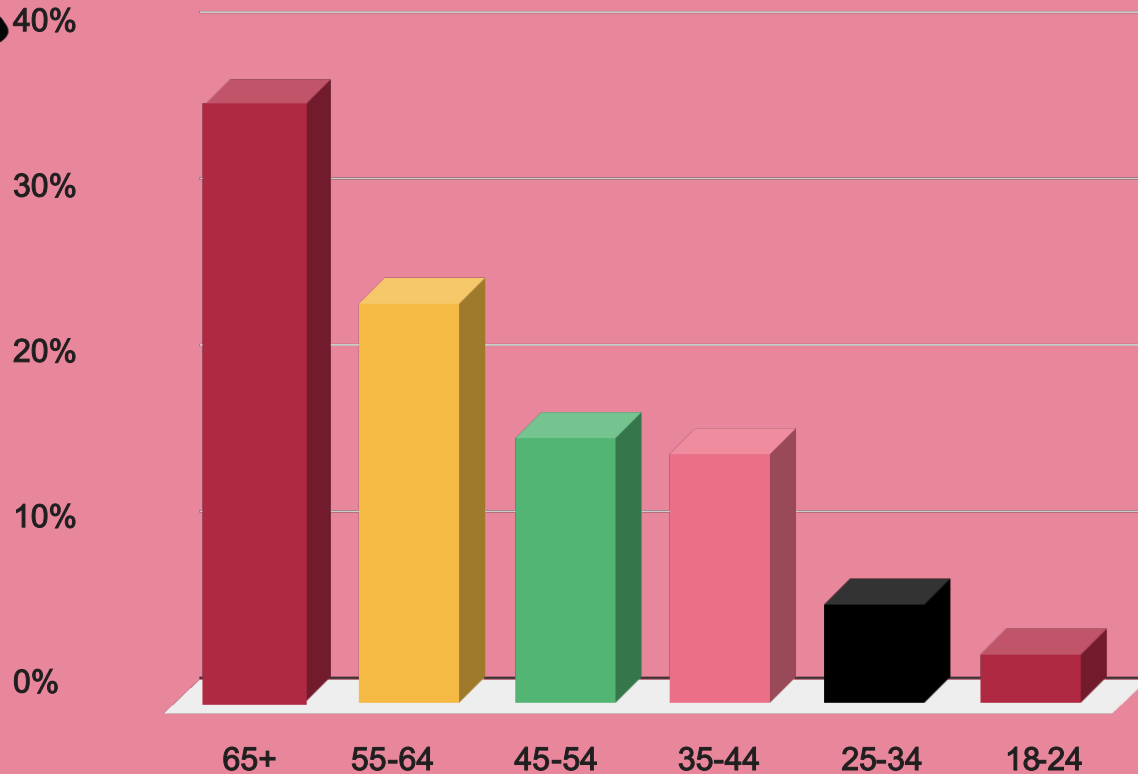
15,500

Festival Attendees



FILBERG FESTIVAL DEMOGRAPHIC

AUDIENCE AGE:



SOCIAL MEDIA SNAPSHOT



FACEBOOK
6.5K FOLLOWERS
@FILBERGFESTIVAL



INSTAGRAM
4.4K FOLLOWERS
@FILBERGFESTIVAL 

INSTAGRAM METRICS

890 New Followers
4.8K Content Interaction
49.3K Reach

FACEBOOK METRICS

247 New Followers
4.6K Content Interaction
178.3K Reach





FINANCIAL SUMMARY

Filberg Festival 2025 was a success, and the festival raised \$96,911.15 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

- 15,500 Tickets Distributed (Includes weekend passes 3day)
- 1472 Filberg Member Tickets Distributed
- 240 Media, Sponsor & Partner Tickets Distributed

MRG Live is the producer for 2026, and we are looking forward another wonderful event. This is the 5th year we are producing the event.





FILBERG FESTIVAL MARKETING



MEDIA REACH: 2,513,431

SOCIAL MEDIA IMPRESSIONS: 211,841

SOCIAL MEDIA REACH: 197,152

CONTENT INTERACTIONS: 12,041

PRINT, DIGITAL, & RADIO MARKETING

- Times Colonist
- Island Arts
- Arts BC
- Campbell River Mirror
- Comox Valley Record
- Bell Media
- CTV2 Victoria
- MRG Live Past Ticket Purchasers
- MRG Live Press List
- Coast FM
- The River FM
- The Eagle Radio
- The Beach
- The Lounge
- The Wave
- The Wolf
- The Peak
- MRG Live Mailing List





MEDIA OVERVIEW



Pattison Media

97.3 The Eagle (Woss to Oceanside—including Campbell River, Comox Valley, Powell River)

- 48 radio ads aired

99.9 The Lounge (Oceanside / Parksville / Qualicum)

- 24 radio ads aired

88.5 The Beach (Oceanside / Parksville / Qualicum)

- 24 radio ads aired

102.3 The Wave (Nanaimo & area)

- 24 radio ads aired

106.9 The Wolf (Nanaimo & area)

- 24 radio ads aired

93.3 The Peak (Port Alberni & area)

- 26 radio ads aired

Bell Media

107.3 Virgin Radio Filberg was featured on the events page (July 14-Aug 3) and promoted with 4 social media posts.

CFAX 1070 Festival featured on events page (July 14-Aug 3), with 36 live mentions, daily Community Cruiser Calendar placements (July 14-27), and 4 social posts.

CTV Vancouver Island listed during *Mornings with Al Ferraby* (July 14-Aug 1) and supported with 6 social posts.

Other media outlets included:

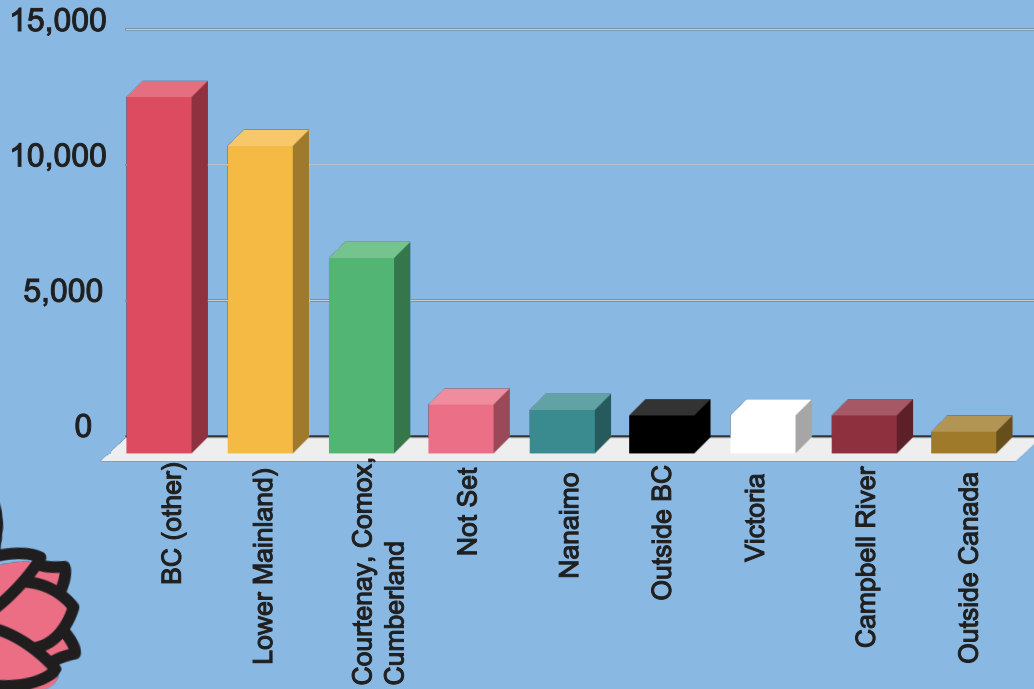
Island Arts Magazine, Times Colonist, Black Press Media and CTV.





WEBSITE OVERVIEW

USERS BY CITY



- 117K Engagement
- 33K Users
- 167K Page Views

MARKETING COLLABORAL



Donovan Woods Great Lake Swimmers

Locarno • Steph Strings • Jay Malinowski
Leeroy Stagger • Harpoonist • Big Little Lions
Jimi • Caraluna • Electric Timber Co.
Trophy Dad • Awakeners • Pony Gold
Richard Garvey w/ Bee Balm & Laura Sunburst
Hey Honey • Sofia Leónne & Friends • Luna Land
Waters • Ghostly Hounds • Backyard Boulevard • Nostic
Dana Sipos • Tyger Jackson • Malakai • Paul Gellman
Niloo • Amy Muloin & The Alley Flowers • Desmond Day
Sol Aravena • Rockcod • The Broadfork Duo • Jacob Leger
The Ranters • Railroad Ty • Andrea Rose • Tael McBriar
Spencer Hjemstra • Kyle Goski

FEATURING OVER 140
WORLD CLASS ARTISAN VENDORS

filbergfestival.com



WHAT'S HAPPENING

CELEBRATING 41 YEARS

Visit the Artisan Market featuring the works of 140 Artisans. Stop by Filberg Lodge Booth to Learn more about the Festival's history, purchase raffle tickets and relax in the Robert Filberg or Florence Filberg Lounge.

AT THE LODGE

Check out the Filberg Summer Kitchen, Filberg Cutting Garden and Filberg Gift Shop.

HAND'S ON FARM PETTING ZOO

Hands on Farm will be open daily during Filberg Festival for our ticket holders from 10am to 4pm.

ENCHANTED FOREST

KIDS CRAFTS & ACTIVITIES
Crafts • Soap Making • Lego • Circus Activities
Closes 6pm 7/1st and 8pm Sun

SITE WIDE BEER GARDENS

Cold Beer • Coolers
Cider • Wine

Bar Locations on Map:

FOOD TRUCKS

Many Sweet BC • Cosh n' Co • The Dragon Boat
Sage n' Co • Luscious Meats • The Pastel Pig
Coles Bread • Luscious Meats Cafe
Community Cakes • Nines Energy • The Pastel Pig
Cupcake Truck • Reddys Deli Cream

CHOIR WORKSHOP

Joline will lead the group to harmonize, creating a unique, one-time Filberg Choir. No experience necessary. If you like to sing, come join us! Sunday 1:30 and 2:30 at the Garden Stage

FILBERG RAFFLE

- TRIP FOR TWO
- FILBERG GIFT BASKET
- MOUNT WASHINGTON
- CROWNILL RESORT AND GOLF COMMUNITY
- SAMU LAKE HAMB

Purchase tickets at the Raffle Tickets booth, or look for our traveling volunteers in the Rotary Atrium.

A CELEBRATION OF ART, MUSIC & COMMUNITY

Niloo

Sofia Leónne & Friends

FRIDAY STAGE SCHEDULES

Rotary Stage	Garden Stage
FRIDAY	FRIDAY
12:00 Welcome Ceremony	12:30 Andrea Rose
12:15 The Broadfork Duo	1:30 Railroad Ty
1:00 Amy Muloin & The Alley Flowers	2:30 Kyle Goski
2:00 Desmond Day	3:30 Hey Honey
3:00 Waters	4:30 Malakai
4:00 Pony Gold	5:30 Tyger Jackson
5:00 Dana Sipos	6:30 Steph Strings
6:00 Leroy Stagger	
7:00 Donovan Woods	

SATURDAY STAGE SCHEDULES

Rotary Stage	Garden Stage
SATURDAY	SATURDAY
12:00 Jacob Leger	12:30 Spencer Hjemstra
1:00 Nostic	1:30 Tael McBriar
2:00 Sol Aravena Soft Latin Ensemble	2:30 Niloo
3:00 Luna Land	3:30 Backyard Boulevard
4:00 Trophy Dad	4:30 Ghostly Hounds
5:00 Electric Timber Co.	5:30 Big Little Lions
6:00 The Harpoonist	6:30 Jay Malinowski
7:00 Great Lake Swimmers	

SUNDAY STAGE SCHEDULES

Rotary Stage	Garden Stage
SUNDAY	SUNDAY
12:00 The Ranters	12:30 Paul Gellman
1:00 Rockcod	1:30 Choir Workshop
2:00 Sofia Leónne & Friends	2:30 Richard Garvey w/ Bee Balm & Laura Sunburst
3:00 Awakeners	4:30 Jimi
4:00 Caraluna	
5:00 Locamo	



FLY AWAY TO FILBERG CONTEST



We partnered with Helijet, Evo and Holiday Inn Express to launch our “Fly Away to Filberg” social media giveaway, which delivered strong results both organically and through paid promotion.

- 8,780 views
- 4,053 reach
- 468 interactions (136 likes, 245 comments, 79 shares, 8 saves)

Our ad campaign further amplified performance, generating:

- 3,018 impressions
- 2,164 reach
- \$0.11 cost per engagement



FILBERG PROGRAM

[VIEW PROGRAM](#)

Fiberg Festival
August 1-3, 2025
Fiberg Park • Comox • BC

COMOX'S WORLD RENOWNED
ARTISAN + MUSIC FESTIVAL

3 DAYS OF ART & MUSIC
140 ARTISAN VENDORS
45 RECORDING ARTISTS

fibergfestival.com

Letter from the Director

Dear Friends,

It is my honor and privilege to welcome you to the 2025 Fiberg Festival. This year's theme is "Celebrate the Coast," and we have a fantastic lineup of artists and vendors to share with you. We are excited to have you join us for a weekend of music, art, and community.

Thank you to our Fiberg Lodge Board Members for their support and dedication to making this festival a success.

SPACE TRAILS

Stage Schedules

Bustany Stage

GROUP	ARTIST	ARTIST
12:00 - 1:00	12:00 - 1:00	12:00 - 1:00
1:00 - 2:00	1:00 - 2:00	1:00 - 2:00
2:00 - 3:00	2:00 - 3:00	2:00 - 3:00
3:00 - 4:00	3:00 - 4:00	3:00 - 4:00
4:00 - 5:00	4:00 - 5:00	4:00 - 5:00
5:00 - 6:00	5:00 - 6:00	5:00 - 6:00
6:00 - 7:00	6:00 - 7:00	6:00 - 7:00
7:00 - 8:00	7:00 - 8:00	7:00 - 8:00
8:00 - 9:00	8:00 - 9:00	8:00 - 9:00
9:00 - 10:00	9:00 - 10:00	9:00 - 10:00
10:00 - 11:00	10:00 - 11:00	10:00 - 11:00
11:00 - 12:00	11:00 - 12:00	11:00 - 12:00

Carolin Stage

GROUP	ARTIST	ARTIST
12:00 - 1:00	12:00 - 1:00	12:00 - 1:00
1:00 - 2:00	1:00 - 2:00	1:00 - 2:00
2:00 - 3:00	2:00 - 3:00	2:00 - 3:00
3:00 - 4:00	3:00 - 4:00	3:00 - 4:00
4:00 - 5:00	4:00 - 5:00	4:00 - 5:00
5:00 - 6:00	5:00 - 6:00	5:00 - 6:00
6:00 - 7:00	6:00 - 7:00	6:00 - 7:00
7:00 - 8:00	7:00 - 8:00	7:00 - 8:00
8:00 - 9:00	8:00 - 9:00	8:00 - 9:00
9:00 - 10:00	9:00 - 10:00	9:00 - 10:00
10:00 - 11:00	10:00 - 11:00	10:00 - 11:00
11:00 - 12:00	11:00 - 12:00	11:00 - 12:00

SPACE TRAILS

Thank You to Our Partners

Fiberg Festival would not be possible without our incredible partners!

PRESENTING PARTNERS: Fiberg Festival, BC Ferries, BC Hydro, Comox Valley Chamber of Commerce, Comox Valley Regional District, Fiberg Lodge, Fiberg Park, Fiberg Park Foundation, Fiberg Park Society, Fiberg Park Trust, Fiberg Park Users Group, Fiberg Park Volunteers, Fiberg Park Women's Group, Fiberg Park Youth Group, Fiberg Park Zephyrus Club, Fiberg Park Zephyrus Club Women's Group, Fiberg Park Zephyrus Club Youth Group, Fiberg Park Zephyrus Club Women's Youth Group, Fiberg Park Zephyrus Club Youth Women's Group.

MAJOR PARTNERS: BC Ferries, BC Hydro, Comox Valley Chamber of Commerce, Comox Valley Regional District, Fiberg Lodge, Fiberg Park, Fiberg Park Foundation, Fiberg Park Society, Fiberg Park Trust, Fiberg Park Users Group, Fiberg Park Volunteers, Fiberg Park Women's Group, Fiberg Park Youth Group, Fiberg Park Zephyrus Club, Fiberg Park Zephyrus Club Women's Group, Fiberg Park Zephyrus Club Youth Group, Fiberg Park Zephyrus Club Women's Youth Group, Fiberg Park Zephyrus Club Youth Women's Group.

COMMUNITY PARTNERS: BC Ferries, BC Hydro, Comox Valley Chamber of Commerce, Comox Valley Regional District, Fiberg Lodge, Fiberg Park, Fiberg Park Foundation, Fiberg Park Society, Fiberg Park Trust, Fiberg Park Users Group, Fiberg Park Volunteers, Fiberg Park Women's Group, Fiberg Park Youth Group, Fiberg Park Zephyrus Club, Fiberg Park Zephyrus Club Women's Group, Fiberg Park Zephyrus Club Youth Group, Fiberg Park Zephyrus Club Women's Youth Group, Fiberg Park Zephyrus Club Youth Women's Group.

SPACE TRAILS

MAP

MAP

LEGEND

MAP LEGEND

- Artisan Booths
- Member, Volunteer & Music Check-In
- Bus Office & Transit
- Food Trucks
- Water Station
- Bar Service
- Restroom
- Accessible Restroom
- First Aid
- First Aid
- Accessible Route
- Not Recommended Accessible
- Parking
- Bus Pick-Up Area

SPACE TRAILS

Artisan Listings

NAME	ADDRESS	PHONE	WEBSITE
Artisan Booths	123 Main St	250-123-4567	www.fibergfestival.com
Member, Volunteer & Music Check-In	123 Main St	250-123-4567	www.fibergfestival.com
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SPACE TRAILS

Artist Highlights

Douglas Woods

Douglas Woods is a multi-talented musician and songwriter. He has released several albums and has performed at numerous venues across the country. His music is a blend of folk, rock, and blues, and he is known for his powerful vocals and intricate guitar work.

Great Lake Swimmers

Great Lake Swimmers is a band that has been making waves in the music industry. Their sound is a mix of indie rock and folk, and they have a dedicated fan base. Their latest album, "The Great Lakes", is a testament to their talent and creativity.

SPACE TRAILS

Raffle Information

- TRIP FOR TWO
- FIBERG GIFT BASKET
- HOLIDAY VOUCHER
- COASTAL TRIP FOR TWO
- SMITH-LANE FARM

Fiberg Gift Shop

Enchanted Forest

SPACE TRAILS

Shuttle Information

Park and Ride

Fiberg Summer Kitchen

Fiberg Cutting Garden

SPACE TRAILS

Stewardship and Sustainability

Celebrating Stewardship and Sustainability at Fiberg Park

A Heartfelt Thank You to Our Dedicated Volunteers!

Always Looking for More!

Recycle your Fiberg Program

SPACE TRAILS

PRESS SNAPSHOT



Experience Comox Valley

<https://experiencecomoxvalley.ca> › festival-event › filberg-festival-2025

Filberg Festival 2025

The Filberg Festival is truly a unique event. Enjoy art, music and nature surrounded by beautiful gardens, heritage buildings and magnificent views.



Do250

<https://do250.com> › events › filberg-festival-2025-tickets

Filberg Festival 2025 in Victoria at Filberg Park

Aug 1, 2025 — 41st annual Filberg Festival, returning Friday, August 1 to Sunday, August 3, 2025!
This year's edition unveils an exciting first wave of musicians.



Times Colonist

<https://www.timescolonist.com> › local-events › 106783...

Steph Strings: Filberg Festival 2025

Steph Strings: Filberg Festival 2025 · Aug 1 at 7:00PM - 11:00PM · The Filberg Heritage Lodge and Park. 61 Filberg Rd Comox. Hailing from Melbourne/ ...



CHEK News

<https://cheknews.ca> › events › 106783232n-donovan-w...

CHEK News Events - Donovan Woods: Filberg Festival 2025

Donovan Woods: Filberg Festival 2025 · Aug 1 at 7:00PM - 11:00PM · The Filberg Heritage Lodge and Park. 61 Filberg Rd Comox.



Exclaim!

<https://exclaim.ca> › music › concerts › filberg-festival-a...

Filberg Festival: August 1–3, 2025 - Donovan Woods

Aug 1, 2025 — Filberg Festival: August 1–3, 2025. Filberg Park. 61 Filberg Rd. Comox, V9M 2M5. Get Tickets. Doors open @ Aug 1, 2025, 12:00 PM. Donovan Woods ...



Art-BC.com

<https://www.art-bc.com> › ... › British Columbia › Comox

Filberg Festival | BC's Guide to Arts + Culture

Filberg Festival features a curated selection of over 100 talented artisans and makers of fine art in a variety of media ranging from metalwork, pottery, toys, ...



Comox Valley Record

<https://www.comoxvalleyrecord.com> › marketplace › y...

The 41st Filberg Festival

The 41st annual Filberg Festival takes place Aug. 1-3 and it's shaping up to be one of the most exciting celebrations yet. Held at the scenic Filberg Heritage ...



CFAX 1070

<https://www.cfax1070.com> › events › filberg-festival

Filberg Festival

The Filberg Festival is set to take over Filberg Park this Summer during the August Long Weekend from Friday, August 1st to Sunday, August 3rd.



SPONSOR HIGHLIGHTS



FESTIVAL HIGHLIGHTS



FESTIVAL HIGHLIGHTS



TALENT OVERVIEW

Filberg Festival 2025 featured a diverse mix of talent that kept audiences dancing, singing, and celebrating all weekend long

Donovan Woods, Great Lake Swimmers, Locarno, Steph Strings, Jay Malinowski, The Broadfork Duo, Desmond Day, Waters, Amy Muloin & The Alley Flowers, Pony Gold, Dana Sipos, Leeroy Stagger, Andrea Rose, Railroad Tye, Kye Goski, Hey Honey, Malakai, Tyger Jackson, Jacob Leger, Nostic, Sol Aravena, Luna Land, Trophy Dad, Electric Timber Company, The Harpoonist, Spencer Hiemstra, Talel McBriar, Niloo, Backyard Boulevard, Ghostly Hounds, Big Little Lions, The Ranters, Rockcod, Sofia Leónne and Friends, Awakeneers, Caraluna, Paul Gellman, Choir Workshop with Joline Baylis, Richard Garvey W/ Bee Balm & Laura Sunburst, and Jimi.



TALENT HIGHLIGHTS



FILBERG FESTIVAL HIGHLIGHT VIDEO



THANK YOU

LINDA TREVOR
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LAUREN COBURN
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ADAM VICKERS
Sales & Development Manager
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