

SPONSORSHIP OPPORTUNITY

OAKVILLE FAMILY RIBFEST



oakvillefamilyribfest.com

June 21-23, 2024

Sheridan's Trafalgar Campus
1430 Trafalgar Rd, Oakville, ON L6H 2L1

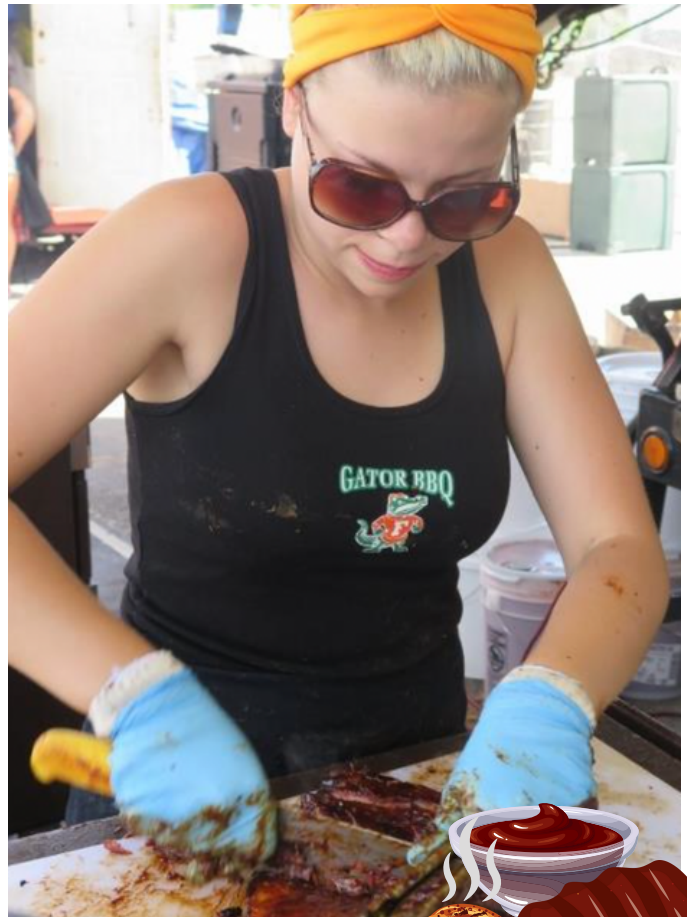
WELCOME TO RIBFEST!



Become a part of the Oakville Family Ribfest Experience!

Elevate your brand's presence and connect with over **35,000** enthusiastic attendees at The Oakville Family Ribfest this year, held on June 21st, 22nd, and 23rd at Sheridan's Trafalgar Road Campus. Be a strategic partner and sponsor of Oakville's favourite festival, and your business will enjoy unparalleled exposure both onsite and across various media platforms, maximizing your reach and impact!

The Oakville Trafalgar Rotary Club has proudly organized Ribfest since 2012. We're excited to join forces with the Lions Club of Oakville in 2024 for an even bigger and better event!



ABOUT RIBFEST



A Message From The Oakville Trafalgar Rotary Club and The Lions Club of Oakville

The Rotary Club uses a catchy slogan when we're drumming up for support: "Help Us Help Others!". Our Oakville Family Ribfest is our largest flagship event for the past 12 years, enabling the helping we have done to our community. Plus, we've teamed up with the Lions Club in recent years to make an even bigger difference.

But most importantly – none of this would be possible without our sponsors' unwavering support and dedication. Nowadays, charities everywhere are struggling to meet their fundraising goals, but our Ribfest is a game-changer with your support. It's why we can keep assisting people in our community – whether it's putting food on the table, helping a child learn to read, supporting students to finish their studies or helping a disease get eradicated.

The Lions have a slogan, "Where there is a need, there is a Lion!" And the same goes for Rotarians – we are all about serving others.

Both clubs are deeply thankful for your continued support and commitment. And we are not just about serious stuff – we're also about enjoying what we do. That's why we live by the motto: "and Have Fun Doing It!" Our Ribfest is hands down the most fun event we've got, and with your support, we can keep the good times rolling for both Rotarians and Lions alike. Thanks a bunch!

Sincerely,

Nilgun DeLuca, President of Oakville Lions Club

Lauri Asikainen, President of Rotary Club Oakville Trafalgar

WHY BECOME A SPONSOR?



Let Your Brand Sizzle Alongside The Best Ribs In Town!

Community Leadership

Demonstrate your support for the community by sponsoring the Ribfest and positioning your brand amongst our other valued sponsors. Our event provides a platform for meaningful interaction with families, businesses, entrepreneurs, and local leaders, fostering connections that enhance your reputation as a socially conscious corporation.

Reach New Audiences With Social Media

Maximize your brand's exposure by reaching new audiences through our social media promotions and promoting your products and services before and during the event. Your company logo will be displayed on our social media, and your company web link on our website will attract new audiences.

Corporate Entertaining:

Treat your clients and employees to the exclusive VIP tent and enjoy the food and entertainment.

Media Coverage:

Benefit from media coverage before, during and after the event, ensuring enduring recognition for your sponsorship.

Live Marketing:

A 3-day in-person event with thousands of visitors exposed to your brand, recognizing your support to the Oakville community and local charitable causes. Your company will be highlighted at EVERY marketing opportunity!

Volunteer Partnership:

Volunteers are the lifeblood of large events like the Oakville Family Ribfest. Companies that help by providing volunteers will be recognized as volunteer partners.

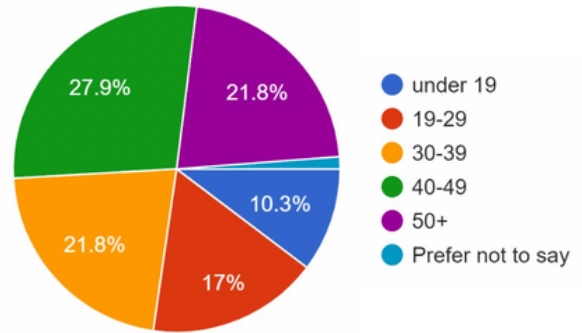


WHO ATTENDS?

Daytime: Families with 2 or more children under 16

Evening: Adult couples (18-54 yrs) and singles (18-49 yrs) post - 8pm

Most event participants live in Oakville, Burlington, Mississauga, Etobicoke and Milton.












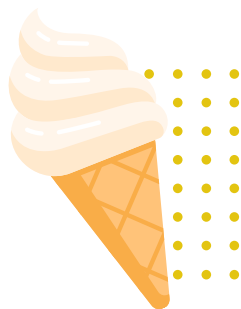
Our Formula To Success

35,000 Guests! + **300 Volunteers** + **50 Sponsors**

= 100% Net Proceeds To Local Charities

A Rack of Reasons to Love Oakville Family Ribfest

-  9 Award-winning Ribbers
-  A diverse array of food vendors catering to every palate
-  Beer Tent - entire licensed grounds
-  Live performance on stage throughout the event
-  Children's PlayZone
-  Artisan and Vendor Marketplace, Sip n' Shop
-  Exclusive VIP hospitality tent for sponsors
-  Sustainability stations located throughout Ribfest
-  Convenience: bicycle parking, bank machine and shuttles from all parking lots

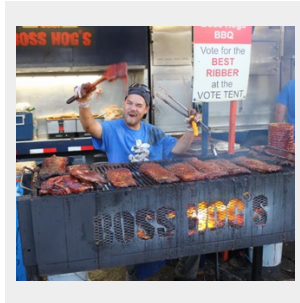
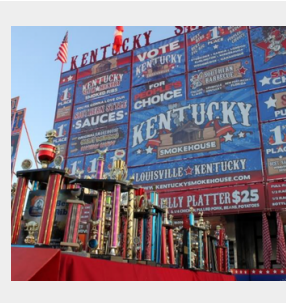
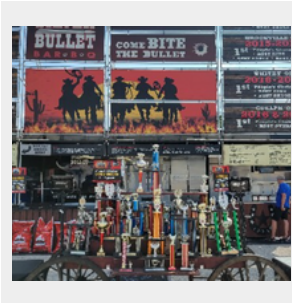




THE RIBFEST EXPERIENCE

With so many exciting activities for children and adults, delicious food, and entertainment available, there's something for everyone at Ribfest. There are many opportunities for your brand to be seen by attendees!

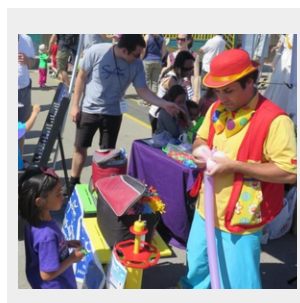
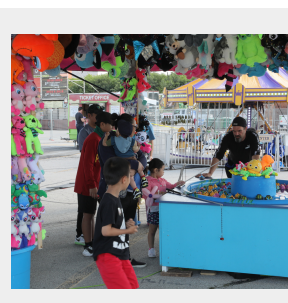
World Class Ribbers



Special Performances




Interactive Activities



SPONSORSHIP LEVELS & BENEFITS



The Oakville Family Ribfest Sponsorship Committee will closely work with you to develop a program that meets your budget and objectives. Our sponsors are important stakeholders, and we value your participation. We are committed to mutual collaboration.

|  | OAKVILLE FAMILY RIBFEST SPONSORSHIP LEVELS | | | | | |
|---|--|--------------------------|-----------------------|---------------------|-------------------------|-------------------------------|
| | Flame Master Sponsor | Prime Rib Royale Sponsor | Sweet & Smoky Sponsor | Smoke House Sponsor | Grill Master Sponsor | Chillin' and Grillin' Sponsor |
| Amount | \$25,000 | \$15,000 | \$10,000 | \$5,000 | \$3,000 | \$1,500 |
| Rib Dinners | 60 | 40 | 30 | 20 | 8 | 6 |
| Access to VIP Tent | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Onsite Space during Ribfest - tent not included | ✓ | ✓ | ✓ | ✓ | Can be included at cost | |
| Onsite Sponsorship Signage at Ribfest | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Website Acknowledgement (Logo & Link) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo Recognition at our Community Events | ✓ | ✓ | ✓ | ✓ | | |
| Opportunity to Distribute Approved Items | ✓ | ✓ | ✓ | ✓ | | |
| Inclusion in Press Release Promotions | ✓ | ✓ | ✓ | ✓ | | |
| Area Name in Title - "Presented by:" | ✓ | ✓ | ✓ | | | |
| Sign on 1 side of a People Mover | - | - | ✓ | | | |
| Signs on 2 sides of a People Mover | ✓ | ✓ | | | | |
| Participation in Opening Ceremonies | ✓ | ✓ | | | | |
| Stage banner and Road signs | ✓ | | | | | |
| Name in Title - "Presented by:" | ✓ | | | | | |

Donations of \$500 and more are welcome as Friends of Oakville Family Ribfest and gain exclusive access to the VIP hospitality tent.





| Sponsor Level | Amount |
|---------------------|----------|
| Flame Master | \$25,000 |

Sponsorship Level Includes:

- 60 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions
- Area Name in Title "Presented By:"
- Signs on 2 Sides of a People Mover
- Participation in Opening Ceremonies
- Stage Banner & Road Signs
- Name in Title "Presented By:"



| Sponsor Level | Amount |
|-------------------------|-----------------|
| Prime Rib Royale | \$15,000 |

Sponsorship Level Includes:

- 40 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions
- Area Name in Title "Presented By:"
- Signs on 2 Sides of a People Mover
- Participation in Opening Ceremonies



| Sponsor Level | Amount |
|--------------------------|----------|
| Sweet & Smoky | \$10,000 |

Sponsorship Level Includes:

- 30 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions
- Area Name in Title "Presented By:"
- Signs on 1 Side of a People Mover



| Sponsor Level | Amount |
|--------------------|---------|
| Smoke House | \$5,000 |

Sponsorship Level Includes:

- 20 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent Not Included)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition
- Logo Recognition at our Community Events
- Opportunity to Distribute Approved Items
- Inclusion in Press Release Promotions



| Sponsor Level | Amount |
|---------------------|---------|
| Grill Master | \$3,000 |

Sponsorship Level Includes:

- 8 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent & Space Can Be Arranged at Cost)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition



| Sponsor Level | Amount |
|---------------------|---------|
| Chillin' & Grillin' | \$1,500 |

Sponsorship Level Includes:

- 6 Rib Dinners
- Access to VIP Tent
- Onsite Space During Ribfest (Tent & Space Can Be Arranged at Cost)
- Onsite Sponsorship Signage at Ribfest
- Website Acknowledgement (Logo & Link)
- Social Media Recognition

SUPPORTED ORGANIZATIONS

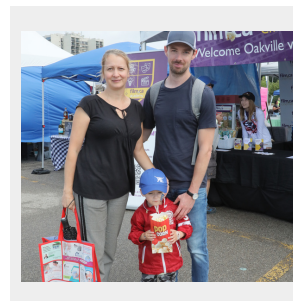
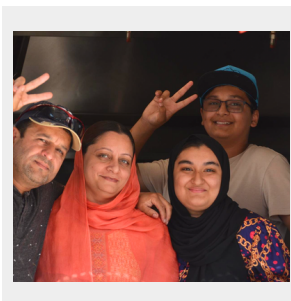
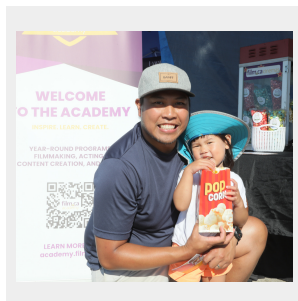


Organizations That We Have Supported Through Our Fundraising

Rotary and Lions Clubs are volunteer organizations built on the value of “Service Above Self.” Since 2012, money raised from Ribfest has gone directly to support local organizations and programs such as:

| | | |
|--------------------------------------|---------------------------------------|---------------------------------------|
| Acclaim Health | Canadian Caribbean Association Halton | Canadian Mental Health Association |
| Food -4 Kids Halton | Halton Environmental Network | Halton Food for Thought |
| Halton Women's Place | Heartache2Hope | Home Suite Hope |
| Kerr Street Mission | Lions Foundation of Canada Dog Guides | Oak Park Neighbourhood Centre |
| Oakville Fareshare Food Bank | Oakville Green | Oakville Hospital Foundation |
| Oakville Symphony | Radius Child and Youth Services | Rotary and Lions Student Scholarships |
| Rotary Youth Exchange | Safetynet Children and Youth Services | SAVIS |
| The Light House of Grieving Children | Wellspring Cancer Support Foundation | YMCA of Oakville |

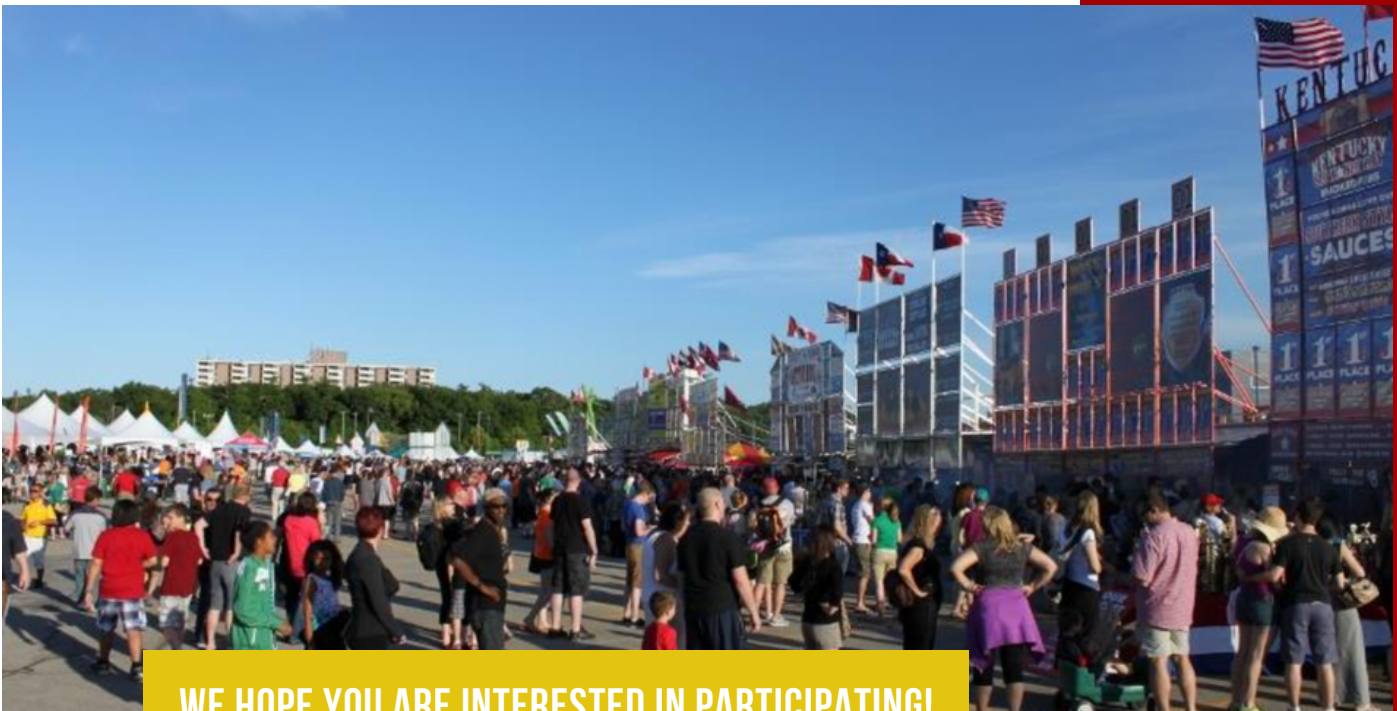
100% Net Proceeds Are Donated To Local Charities





THANK YOU TO OUR 2023 SPONSORS!





WE HOPE YOU ARE INTERESTED IN PARTICIPATING!

THANK YOU!

Contact Us

For more information on sponsorship opportunities, pricing, and benefits, please get in touch with us at:

- Website www.oakvillefamilyribfest.com
- Email sponsors@oakvillefamilyribfest.com
- Phone 289-813-5540
- Address PO Box 52104 Oakville, ON L6J 5N5



-  Oakville Family Ribfest
-  oakvilleribfest
-  OakvilleRibfest

Proudly Presented By:



Marketing Provided By:



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