



## SPONSORSHIP PACKAGE

# WHAT'S RIBFEST?

- Three-day community festival of fantastic food and family fun, raising funds for local and international projects
  - Live music, Family Fun Zone, competing Ribbers, alternative food stalls, licensed Family beverage garden, VIP/Hospitality suite with reserved, served seating
  - \$80,000 raised in 2019. Main beneficiaries JoeAnna's House (\$40,000) Bridge Youth & Family Services Society (\$50,000)
  - Free entry
  - Run entirely by volunteers with strong support from City of Kelowna and Tourism Kelowna. Growing momentum with 30,000 attendees targeted in 2020
  - 5th Ribfest Kelowna, August 21 to 23 2020 in Kelowna City Park
  - 2020 main beneficiary will be The Bridge Youth Family Service Society . The majority of funds raised stay local
- Visit <https://ribfestkelowna.com/>



## WHAT ARE WE ASKING FOR?

- Pre-packaged sponsorship and naming deals are laid out in the table below
- Donation in kind
- Book hospitality tables as a "Thank you" to employees or customers
- Volunteer opportunity for staff, family and friends
- Ideas or expertise to help the event be more successful

## WHAT'S ROTARY?

- Global network 35,000 clubs with membership of 1.2m business, professional and community leaders <https://www.rotary.org/en>
  - Belief in a shared responsibility to take action on our world's most persistent issues
  - 4 Star rating from Charity Navigator (100 out of 100, with Admin Expenses 2.8% of revenue)
- <https://www.charitynavigator.org/index.cfm?bay=search.summary&orgid=4553>

## WHY BE A SPONSOR?

- Help people less fortunate than ourselves
- Targeted marketing & potential sales. 30,000 people in attendance over 3 days for an average of 3 hours.
- Visitors include families, business owners, entrepreneurs and community leaders
- Media and social media exposure promoting brand awareness and recognition
- Show you are part of the community – you live here too

Annual Attendance
<b>2017</b> <b>18,000</b>
<b>2018</b> <b>23,000</b>
<b>2019</b> <b>27,000</b>
<b>2020 (Projected)</b> <b>30,000</b>

**AUGUST 21-23, 2020 KELOWNA CITY PARK**



## Sponsorship Packages 2020

Sponsorship Level			Title sponsor	Gold	Silver	Bronze	Friend	
Value			\$20,000+	\$7,500+	\$5,000+	\$2,500+	\$500+	
Prominence			100%	70%	60%	40%		
Platform	Recognition	Est. Reach 2020*						
PRE EVENT	Website	Homepage	30,000 views	●				
		Sponsor page	30,000 views	●	●	●	●	●
	Social Media	Facebook	25,000 Impressions per month	1 mention per week for 4 weeks	1 mention per week for 3 weeks	1 mention per week for 2 weeks	1 mention per week for 1 week	
		Instagram	2,500 Impressions per month	1 mention per week for 4 weeks	1 mention per week for 3 weeks	1 mention per week for 2 weeks	1 mention per week for 1 week	
	Traditional media	Radio ads	2 radio stations 280 slots in month prior	●				
		TV ads	30 TV slots in month prior	●				
		Community Website	2.5m banner views	●				
		Print media	1/4 page ads 6 weeks prior	●				
	EVENT DAYS	Event co-branding		●				
		Exclusive zone naming rights		●	●			
Main stage banner			●					
Onstage recognition			●	●	●			
Fence signage and banner			●	●	●	●	●	
Social Media		Facebook	10,000 Impressions per day	1 mention	Thank you to our GOLD sponsors with each sponsor named	Thank you to our SILVER sponsors with each sponsor named	Thank you to our BRONZE sponsors with each sponsor named	Thank you to our FRIENDS with each sponsor named
	Instagram	2,500 Views per day						
POST EVENT	Social Media	Facebook	15,000 Impressions	1 mention	Thank you to our GOLD sponsors with each sponsor named	Thank you to our SILVER sponsors with each sponsor named	Thank you to our BRONZE sponsors with each sponsor named	Thank you to our FRIENDS with each sponsor named
		Instagram	2,500 views					

\* Paid marketing to be used for first time in 2020

### Naming opportunities

Main Stage	Corn stand	Hand wash zone	Clean up team
Family Fun Zone	Hot dog stand	Security services	Lost and found
Hospitality Suite	Animal Zone	Sound system	Napkins
Beverage Garden	Volunteer zone	Lighting system	Ribber Awards

## Contact Us Kelowna Ribfest 2020 Sponsorship Committee

Please email [rfponsors2020@gmail.com](mailto:rfponsors2020@gmail.com) for more details or to discuss sponsorship opportunities

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