



Port Moody Rotary RIBFEST

Sponsorship Package

July 19-21, 2024

Make a Difference ... and have fun doing it!

Now is your opportunity to be part of one the biggest family events of the year. The 8th annual **RIBFEST** at Rocky Point Park is a celebration of mouth-watering BBQ with world-class Ribbers, amazing craft beer and beverages, live music, kids' entertainment, and an outstanding community supporting local.

The Rotary Club of Port Moody supports many local community projects including sending kids to summer Kids' Camp. All proceeds raised by **RIBFEST** are reinvested directly back into our community to continue to make Port Moody and the Tri Cities a thriving and sustainable place to live and work.



2018 Judge's Choice for Best Sauce & Best Ribs and People's Choice for Best Ribs: Prairie Smoke & Spice



2017 People's Choice for Best Ribs: Boss Hog's

Port Moody RIBFEST

Established in 2015, **RIBFEST** has become a marquee family-friendly event with an annual attendance of more than 45,000 guests from the Tri-Cities and a wide-reaching segment of Metro Vancouver residents and visitors alike.

A **RIBFEST** sponsorship instantly puts your company in front of an audience of tens of thousands of local residents and businesses who enjoy having a good time and supporting their local community. It's an opportunity to equate your brand with "fun." As a sponsor, not only can you impact the attendees with your engagement, but also, extend your digital reach and leverage your brand to thousands of our social media followers, who care about supporting local.

Sponsorship in one of the distinct areas is a way to show your thoughtful investment in the local community, and your support of Rotary helps us give back to the many groups, people and activities that bring life and vibrancy to our neighbourhoods!

Service Sponsorship can help you make a connection with guests who care about their ecological footprint, like our re-cycling & shuttle services, or aligning with environmental awareness as an Activity Sponsor in our FunZone. Your company could demonstrate your commitment to supporting active youths by sponsoring the climbing wall or golf stations, particularly effective for product information and demonstrations.



Be A Guest Judge

Show off your good taste to your community! Gain exposure for your company at the judge's table with your savvy palate. Presenting and Platinum sponsors can provide a representative on the coveted Ribfest judges panel.

We also include complementary VIP seating for many of our sponsors, and other 'Ribfest benefits'.

VEGAN OPTIONS



Return for 2024

While we are RIBFEST, we recognize that not everybody eats or enjoys pork, so we have Vegan food options available for those that are coming for the fun and festivities, but maybe not the ribs!



Club of
Port Moody



Who is the Rotary Club?

Upholding the organization's mantra, "Service Above Self," the Port Moody Rotary Club is a diverse group of individuals who represent a cross-section of the community's executives, business owners, managers, political leaders, and professionals — people who make the decisions, and influence policy, all while having fun.

A founding principle is to enlarge one's circle of business and professional acquaintances, engage in networking events, and enjoy camaraderie.

Port Moody Rotary Club volunteers in our community year round, and we have a long legacy of giving back. Our members are community leaders and advocates and spend thousands of hours each year serving our Region, in partnership with many other community groups and individuals.

Media Reach

RIBFEST gains wide exposure each year through a strong relationship with local print (*Tri-City News*) and regional media outlets, including TV and radio, plus a variety of online marketing & social media channels. A rep from the Platinum Level Sponsor is given media interview opportunities if available.

Digital Media

The **RIBFEST** Festival website (portmoodyribfest.ca) is an important vehicle of communication for news and event updates, information and links, and is cross promoted through online event guides and linked to sponsor's websites.

Social Media

RIBFEST's Facebook, Twitter & Instagram accounts last year had over 300,000 views and over 6700 active followers, providing an effective platform to engage your audience with your brand, photos, and messages.

Our Fan Base

Our **RIBFEST** fans come together from all walks of life to connect with each other over shared common interests, which include: the love for great BBQ, local craft beer, locally sourced food products, acclaimed musicians & bands, and the enjoyment of friends, family, neighbors, and community.

We reach a primary demographic of young families, foodies & rib enthusiasts, music devotees, and craft beer aficionados, among others. We promote a family-friendly environment where anyone of any age, from toddler to senior, is guaranteed to have a good time.

Port Moody RIBFEST Fact Sheet

- A community event that positions Port Moody as a destination by providing an authentic unique experience
- Three full days of family fun with admission by donation
- A celebration of world-class BBQ from renown Ribbers, local food & beverage purveyors including craft beer from microbreweries on Port Moody's Brewers' Row
- Kids' Fun Zone with sponsorship opportunities for activities e.g. climbing wall station
- 30+ bands (mostly local musicians) perform for a total of 25+ hours of free music
- A legacy fund has been established, from a percentage of net revenues, allowing us to pursue a project that will benefit our community.

Sustainability

All of our suppliers and vendors are dedicated to eliminating waste, and we have had a 100% diversion rate to recycling over our past 4 Ribfest events. In 2022, over 12000 kg. organic waste and recyclable materials were diverted from landfill, and our overall non-organic material collection declines each year.



More By The Numbers...

1. RIBFEST attracts more than 45,000 people annually.
2. Total funds raised over the 7 years exceed \$1,000,000, supporting local groups.
3. Nearly 2,500 volunteers over 6 years.



***Don't see what you're looking for?
We gratefully sponsorship contributions of any amount
and will work with your organization to provide proper recognition for
your investment.***



Club of
Port Moody

Sponsorship Packages

Gold Sponsor

Investment: \$ 10,000

“Area Sponsor” - Benefits include:

- One area specific exclusive sponsorship
- Custom signage on sponsored area
- Company branding in most of the advertising mediums including: on site signage, website, printed materials, correspondence.
- Company banner displayed on site during event.
- Complimentary Band Sponsorship , including one beverage per guest.
- Pre Ribfest cross/joint promotion opportunities.
- Setup your branded tent in the main park area for use by patrons
- Have your 30 second video message shown on the main screen up to 6 times (between Music sets)

Silver Sponsor

Investment: \$ 5,000

“Activity Sponsor” - Benefits include:

- Activity sponsor in the family fun zone
- Company branding in most of the advertising mediums including: on site signage, website, printed materials, correspondence.
- Company banner displayed on site during event.
- Corporate logo, with URL link, displayed prominently on RIBFEST website.
- Complimentary VIP passes for 6 guests, including one beverage per guest.
- Opportunity for direct offer/marketing to Ribfest volunteers and Port Moody Rotary.

Bronze Sponsor

Investment: \$ 2,500

“Bronze Sponsor” - Benefits include:

- Company branding in most of the advertising mediums including: on site signage, website, printed materials, correspondence.
- Corporate logo, with URL link, displayed prominently on RIBFEST website.
- On-site recognition of sponsorship during event.
- Complimentary VIP passes for 4 guests, including one beverage per guest.

Band Sponsor

Investment: \$1,000

“Band Sponsor” - Benefits include:

- Choose from one of our bands and be the official sponsor of their appearance at Ribfest.
- Your banner displayed while the band is on stage.
- Opportunity for photo opportunity with the band.
- Corporate logo, with URL link displayed on our Ribfest website.
- On site recognition of sponsorship during event.
- One beverage per guest included, delivered to your guests.
- Reserved table by the stage, maximum 10 guests.
- 1 Rib snack pack delivered to your table.

Community Sponsor

Investment: \$500

“Community Sponsor” - Benefits include:

- We work with a variety of community and commercial organizations interested in taking part in Ribfest. We can tailor individual opportunities to your organization including ‘in kink’ activity, resource or material donations, venue/activity partnerships or other opportunities suitable to you.

Ribfest sponsors are licensed for use of the Ribfest logo to identify as a sponsor, and we offer multiple promotional opportunities to our volunteer and community group network of over 5000 Tri City community members.