

100% OF PROCEEDS
GO TO CHARITY

Rotary



RibFest

LANGLEY

AUGUST 18-20, 2023

McLeod Athletic Park in Langley once again becomes one of the most anticipated and biggest outdoor events in the lower mainland!

2022 had an estimated 37,000 people over three days in our contained event area. We expect to be bigger this year.

Don't miss this opportunity for your company!

**DELICIOUS RIBS
LIVE ENTERTAINMENT**

KID ZONE

AND MUCH MORE!

FAMILY FRIENDLY EVENT



BE A STRATEGIC PARTNER AND SPONSOR

Community spirited organizations are invited to partner with us as sponsors. Sponsors are the backbone of Ribfest. Without you, none of this would be possible! Each contribution is unique, ranging from cash to needed goods and services. We customize our sponsorship levels to fit your business needs and commitment. We recognize that each incentive holds different value for each Sponsor. Sponsorships are offered as marketing opportunities.

Sponsorships may include on-site Reserved Parking Spots • Complimentary Half-Rib Dinners • Loan us your employees for a day • Thank you ads • Continuing Social Media exposure through to September 2023.

BE PART OF THE IMPACT

More than 37,000 guests are expected over three days, and will spend an average of three hours at the enclosed area event.

The last Ribfest, in 2022, had an estimated 37,000 guests, and this year's will be bigger and better!

37,000 Guests • 300 Volunteers • 140 Langley Rotarians



AUGUST 18, 19, 20 2023

MCLEOD ATHLETIC PARK

216 St. and 56 Ave. Langley



A RACK OF REASONS TO BE A STRATEGIC PARTNER AND SPONSOR WITH LANGLEY RIBFEST

Ribfest reason #1: Targeted Marketing & Potential Sales Opportunities

With over 37,000 people attending in a contained area, the Ribfest Langley event brings in families, business owners, entrepreneurs, and community leaders throughout the weekend. This is a big opportunity to put your company's name and marketing messages in front of your perfect audience, and connect with them personally at the event.

Ribfest reason #2: Create and Expand your Business Credibility

It can be a challenge to promote your business outside the community or your current customer/client base, market or industry. A partnership with this event and Rotary will provide a diverse and large audience to showcase your business and products to and provide you multiple opportunities for people to be connected to your brand.

Ribfest reason #3: Media, Social Media and Blog Exposure

Your partnership with Ribfest Langley will be supported with extensive exposure through social media, videos, and livestreams promoted through social media, traditional print, radio, and TV. The social network and reach of this event, our partners, and Rotary clubs is more than impressive.

Ribfest reason #4: Brand Awareness and Recognition

There are many ways we can showcase your company. Thanks to the internet and social media, Name and Logo placement and acknowledgement leading up to, during and post event promotion will help increase your brand awareness throughout the community and beyond.

Ribfest reason #5: Community Engagement, Giving Back and Making a Difference

Partnering with us will demonstrate your support for the community and the worthwhile organizations and causes that Rotary supports locally and internationally. This event provides opportunities for you to engage your staff, volunteers, and customer base in team building and culture building.



3-Day Event Exposure

Logo/Brand recognition on main stage event screen • Custom park branding - signage in custom locations at event • Live on-stage mentions • Corporate representation on volunteer shirts • Wrist band logo • Professional photographs and video of sponsorship activity • Unique marketing opportunities such as integrated contests and live event promotions via social media • VIP tickets • Preferred supplier status • Inclusion in press releases and event programs • Press opportunities • Recognition on the event website and event Facebook page • Recognition on the 4 Rotary Club websites and social media pages • We will provide you with prewritten social media posts that you can share/tweet/post highlighting your support of this event to your audiences • Mention of your sponsorship in our press releases.

THE LEGACY: WHERE DOES THE MONEY GO?

Rotary is a volunteer organization built on the value of Service Above Self. We put 100% of the proceeds back into our projects, with no administration costs, because Rotary is 100% volunteer! That's the Rotary way! The impact is through our service projects:

Local Community • Starfish program weekend food for kids • Community gardens • Derek Doubleday arboretum • BC First Nation communities library centres • Langley Lodge infrastructure • Langley Memorial Hospital medical equipment • Salvation Army Gateway of Hope programs • Big Brothers / Big Sisters programs support • Boys and Girls Club programs support • Elementary schools summer rec & reading • SASSY awards youth leadership recognition • Local students scholarships • Encompass Support Services Society youth hub, Langley's new hospice, Foundry Langley, and many more...

International Community • Polio eradication partnership with Gates Foundation • Rwanda libraries • Nepal water systems, latrines, and smokeless stoves • Rotary World Help medical equipment to developing nations • Mexico maternal health clinic • Honduras water filters • Wheelchairs to central America • Rural Kenya medical clinics • Rwanda Days for Girls – feminine hygiene products and many more...

AND THIS IS WHAT WE NEED FROM YOU!

Cash is King – we need cash to pay for the many event costs and facilities

We value both cash and in-kind sponsorships, or a combination of cash, goods, and services. Provide or Sponsor needed goods and services such as: • Large event tents • KidZone and Attractions (climbing wall, face painting, inflatables) • Social media specialists • Print, radio, and TV partners • Food and beverage supply • Sign and banner printing • Portable toilets • Fencing • Handwash stations • Tables and chairs • Garbage

AUGUST 18, 19, 20 2023

MCLEOD ATHLETIC PARK

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bins and service • Recycle stations • ATM stations • Safety and lost-parent tent • Volunteer – t-shirts, tent, refreshments, food • Office/security trailer • Utilities – electrical, water, grey water • Security and radios • Policing • Main stage – sound and light systems, stage management • Entertainment acts – stage and roaming

THE TIMELINES

Want to be part of the action?

Make sure you don't miss opportunity for the marketing exposure you need!

April 30th - Maximum Value - if you are looking for maximum value for your sponsorship, getting in by April 30th ensures you secure all the perks and extras!

May 31st - Cut-off - Running a bit late but still want to make sure you get on traditional media?

The cut off is May 31st.

Promotional Materials

June 1st - Social Media Exposure – We start our social media campaign June 1st, so be sure to get us all your promotion materials before then!

June 15th – Posters and Print Media Exposure - Want to make sure your brand is on all the posters and other print media? June 15th is the deadline to remember.

July 15th – Wait, what about promotion at the event? No sweat, the deadline is July 15th for on-site materials.

CONTACT INFO

Jeff Morfitt - Ribfest Sponsorship Chairperson
604-329-9604 • jmorfitt@telus.net

Stew McIvor - Ribfest Sponsorship Vice Chairperson
604-828-4023 • arbutusdesign@shaw.ca





SPONSORSHIP RECOGNITION

P R E E V E N T	LEVEL OF SPONSORSHIP			TITLE	PLATINUM	GOLD	SILVER	BRONZE
	VALUE			\$30,000	\$25,000	\$20,000	\$15,000	\$10,000
	PROMINENCE			100%	70%	60%	40%	30%
	PLATFORM	RECOGNITION	EST. REACH					
	WEBSITE	HOMEPAGE	11,000	✓				
		SPONSOR PAGE	11,000	✓	✓	✓	✓	✓
	SOCIAL MEDIA	FACEBOOK	20K IMPRESSIONS/MONTH	1 mention/week for 5 weeks	1 mention/week for 4 weeks	1 mention/week for 3 weeks	1 mention/week for 2 weeks	1 mention/week for 1 week
		INSTAGRAM	1,000 IMPRESSIONS/MONTH	1 mention/week for 5 weeks	1 mention/week for 4 weeks	1 mention/week for 3 weeks	1 mention/week for 2 weeks	1 mention/week for 1 week
	EMAIL	ENEWSLETTER	2,500	✓	✓	✓	✓	✓
	TRADITIONAL MEDIA	RADIO	25,000	✓				
	COMMUNITY OUTREACH	11X14 COMMUNITY BULLETIN POSTERS	2,000	✓	✓	✓		
		POSTCARD	20,000	✓				
	COMMUNITY OUTREACH	COMMUNITY SIGNAGE	20,000	✓				

P O S T E V E N T	SOCIAL MEDIA	FACEBOOK	10,000	1 mention	Thank you to our Platinum Sponsors: Group post with mention of each sponsor.	Thank you to our Gold Sponsors: Group post with mention of each sponsor.	Thank you to our Silver Sponsors: Group post with mention of each sponsor.	Thank you to our Bronze Sponsors: Group post with mention of each sponsor.
		INSTAGRAM						

AUGUST 18, 19, 20 2023

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SPONSORSHIP RECOGNITION

EVENT
DAYS

LEVEL OF SPONSORSHIP			TITLE	PLATINUM	GOLD	SILVER	BRONZE
VALUE			\$30,000	\$25,000	\$20,000	\$15,000	\$10,000
PROMINENCE			100%	70%	60%	40%	30%
PLATFORM	RECOGNITION	EST. REACH					
SIGNAGE	FRONT ENTRANCE MESH BANNERS	60,000	✓				
	FREE STANDING TOWER MESH BANNER	60,000	✓	✓	✓		
	MAIN STAGE BANNER	60,000	✓	✓			
	FENCE BANNER (RIBFEST SUPPLY)		3	3	2	1	1
	FENCE BANNER (SPONSOR SUPPLY)		4	3	2	2	1
	ONSITE COMMUNITY TENT (SUPPLIED BY SPONSOR)	60,000	✓	✓	✓	✓	✓
	ONSITE LED SCREEN	60,000	✓ (Including video and aertisements)	✓ (logo)	✓ (logo)	✓ (logo)	✓ (logo)
ZONE SPONSORS	MAIN STAGE	60,000		Negotiable	Negotiable		
	KID ZONE	60,000		Negotiable	Negotiable		
	BEVERAGE AND FOOD SERVICES	60,000		Negotiable	Negotiable		
	VOLUNTEER ZONE	60,000		Negotiable	Negotiable	Negotiable	Negotiable
SOCIAL MEDIA	FACEBOOK	3,000	1 mention	Thank you to our Platinum Sponsors: Group post with mention of each sponsor.	Thank you to our Gold Sponsors: Group post with mention of each sponsor.	Thank you to our Silver Sponsors: Group post with mention of each sponsor.	Thank you to our Bronze Sponsors: Group post with mention of each sponsor.
	TWITTER	500	1 mention				
	INSTAGRAM	1,000	1 mention				

CUSTOMIZED RECOGNITION AND SPONSOR INTEGRATION

Ribfest provides unique opportunities for our strategic partners and sponsors to get recognized for their contributions beyond the usual logo positioning, thank you cards and shout-outs on social media. While these are all important ways of recognizing sponsorship, and providing our partners and sponsors with ROI, the Ribfest team likes to think outside the box and provide more customized recognition opportunities that include logo positioning, social media and public mentions, as well as:

Traditional Media exposure

Radio, TV, Print • Logo inclusion in press releases
Radio Sponsor Ads • Television

Ribfest Printed Materials

Event Posters • Event Postcards • Event Advertising, hospitality, and raffle posters

Social Media

Website, Facebook, Instagram • Pre-event logo featured on social media banners • Social Media Campaign mentions (Facebook, Instagram) in a 10 week campaign Logo and Website link on Sponsorship web page.



SPONSORSHIP OPTIONS FOR \$5,000 AND LESS

Looking for an opportunity to be a part of Ribfest on a smaller budget and put the Sponsor logo on your marketing material? We have many options that may suit your needs. We are also open to additional ways to involve your business so please reach out to discuss a customized option to achieve the results you desire.

- **Saturday Headline Entertainment Act Sponsor** - Amount \$5,000 (1 available)
Includes:
One full-size fence banner (9 -1/2 feet long X 2 -1/2 feet high) supplied by Sponsor
Logo/name listing on “Friends of Ribfest” signage (with \$5,000 level prominence)
Logo/name listing on Ribfest website Sponsor Page (with \$5,000 level prominence)
“Presented by ...” mention by event MC on stage before and after act.
“Presented by...” on large digital display before and after act.
- **Friday Headline Entertainment Act Sponsor** - Amount \$4,000 (1 available)
Same as above with \$4,000 level prominence.
- **Sunday Headline Entertainment Act Sponsor** - Amount \$3,000 (1 available)
Same as above with \$3,000 level prominence.

AUGUST 18, 19, 20 2023

MCLEOD ATHLETIC PARK

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- **Saturday Dinner-hour Entertainment Act Sponsor** - Amount \$3,000 (1 available)
Same as above with \$3,000 level prominence.
- **Dinner-hour Entertainment Act Sponsor** - Amount \$2,500 each (2 available - Friday or Sunday)
Same as above with \$2,500 level prominence.
- **Afternoon Entertainment Act Sponsor** - Amount \$1,500 each (7 available)
Logo/name listing on "Friends of Ribfest" signage (with \$1,500 level prominence)
"Presented by ..." mention by event MC on stage before and after act.
"Presented by..." on large digital display before and after act.
- **Ribfest Awards (Judged Rib Tasting) Sponsor** - Amount \$2,000 (1 available)
Includes:
One full-size fence banner (9 -1/2 feet long X 2 -1/2 feet high) supplied by Sponsor
Logo/name listing on "Friends of Ribfest" signage (with \$2,000 level prominence)
Logo/name listing on Ribfest website Sponsor Page (with \$2,000 level prominence)
"Presented by ..." mention by event MC on stage before and after Awards.
"Presented by..." on large digital display before and after Awards.
- **Friends of Ribfest Sponsor** - Amount \$1,000 each (unlimited)
Includes:
Logo/name listing on "Friends of Ribfest" signage (with \$1,000 level prominence)

Organization: _____

Contact Person: _____

Email: _____ Mobile: _____

Dollar Value of offered sponsorship: _____ Other Phone: _____

Submit to/Contact:

Jeff Morfitt

or

Stew McIvor

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