

100% OF PROCEEDS
GO TO CHARITY

Rotary



RibFest

LANGLEY

AUGUST 16-18, 2024

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

2023 had an estimated 44,000 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 and we treat every Sponsor as a true Partner! Each contribution is unique, ranging from cash to needed goods and services. We customize our sponsorship levels to fit your business needs and commitments. We recognize that each incentive holds different value for each Sponsor and are offered as marketing opportunities, not donations.

From large to small businesses, we have an option for you to be involved, make a difference for your business and build community connections. Take the first step by reviewing this packet for the best option for you.

BE PART OF THE IMPACT

More than 45,000 guests are expected over three days, and will spend an average of three hours at the enclosed area event.

The last RibFest, in 2023, had an estimated 44,000 guests, and this year's will be bigger and better!

44,000 Guests • **400+** Volunteers • **140** Langley Rotarians



AUGUST 16, 17, 18 2024

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 Customers

With over 44,000 people attending in a contained area for three days, the RibFest Langley event brings in families, business owners, entrepreneurs, and community leaders throughout the weekend as an important annual tradition. 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 Reach

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 and provide you multiple opportunities for people to be connected to your company.

RibFest reason #3: 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 #4: Flexibility and Partnership

When you sponsor RibFest Langley you are treated as a true Partner of the event and our sponsorship and marketing teams will work with your company to deliver what you need. Whether it is exposure through our huge online reach, custom videos for your company, traditional media, booths and signs at the event, and more; we will work with you to make it happen.

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 community good will.



WHAT MAKES RIBFEST LANGLEY DIFFERENT?

RibFest Langley is hosted by the Rotary Clubs of Langley, volunteer organizations built on the value of “Service Above Self.” We put 100% of all proceeds back into local charities and local/international service projects with no administration costs.

Our Sponsors say it best!

“We are proud to expand our partnership with Langley RibFest as Title Sponsor. This event both helps to invest in our communities while providing a fantastic community event for all ages. We hope more organizations will join us in supporting this important local tradition and help make this event an even greater success.”

- Jack Nicholson, CEO of Otter Co-op (Title Sponsor)

“Partnering with The Rotary Clubs of Langley and participating as a sponsor at RibFest has been an invaluable opportunity for our business to engage deeply with the community. It has served as an exceptional platform for widespread brand exposure, reaching tens of thousands of attendees and significantly enhancing our visibility.” - **Zack Parker, Honey Mustard Media (Gold Sponsor)**

The not-so-little things:

- **Online Reach** - Our marketing campaign reach (not impressions) via social media and website exceeds 200,000 just through our own efforts. This does not include the many media partners and is an area we will be investing even more for 2024.
- **Custom Professional Videos** - For our Bronze Sponsors and above we include professional videos to talk about your company and support of RibFest that are used in social media and on the huge LED screen on the main stage during the event. We also professionally capture the event via photos and video that we can make available to you as requested.
- **Post Event Reporting** - We will provide you with a full RibFest Langley Final Report that includes financials as well as a Final Marketing Report so you can review our campaign and give feedback.

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. As this is a major event held outdoors, let us know what your business can provide and we will probably need it.

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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?

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 Director
604-329-9604 • jmorfitt@telus.net

Stew McIvor - RibFest Sponsorship Director
604-828-4023 • arbutusdesign@shaw.ca

OR

Just scan the QR code with your phone to submit a brief online form.





SPONSORSHIP RECOGNITION

PRE EVENT

LEVEL OF SPONSORSHIP			TITLE	PLATINUM	GOLD	SILVER	BRONZE
VALUE			\$40,000	\$25,000	\$20,000	\$15,000	\$10,000
PROMINENCE			100%	70%	60%	40%	30%
PLATFORM	RECOGNITION	EST. REACH					
WEBSITE	HOMEPAGE	60,000	✓				
	SPONSOR PAGE	15,000	✓	✓	✓	✓	✓
SOCIAL MEDIA	FACEBOOK	40K / 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	5,000/ 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
30 SECOND CUSTOM VIDEO	SOCIAL MEDIA	5,000	✓	✓	✓	✓	✓
TRADITIONAL MEDIA	NEWSPRINT AS AVAILABLE	25,000	✓				
COMMUNITY OUTREACH	11X14 COMMUNITY BULLETIN POSTERS	20,000	✓	✓	✓		
	POSTCARD	20,000	✓	✓			
	COMMUNITY SIGNAGE	30,000	✓				

POST EVENT	SOCIAL MEDIA	FACEBOOK					
		INSTAGRAM	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.

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SPONSORSHIP RECOGNITION

EVENT DAYS

LEVEL OF SPONSORSHIP			TITLE	PLATINUM	GOLD	SILVER	BRONZE
VALUE			\$40,000	\$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)	60,000	3	3	2	1	1
	FENCE BANNER (SPONSOR SUPPLY)	60,000	4	3	2	2	1
	ONSITE COMMUNITY TENT (SUPPLIED BY SPONSOR)	60,000	✓	✓	✓	✓	✓
	MAIN STAGE LED SCREEN	60,000	✓ (Custom Video)	✓ (Custom Video)	✓ (Custom Video)	✓ (Custom Video)	✓ (Custom Video)
	400+ VOLUNTEER T-SHIRTS	60,000	✓ (Logo)	✓ (Logo)	✓ (Logo)		
ZONE SPONSORS	KID ZONE	60,000		As available	As available		
	BENEFICIARY ZONE	60,000		As available	As available		
	BEVERAGE, FOOD SERVICES AND RIBBER ZONES	60,000		As available	As available		
	VOLUNTEER ZONE	60,000		As available	As available	As available	As available
SOCIAL MEDIA	FACEBOOK	5,000	1 mention	Thank you to our Platinum Sponsor	Thank you to our Gold Sponsor	Thank you to our Silver Sponsors: Group	Thank you to our Bronze Sponsors: Group
	INSTAGRAM	2,000	1 mention				
VIP PERKS	VIP PARKING, RIB DINNERS AND BEVERAGES		✓	✓	✓	✓	✓

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.

Individuals can also be Sponsors and will receive a charity donation receipt for your tax records!

Entertainment - Main Stage

Make the music happen by Sponsoring one of our incredible entertainment options below to suit your style.

- **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 RibFest

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) and on Entertainment Schedule Page.

“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.

- **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)

Same as above with \$1,500 level prominence.

- **RibFest Awards (Judged Rib Tasting) Sponsor -** Amount \$2,000 (1 available)

Same as above with \$2,000 level prominence.

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KidZone Rides and Attractions

The most popular part of RibFest for families. Sponsor one of the many options from rides, games, and attractions. These are all free to the public because of your support and the smiles are priceless.

Amount \$2,000-\$3,000 (5-10 available)

Includes:

One full-size fence banner (9 -1/2 feet long X 2 -1/2 feet high) supplied by RibFest

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) and on KidZone Page with the ride or attraction.



Friends of RibFest Sponsor

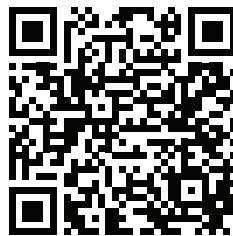
Amount \$1,000 each (unlimited)

Includes:

Logo/name listing on "Friends of RibFest" signage (with \$1,000 level prominence)

Logo/name listing on RibFest website Sponsor Page (with \$1,000 level prominence)

Join us for the fun and become a Sponsor and Partner of RibFest Langley! Use your phone camera on the QR code below to access the Sponsor Form. Thank you!



Contact:

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or

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