



# PARTNERSHIP OPPORTUNITIES

---



**Rotary**  
Oakville Trafalgar



**We are back to a fun-filled in-person event this year!  
Thank you for supporting our Drive-thru for the past two years.**

**July 28 to 30, 2023**

**Sheridan Trafalgar Road Campus, Oakville**



# A GREAT PARTNERSHIP FOR SUCCESS

Partnership opportunities for The Oakville Family Ribfest are designed to benefit your business, attract local audiences, and to maximize brand exposure with our media partners and onsite at the event. The warm, sunny weather attracts 35,000+ guests, generating a high volume of sponsor recognition on people movers, tents, event entrances, and on the stage. The VIP tent provides the optimal venue for sponsors to enjoy the event and to entertain guests and clients, with over 95% of sponsor VIP tickets redeemed. We are grateful that our sponsors support the event and enjoy it too!

## Marketing and Promotion

Feature advertising in Oakville, Halton, Hamilton and the western GTA ensures our sponsors are highlighted during the weeks leading up to the event. Advertisements are found in the printed and online versions of the Oakville Beaver, Burlington Post, Milton Canadian Champion, Hamilton Spectator, Home Digest, and City Parent with additional support provided with brochures and lawn signs strategically placed throughout Oakville. Oakville town exposure was present in the 6 billboards around town and further exposure through TV Cogeco who promoted the event, before, during and after. Social media is an important component in our advertising mix and our increased advertising on social media recorded increases of 300—400% for the total number of people reached.

## Samples of Media Coverage from Pre-Covid 2019

Festivals Ontario, The Oakville Beaver, Snapd Oakville, Inside Halton, Hamilton Spectator Events, The Record.

**Oakville Beaver**

**COGECO TV**

**snappd**

**metrolandmedia**  
Connected to your community®

**THE HAMILTON SPECTATOR**

**The Record.com**

**Inside Halton.com**

**film.ca  
cinemas**

**Ribfest advertising  
topping 2.1 million in  
Brand impressions**

**Over 200,000 persons  
reached on Facebook,  
Instagram and Twitter**

**Website visits a ten-fold  
increase over 2018**

# FAST FACTS

- 3-day weekend event draws an average of 35,000+ visitors.
- 9 award-winning Ribbers.
- Fun-filled Beer Tent - entire grounds are licensed.
- Over 300 volunteers donating 3,000 hours to Ribfest.
- Live performances by up and coming & recognized bands on centre stage.
- Amusement-park with games and rides.
- Artisan and Vendor Marketplace.
- Children's PlayZone.
- Amenities offered like bicycle parking, bank machines and people movers from all parking lots.
- Food vendors have included: Tiny Tom Donuts, Harrison's Ice Cream, Pappy's Old Fashioned Soda, Bill Bob's Bloomin Onion, ICEE and Tornado Potatoes.
- Over 50 sponsors supporting Ribfest!



# TARGETING SUCCESS FOR YOUR BUSINESS

## Marketing and Promotion

Oakville, Halton and the western GTA will be blanketed with advertising during the weeks leading up to the event and your corporate logo can be featured prominently as a proud Ribfest partner. A number of sample ads and publications from the 2019 event are included with this package and the full list of advertising planned for the 2023 event can be found on the following page.

## Audience Development

Our target audience provides you with tremendous opportunity to generate new leads for your business. Hold a contest; offer an incentive or book follow-up appointments to build your client list.

## Corporate Entertaining

Treat your customers to a different type of appreciation event - the best ribs and an outstanding family atmosphere. Or recognize the hard work and contributions of your staff by hosting an employee recognition event at Ribfest

## Volunteer Partnership

- Help bring our community together at Oakville's biggest outdoor summer festival.
- Support a major community fundraiser—100% of proceeds help hundreds in need.
- Be welcomed and take a break in our tented area dedicated to our amazing volunteers.
- Enjoy free food and refreshments (donated by sponsors like Montfort, Cobs Bread, and more)
- Use our volunteer website to sign up—it's quick and easy to pick the jobs and shifts you want at:

[oakvillefamilyribfest.com/volunteers/](https://oakvillefamilyribfest.com/volunteers/)



# ADVERTISING

## TOTAL IMPRESSIONS 2.1 MILLION

The western GTA is blanketed by advertising approaching Ribfest to ensure the event is well publicized and attended. Results from our annual surveys indicate that guests attending Ribfest were aware of and recognized the advertising vehicles that were used.

- Ribfest Website
- Social Media
- Print Media
- Roadside Billboards
- Tourism Brochures
- Event Calendars



# SPONSORSHIP LEVELS

| SPONSORSHIP LEVEL  | PRESENTING | PLATINUM | GOLD     | SILVER  | BRONZE  | NICKEL                    | FRIEND |
|--|------------|----------|----------|---------|---------|---------------------------|--------|
| AMOUNT   | \$25,000   | \$15,000 | \$10,000 | \$5,000 | \$3,000 | \$1,500                   | \$500  |
| CORPORATE RECOGNITION  | Logo       | Logo     | Logo     | Logo    | Logo    | Name                      | Name   |
| Name in Title - "Presented by:"                              | ✓          |          |          |         |         |                           |        |
| Road Signs   | ✓          |          |          |         |         |                           |        |
| Stage Banner   | ✓          |          |          |         |         |                           |        |
| Participation in Opening Ceremonies                          | ✓          | ✓        |          |         |         |                           |        |
| Signs on 2 sides of a People Mover                           | ✓          | ✓        |          |         |         |                           |        |
| Sign on 1 side of a People Mover                             |            |          | ✓        |         |         |                           |        |
| Inclusion in Press Releases and Photo Opportunities          | ✓          | ✓        | ✓        | ✓       |         |                           |        |
| Opportunity to Distribute Approved Items                     | ✓          | ✓        | ✓        | ✓       |         |                           |        |
| Logo Recognition at our Community Events - sized accordingly | ✓          | ✓        | ✓        | ✓       |         |                           |        |
| Social Media – Frequency and Ad sized accordingly            | ✓          | ✓        | ✓        | ✓       | ✓       | ✓                         | ✓      |
| Website (Logo & Link)  | ✓          | ✓        | ✓        | ✓       | ✓       | ✓                         | ✓      |
| Onsite Sponsorship Signage at Ribfest - sized accordingly    | ✓          | ✓        | ✓        | ✓       | ✓       | ✓                         | ✓      |
| Onsite Space during Ribfest (tent rental NOT included)       | ✓          | ✓        | ✓        | ✓       | ✓       | Can be arranged at a cost |        |
| Access to VIP Tent   | ✓          | ✓        | ✓        | ✓       | ✓       | ✓                         | ✓      |
| Rib Dinners  | 60         | 40       | 30       | 20      | 8       | 6                         | 2      |



# Bringing our community together at Oakville's biggest outdoor summer festival

## 100% of all proceeds go to charity

Volunteers are the lifeblood of a large event like the Oakville Family Ribfest. Companies who help by providing volunteers will be recognized as **Volunteer Partners**. Please consider providing a Volunteer Team to support your community, and enjoy the following benefits:

- Giving back to the community;
- A team-building activity where your team helps and has a good time doing it;
- Being seen and recognized as a company that contributes to others

Volunteer duties are broken up into shifts over the weekend-long event. Teams of volunteers would oversee and staff specific festival functions, including selling beverage tickets, collecting parking fees, assisting with entertainment, supervising the kid's play-zone, marketplace, and recycling. A key need is for set-up before Ribfest opens, and tear-down on Sunday when it ends. Volunteer shifts can be seen on our website at: [www.oakvillefamilyribfest.com/volunteers/](http://www.oakvillefamilyribfest.com/volunteers/)

Volunteers can take a break in our tented area dedicated to them and enjoy food and refreshments donated by sponsors like Montfort Mediterranean cuisine, Cobs Bread, and more!

We encourage partnership in a specific area to encourage team building. For example, an organization may decide to volunteer for Recycling for a day. The stage emcee would frequently remind guests that "Volunteers from "Your organization" are staffing the Recycle function today".

## Recognition levels

Volunteer Partners will be recognized in our promotional vehicles: print, online, and onsite signage. This recognition will be commensurate with the number of volunteer-hours committed – please see below. Onsite recognition includes signage and space - tent is not included but could be arranged at a cost.

This volunteer team partnership can be in conjunction with cash sponsorship. We would be pleased to discuss any additional recognition vehicles of interest to you.

**DIAMOND**  
VOLUNTEER PARTNER

**400**  
VOLUNTEER HOURS

More than 100  
4-hour shifts

**RUBY**  
VOLUNTEER PARTNER

**240**  
VOLUNTEER HOURS

More than 60  
4-hour shifts

**SAPPHIRE**  
VOLUNTEER PARTNER

**120**  
VOLUNTEER HOURS

More than 30  
4-hour shifts

**EMERALD**  
VOLUNTEER PARTNER

**60**  
VOLUNTEER HOURS

More than 15  
4-hour shifts



# Thank you to our previous Sponsors



ROBERTSON  
AMUSEMENTS LTD



# Sheridan



Toronto  
Pearson



neighbours



# Proudly Presented By

