

STAKEFEST

SKI & SNOWBOARD FESTIVAL

NOVEMBER 28-29, 2025

CELEBRATING VANCOUVER ISLAND'S
SKI & SNOWBOARD CULTURE

RAILJAM | VENDORS | APRÉSPARTIES
MOVIESCREENINGS | PRIZES | MUSIC&MORE

DOWNTOWN COURTENAY



Stokefest is an annual festival that offers a unique opportunity for our ski and snowboard community to come together, stoke the fire, and celebrate Mother Nature's return of winter.

Over two days in the heart of the Comox Valley, we'll celebrate our epic colossal of artists, innovators, athletes, and cleverly homeless—the travel-savvy tree-huggers, trend-setters, and trend-bucking professional fun-havers.

Brought to you by ROAM Media Inc. (proud creators of the CV Collective and Strathcona Collective magazines), and in collaboration with our local Comox Valley community and YOU, we will come together, get stoked, and celebrate Mother Nature's return of winter.

SCHEDULE

FRIDAY, NOVEMBER 28

7:00PM Warren Miller Sno-ciety
at Sid Williams Theatre

9:00PM After Movie Social
at Gladstone Brewing

***** SCHEDULE SUBJECT TO CHANGE,
INCLUDING ADDITIONS FOLLOW OUR
WEBSITE FOR THE MOST UP TO DATE
SCHEDULE AS THINGS ARE ADDED**

SATURDAY, NOVEMBER 29

BLUE TOQUE SKI SALE

3PM - 7PM RAIL JAM

11-2 SET-UP
2-3 WARM-UP
3-7 RAIL JAM

8pm MATCHSTICK AFTER THE SNOWFALL
at Gladstone Brewing

9:30 RETRO DANCE PARTY - 90'S THEME
at Gladstone Brewing

SATURDAY, NOVEMBER 29

STATE OF THE SNOWPACK (TIMES TBD)
at Gladstone Brewing

GOALS

REUNITE THE VANCOUVER ISLAND SKI COMMUNITY FOR WINTER

Closer connections all winter. More adventure and time outdoors with friends and family.

FOSTER UNITY AMONG COMOX VALLEY BUSINESS NETWORK

Create visibility for businesses within the Comox Valley and afar who share similar users and demographics.

INSPIRE SKI AND SNOWBOARDING ENTHUSIASTS, YOUNG AND OLD

Hear from industry experts on their experience of why this community is so special.



AUDIENCE

VANCOUVER ISLAND'S SKI COMMUNITY

UPPER-MIDDLE-INCOME
YOUNGER AND MIDDLE-AGED SUBURBAN
SPORTY FAMILIES

These households frequent a wide range of cultural activities in their small suburbs, from theatre performances, to rock and country music concerts. Regular exercise and sport is important within this segment, and not just for the kids.

See more:

https://downloads.esri.com/esri_content_doc/dbl/int/canada_prizm/25.pdf



CAMPBELL RIVER
COMOX VALLEY
NANAIMO
GREATER VICTORIA
OTHER

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP PACKAGES



TITLE SPONSOR

We have room for just one Top Sponsor.

"Presented by" Event Title

\$3,000



LOCAL LEGENDS

Take ownership of specific events or zones within the festival.

i.e. RailJam, after party, movies, volunteers

\$1,500



MVPs

We couldn't do it without you.

Can be substituted for trade/prizing material.

\$500

SPONSORSHIP PACKAGE BENEFITS

	TOP SPONSOR	LOCAL LEGENDS	MVPs
“PRESENTED BY” EVENT TITLE	✓	X	X
PRE-ROLL MOVIE AD (VIDEO)	✓	X	X
TITLE TO CERTAIN FESTIVITIES	✓	✓	X
EXHIBITION BOOTH	✓	✓	X
COMPLIMENTARY TICKETS	✓	✓	X
PRIZING MC SHOUT-OUT	✓	✓	✓
LOGO ON EVENT WEB PAGE	✓	✓	✓
LOGO ON MARKETING MATERIAL	✓	✓	✓
VIP ZONE ACCESS	✓	✓	✓



All of our sponsors will receive highly visible presence in the Vancouver Island sporting community as they reunite and celebrate their shared sense of love and belonging.

Be a part of the energy. The celebration. The stoke.

- Benefit from a sponsor's advertising and publicity coverage.
- Tap into the newfound appreciation for local and mission-driven businesses.
- Be part of an event that promotes a positive and healthy brand message.
- Reach a wider demographic to increase brand exposure.
- Speak to consumers and get to know what's trending.

GET IN TOUCH

Reach out to Jenn or Haeley of ROAM Media Inc. to find out more.

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ROAM MEDIA INC.

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ROAMMEDIA.CA

Proud creators and publishers
of the CV Collective and
Strathcona Collective magazines.

CV COLLECTIVE

Strathcona
COLLECTIVE

gilakas'la / čěčě haθeč,
The ROAM Media team is grateful to create,
play, and explore within the unceded territory of
the K'ómoks, consisting of the Pentlatch, leeksan
(eye-ick-sun), Sasitla (sa-seet-la), Xa'xe (ha-hey
and Sathloot (sath-loot) people.