



REC FEST
ADVENTURE DOCS & PHOTOGRAPHY

2026 PARTNER DECK

GRIT & GLORY. BEYOND THE LENS.

FILMBC

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CONTENTS

EXECUTIVE SUMMARY ... 3

A PLATFORM FOR PURPOSE: IMPACT BY DESIGN ... 4

FORMAT & SCHEDULE ... 5

MARKETING AND SPONSOR STRATEGY ... 6

PRESENTING SPONSOR ... 7

PARTNERSHIP OPPORTUNITIES ... 8-9

PRODUCED BY ... 10

CONTACT ... 11

EXECUTIVE SUMMARY

RecFest, nestled in the heart of British Columbia, a global hub for recreation, is poised to become a premier niche festival celebrating the intersection of recreational sports, adventure, and world-class documentary storytelling. Born from the award-winning pedigree of the DaVinci International Film Festival (DIFF), RecFest brings a proven cinematic model to the global outdoor capital: Vancouver/Whistler, British Columbia.

We don't just screen films; we curate an ecosystem where the adrenaline of the trail meets the artistry of the lens.

The Strategic Advantage

RecFest is intentionally programmed during Whistler's peak adventure season. By anchoring our event in the same month as major international draws like Crankworx®, we amplify the regional energy and provide a sophisticated cultural "hub" for the tens of thousands of enthusiasts already on the ground. We aren't just an alternative; we are the heartbeat and the creative soul of the mountain.

Market Opportunity

- **The Hub:** Vancouver/Whistler is a globally recognized epicenter for outdoor culture, offering an unmatched captive audience.
- **The Audience:** We target a high-value demographic of documentary filmmakers, adventure athletes, and creative professionals who crave deeper narrative engagement.
- **The Demand:** While existing events focus on the "action," RecFest fulfills the hunger for the "story," creating a 360-degree experience for the adventure community.

Competitive Edge: The "Community First" Model

Unlike traditional film festivals that exist behind closed doors, RecFest is an immersive experience.

- **Proven Pedigree:** Leveraging the DIFF framework ensures high-caliber curation and industry prestige. (See pg. 10)
- **Organic Integration:** Our programming is designed to flow seamlessly with the local lifestyle—integrating networking, photography, and live outdoor events.
- **Value Proposition:** We offer brands and filmmakers direct access to a concentrated, passionate, and active demographic that is already "in-mode" for adventure.

A PLATFORM FOR PURPOSE

THE RECFEST LEGACY: IMPACT BY DESIGN

RecFest is more than a stage for world-class storytelling; it is a platform built on the 'Community First' model. As an extension of the DaVinci legacy, we recognize that a premier cinematic event carries a responsibility to the land and the people that host it. Our commitment to impact is rooted in intentionality: we are currently vetting local partners to ensure our contributions address the most pressing needs in our community.

Whether through direct proceeds, awareness-driven programming, or collaborative activations, RecFest is dedicated to a circular model of success—ensuring that the energy generated on screen and at our event translates into a meaningful, lasting legacy for British Columbia.

Inquire: charity@recfest.ca

In Association with



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FORMAT & SCHEDULE

JULY 2026 - WHISTLER, B.C., CANADA

RecFest kicks off with an early Will Call for filmmakers and guests to grab their credentials, followed by a lively networking social opening night to break the ice.

ADVENTURE AWAITS:

- **Rise and Grind:** An invigorating pre-dawn coffee fuels a *RecFest* hike with two options: a challenging timed "Scramble" for competitors and a scenic, casual hike for anyone else who'd like to join.
- **Bib race Option:** *RecFest* will explore proper permitting to make this morning scramble a race with awards.
- **Back to Basecamp:** After conquering the trails, guests have time to freshen up before our networking "*RecFest Breakfast*", which precedes a thrilling afternoon of in-competition film screenings.

LIGHTS, CAMERA, ACTION!

- **Festival Spotlight:** An afternoon of captivating documentaries and panel events.
- **Engaging Dialogue:** Following the screenings, filmmakers take center stage for an insightful Q&A session, fostering deeper connections with the audience.
- **Awards & Recognition:** The day concludes with an awards ceremony celebrating the festival's *Best of Fest* in short documentary, photography, and medal for our morning scramble winner. *Best of Fest* short documentary will go on as an "Official Selection" at DIFF in Los Angeles in September.

PARTY INTO THE NIGHT:

- **After Party Celebration:** As the embers glow, *RecFest*'s bonfire after party ignites. Mingle, build new relationships, and celebrate a new film and adventure family, under the starlit sky with live music.

MARKETING AND SPONSOR STRATEGY

The Strategy: Capturing Regional Momentum

RecFest is strategically anchored in Whistler during the year's highest-traffic month for outdoor sports. By aligning with the peak of the region's adventure calendar, we provide sponsors with immediate access to a pre-qualified, high-density audience already "in-mode" for adventure and storytelling.

Target Demographics: A Premium Niche

- **The Creators & Athletes:** A curated mix of documentary filmmakers, outdoor professionals, and adventure enthusiasts.
- **The Industry:** Strategic visibility among British Columbia's elite stunt, film production, and outdoor equipment sectors.

Marketing & Brand Integration

- **Strategic Visibility:** Multi-channel promotion through Whistler/BC Tourism networks and the global DaVinci International Film Festival (DIFF) platform.
- **Contextual Activation:** Moving beyond logo placement to weave brand stories into the live festival atmosphere and documentary screenings.

Brand Alignment

We are seeking partners in Technical Apparel, Action Tech, and Wellness who define the active lifestyle. RecFest offers the rare opportunity to connect with local and international customers at the intersection of the trail and the lens.

PRESENTING SPONSOR

LIMIT ONE - \$50K

Our Title position is a single year rotation (multi-year option) as a co-branded partner for the festival in all collateral and promotional content including but not limited to digital, print, radio, and TV spots. The Presenting sponsor will have prime logo visibility along side the *RecFest* brand on our Official websites and in print. In addition, the title sponsorship includes the package below:

- Year-round title sponsor logo placement on all collateral and dedicated Sponsor page with click-through
- Logo featured on festival Step-and-Repeat (media) banners
- Company name & logo on DIFF programs, press releases, publications, websites, newsletter, and email blasts
- Live link on all electronic communications
- Logo placement on Official website and preroll for each screening
- Logo placement on Official Online festival homepage banner
- Logo on Festival Badge Credentials
- Onsite product/service activation
- Commercial for festival preroll
- Ten (10) All-Access, VIP passes for screenings, parties, and events
- Program inclusion (Full Page Color Ad)
- Panel and Jury participation (Optional)
- Gift bag inclusion
- Dedicated on screen and venue footprint marketing booth/table
- Acknowledgement at After Party
- Dedicated social media promotions and partnership announcement
- Dedicated email blast to database
- Best of Fest Award presenter (Optional)
- ★ • Multi-year opportunity for price break
- Los Angeles DIFF/Flagship festival activation



PRESENTED BY YOUR COMPANY



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PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL - 35K

- ★ Year-round Platinum-level logo placement on dedicated Sponsor page with click-through
- ★ Logo on Step-n-Repeat banner(s)
- ★ Company name & logo on program, press releases, publications, websites (including online festival), newsletter, and email blasts
- ★ Live link on all electronic communications
- ★ :15 Commercial in festival preroll
- ★ Logo in festival preroll
- ★ Logo placement on homepage banner
- ★ Full Page Program Ad
- ★ Logo on Festival Badge
- ★ Gift bag inclusion
- ★ Dedicated marketing booth at venue
- ★ Acknowledgement at After Party
- ★ Three (3) social media posts
- ★ Dedicated email blast to DIFF database
- ★ Six (6) comp All-Access badges to festival

- ★ Email blasting with co-branding
- ★ RecFest Panel Event sponsorship
- ★ Award Ceremony
- ★ After Party
- ★ Full page color ad in event program
- ★ Rotating or static Ad on website(s)
- ★ Badge Insert: Logo Credentials
- ★ Step-n-Repeat logo
- ★ Co-branded Award plaques
- ★ Dedicated Social Media blasts
- ★ Product placement in swag bags
- ★ Pre-roll commercial or static ad

ALACARTE

GOLD LEVEL - 25K

- ★ Year-round Gold-level logo placement on dedicated Sponsor page with click-through
- ★ Company name & logo in program, press releases, publications, websites (including online film festival), newsletter, and email blasts
- ★ Logo on festival vertical banners
- ★ Live link on all electronic communications
- ★ Logo in festival preroll
- ★ 1/2 Page Program Ad
- ★ Logo on Festival Badge
- ★ Gift bag inclusion
- ★ Dedicated marketing booth at venue
- ★ Acknowledgment at After Party
- ★ Inclusion in email blast to DIFF database
- ★ Four (4) comp All-Access badges to festival

BRONZE LEVEL - 10K

- ★ Year-round Bronze-level logo placement on dedicated Sponsor page with click-through
- ★ Digital Program ad space
- ★ Co-branded social media post prior to event
- ★ Two (2) comp All-Access badges to festival

SILVER LEVEL - 15K

- ★ Year-round Silver-level logo placement on dedicated Sponsor page with click-through
- ★ Logo on festival preroll
- ★ Logo on festival vertical banners
- ★ Logo inclusion in newsletter
- ★ 1/3 Page Program Ad
- ★ Acknowledgment at After Party
- ★ Sponsor announcement on social media
- ★ Two (2) comp All-Access badges to festival

SUPPORTING - 5K / IN-KIND

- ★ Year-round Supporting logo placement on dedicated Sponsor page with click-through
- ★ Special Thanks in printed Program
- ★ One (1) complimentary badge to festival

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INQUIRIES
partners@recfest.ca
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PRODUCED BY



From the Creators of the award-winning DaVinci International Film Festival
A Top Best Reviewed Festival out of 14,000 worldwide!

DaVinci International Film Festival (DIFF), the flagship event of the DaVinci Film Society (a 501(c)3 nonprofit), is an established powerhouse in global event production. DIFF's extensive track record includes highly successful global events in Los Angeles and Cannes France. The organization's strategy is guided by visionary Founder and Executive Director Chadwick Pelletier, a US-CAD dual citizen who brings over 30 years of expertise in building and developing brands for Fortune 500 companies. This corporate acumen is complemented by an elite leadership team that includes the co-founder of the Sundance Film Festival, multiple Emmy and BAFTA-winning producers, and an award-winning live event production company, all of whom leverage their global networks and industry expertise to guarantee the success and scale of RecFest. Learn more at davincifilmfestival.com



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INQUIRIES

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