



## 2023 Sponsorship Opportunities

- Ribfest is a unique 3-day family-friendly summer Community Festival
- 5 award-winning Rib Trucks will travel to the Valley for this Festival
- The Festival will also showcase local food trucks to offer an alternative menu options for visitors to the Festival
- Ribfest 2022 attracted 10,000 visitors over the 3-day Festival
- An expanded promotion and advertizing campaign employing traditional and social media will result in more than 12,000 visitors to Ribfest 2023
- Ribfest Stage showcases a broad and exciting array of local entertainers
- CVRD recognizes Strathcona Sunrise Ribfest as the 'greenest' festival in the Comox Valley
- Ribfest is 'bike friendly' and will offer a 'bike check' service

## **Premier Stage & Entertainment Partner (open) - \$7500**

The Stage is the entertainment centerpiece for the Festival. The music and entertainment line-up includes some 15 local entertainers and bands.

Our Premier Stage sponsor will receive:

- Exclusive signage & promotional material on & around stage
- Every Emcee announcement begins with name recognition & thanks
  - This could reach 20 mentions over the 3-day show
- Recognized at Festival opening ceremony
- Rotary Club will promote Festival music lineup and will recognize Premier Stage sponsor in print and radio spots
- Every social media post for Festival music lineup will mention Premier Stage sponsor
- 10 vouchers for ½ rack of ribs
- Principal will announce judges' results for best Rib Truck
- Principal and President of Rotary Club will present trophies

## **Green Festival Eco-Partner Sponsor - \$3,000 (FILLED)**

CVRD recognizes Strathcona Sunrise Ribfest as the 'greenest' festival in the Comox Valley

- Signage naming Eco-Partner – delivering the 'greenest' festival in the Valley
- Recognized at Festival opening ceremony
- Rotary Club will promote 'greenest' festival and name Eco-partner in print and radio advertizing
- Every social media post promoting 'greenest' Festival will name Eco-partner
- 5 vouchers for ½ rack of ribs
- Minimum of 2 emcee announcements per day will promote the 'greenest' Festival in the Valley thanks to Eco-partner
- Exclusive opportunity to 'brand' the recycling and composting collection site
- Exclusive signage and promotion in support of creating the 'greenest' Festival in the Valley

**Brewery Sponsor (open) - \$5,000**

This is the most active site for the entire Festival, matched only if we add all 5 Rib Trucks as one element. The 2 Beverage Ticket Sales locations and the large Beverage Tent are prime locations for our Brewery Sponsor.

- Our Brewery Partner would have exclusive signage and branding opportunity in, around and on the Beverage Tent.
- Brewery Partner can create a 'look, 'smell' and feel' of the brewery
- Brewery Partner may present a QR code for all customers – who would then be encouraged to visit the actual brewery to receive a Ribfest bonus gift (eg. Growler at a deep discount price – resulting in a new customer for the brewery)

**Bike Check Sponsor (open) - \$3,000**

For the first time – and to respond to requests from last year – 2023 Ribfest will feature a secure bike check service for visitors to Ribfest.

The bike check will be sited in a prime location – at the main Festival entrance.

- Our Bike Check partner will have exclusive rights to signing and branding at and around the Bike Check
- Rotary Club will promote the Bike Check and our partner in radio, print advertisements and on social media
- Our Bike Check partner may offer a Festival draw for a bike or e-bike (and will have sole access to names/emails garnered through the draw)

Notes: if we were to get a car dealer as premier sponsor – they could display a couple of vehicles on site.

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**To become a RIBFEST 2023 Sponsors contact us via email at:**

[info@comoxvalleyribfest.ca](mailto:info@comoxvalleyribfest.ca)