



2024 Sponsorship Opportunities

23 - 25 August 2024 - Cumberland Village Park

www.comoxvalleyribfest.ca

- Ribfest is a unique 3-day family-friendly summer community festival.
- 5 award-winning Rib Trucks will travel to the Comox Valley for Ribfest.
- The Festival will also showcase local food trucks to offer alternative menu options for visitors to the Festival.
- Ribfest 2023 attracted more than 12,000 visitors over the 3-day Festival.
- An expanded promotion and advertising campaign employing traditional and social media will result in more than 15,000 visitors to Ribfest 2024.
- 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.
- Proceeds from this event go towards local initiatives therefore benefiting our community.

Premier Stage & Entertainment Partner (open) - \$10,000 (Open)

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 MC 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 - \$3,500 (Open)

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 advertising.
- 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 Comox Valley.

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

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 opportunities 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) - \$3,500 (Open)

Like last year, our 2024 event 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.

To become a RIBFEST 2024 Sponsor contact us via email at:

info@comoxvalleyribfest.ca