



Comox Valley Rotary RibFest Sponsorship Prospectus

The purpose of this Sponsorship Package is to provide your business with a clear, high-impact opportunity to partner with the Comox Valley Rotary RibFest, one of Vancouver Island's most anticipated community events. Our goal is to demonstrate the strong marketing value, brand visibility, and community goodwill your organization will gain through sponsorship.

By supporting RibFest, your business will:

- Reach more than 12,000 enthusiastic attendees over three days
- Strengthen brand recognition through extensive digital, on-site, and media exposure
- Align with Rotary's trusted reputation for community service and local impact
- Showcase your commitment to supporting families, local culture, and charitable initiatives

This package outlines how RibFest sponsorship not only elevates your brand but also contributes directly to building a stronger, more vibrant Comox Valley.

Event Overview

The Comox Valley Rotary RibFest is an annual, family-friendly event that brings together food lovers, local residents, and tourists in the beautiful Comox Valley to enjoy the best BBQ ribs, live entertainment, and community activities. Organized by the Strathcona Sunrise Rotary Club and Rotary Club of Comox Valley, all proceeds go to local charitable causes and Rotary-supported projects.

Mission and Values

- Promote community engagement
- Support local businesses and artisans
- Raise funds for charitable endeavors
- Provide a fun, memorable event for all attendees

Rotary RibFest is also the greenest fair in the Comox Valley. Working in partnership with the Comox Valley Regional District (CVRD), RibFest diverts hundreds of litres of waste to compost and recycles more material than any other local event, ensuring that as much waste as possible stays out of the landfill.

History and Growth

The RibFest tradition began in Illinois in 1988, expanding into Ontario in 1996 where it continued to grow in popularity. RibFest migrated west, arriving in the Comox Valley in 2013 where it is a fully Canadian-operated event delivered by local Rotary clubs and community volunteers.

Originally held in September, the Comox Valley Rotary RibFest drew about 8,000 attendees but often faced unpredictable weather. The event moved to August and relocated to Village Park in Cumberland, offering a larger, more accessible venue with strong community flow. These changes, combined with growing word-of-mouth, sparked steady expansion.

Now attracting more than 12,000 attendees annually including families, locals, tourists, and food enthusiasts from across Vancouver Island and beyond, RibFest has grown from its Midwest roots into a signature Cumberland event. For sponsors, this evolution highlights a proven record of growth, community impact, and increasing regional visibility.

Contact information

You can reach our Sponsorship Team via:

info@comoxvalleyribfest.ca

Demographics of RibFest Attendees

Location

Visitors primarily come from the Comox Valley, with significant attendance from Victoria, Nanaimo, Campbell River, and mainland BC.

Age Range

RibFest is family-friendly, drawing attendees of all ages. The largest demographic is ages 25–55, including professionals, young families, and retirees.

Income Level

The average household income in the Comox Valley is above the provincial average. Many attendees have strong purchasing power, including professionals, retirees, and tourists.

Interests

BBQ lovers, foodies, outdoor recreation, arts and crafts, live entertainment, and community events.

Community Impact

Many attendees return each year, attracted by the community-focused nature of Rotary and the event's charitable mission.

Event Details

Date and Duration

RibFest is typically held the second-to-last weekend in August, running Friday through Sunday. The dates for 2026 are August 21 to 23.

Venue

Hosted in Cumberland, a scenic and accessible village with ample parking, amenities, and proximity to surrounding communities.

Attractions

- BBQ Rib Competitions featuring top vendors from across Canada
- Live music and entertainment
- Local artisans and vendors
- Charitable games, auctions, and community outreach

Exposure Opportunities

Sponsors receive exposure through on-site branding, media coverage, digital marketing, and printed/digital event programs.

Sponsorship Levels and Benefits

Presenting Sponsor – \$15,000 (Max 3)

- Exclusive branding as main sponsor on all promotional materials
- Premium on-site banner placement and large display area
- Featured on the RibFest website, social media campaigns
- Opportunity to speak at the event and recognition at opening ceremony
- RibBucks

Beverage Tent Sponsor – \$5,000

- Beverage Tent named for sponsor
- Option to present QR code directing visitors to sponsor business
- Exclusive signage around Beverage Tent
- Recognition at opening ceremony
- Listed as Sponsor on RibFest 2026 website
- RibBucks

Stage and Entertainment Sponsor – \$7,500

- Entertainment Stage named after sponsor
- Exclusive stage signage and promotional displays (provided by sponsor)
- All emcee announcements begin with recognition (approx. 20 mentions)
- Recognition at opening ceremony
- Inclusion in Rotary print and radio promotions
- Listed as Sponsor on RibFest 2026 website
- RibBucks

Green RibFest Eco-Partner – \$3,000

- Signage and/or promotional material at green event stations (provided by sponsor)
- Recognition at opening ceremony
- Named in print, radio, and social media promoting 'greenest' RibFest
- Minimum of 2 daily emcee announcements
- Listed as Sponsor on RibFest 2026 website
- RibBucks

Artisan Alley Sponsor – \$2,500

- Signage at entrance of Artisan Alley (provided by sponsor)
- Recognition at opening ceremony
- All Artisan Alley social posts will name the sponsor
- Minimum of 2 daily emcee announcements
- Exclusive support for 'buy local' messaging
- Listed as Sponsor on RibFest 2026 website
- RibBucks

Kids' Zone Sponsor – \$3,000

- Sponsor signage at Kids' Zone (provided by sponsor)
- All emcee announcements include sponsor recognition
- Recognition at opening ceremony
- Listed as Sponsor on RibFest 2026 website
- RibBucks

Bike Check Sponsor – \$2,500

- Exclusive signage at the Bike Check station (provided by sponsor)
- Inclusion in radio, print, and social media promotions
- Bike Check staffed by volunteers throughout the weekend
- Listed as Sponsor on RibFest 2026 website
- RibBucks

In-Kind Sponsors

- Local businesses may contribute goods or services
- Sponsors receive promotional benefits as agreed

Gold Sponsor - \$5,000

- Visible on-site signage (provided by sponsor)
- Tent space available for Gold Sponsors
- Acknowledgment online and on social media
- Recognition at opening ceremony
- Named in print, radio, and social media
- Minimum of 2 daily emcee announcements
- Listed as Sponsor on RibFest 2026 website
- Promotional benefits, such as RibBucks

Silver Sponsor – \$2,500

- Visible on-site signage (provided by sponsor)
- Acknowledgment online and on social media
- Named in print, radio, and social media
- Promotional benefits, such as RibBucks

Bronze Sponsor – \$750 - \$1,000

- Acknowledgment on RibFest website and social media
- Promotional benefits, such as RibBucks

Event Supporters – under \$750

- Supporters contributing smaller donations or in-kind items are recognized as community partners

Banners – \$250

- 10–12 banner spots available
- Sponsor provides 4'×8' banner, which will be displayed prominently

Marketing and Exposure

Pre-Event Marketing

- Email blasts to RibFest subscriber list
- Press releases to local media
- Event promoted through community calendars and tourism channels

Event-Day Exposure

- Sponsor banners and flags displayed prominently

Post-Event Marketing

- Social media recap tagging sponsors
- Post-event report detailing impact and charitable outcomes

Call to Action

Partnering with the Comox Valley Rotary RibFest gives your business a powerful opportunity to connect with thousands of engaged attendees, demonstrate leadership in community support, and align your brand with one of Vancouver Island's most visible and well-loved charitable events. Your sponsorship directly contributes to local Rotary initiatives that strengthen families, youth programs, and community services across the Comox Valley.

We invite your organization to join us as a valued sponsor. To get involved, please contact the Comox Valley RibFest Sponsorship Committee for sponsorship applications, deadlines, and available partnership opportunities. Together, we can make a lasting community impact while showcasing your business to a highly receptive audience.

Contact information

You can reach our Sponsorship Team via - info@comoxvalleyribfest.ca