

# YARMOUTH ROTARY RIBFEST

A Community Fundraising Event

July 8 - 10, 2022  
Yarmouth Mariners Centre

**SPONSOR KIT**

[www.yarmouthribfest.com](http://www.yarmouthribfest.com)

# ABOUT YARMOUTH ROTARY RIBFEST

The Yarmouth Rotary Ribfest is about community. A community event that brings together people from all backgrounds to enjoy a traditional Canadian summer festival over food, drink and music, to meet up with friends, neighbours and make new ones. We aim to make Southwestern Nova Scotia a better place to live by raising money to invest back into our community from this event.

Our Ribbers are world class BBQ experts, cooking up traditional BBQ fare that is loved by many. Our food trucks serve up our favourite Canadian specialties such as poutine, fresh corn, blooming onions, beaver tails, lemonade and so much more. We will feature local musicians, giving them exposure as well as an opportunity to perform on a professional stage in front of crowds and a diverse audience. To entertain our younger audience we will create a kids zone with engaging games and activities. Yarmouth Rotary Ribfest will be a destination for the community, to gather and experience a traditional Canadian summer festival of outdoor fun.

## 9 Reasons

to sponsor Rotary Ribfest

- 9 You're helping build a better community.
- 8 Your organization is connected to one of the summer's most popular events.
- 7 Your organization benefits from a comprehensive advertising strategy promoting the event.
- 6 You're part of an event that attracts 15,000+ individuals.
- 5 You're part of one of this regions signature events for 2022.
- 4 You're part of a family-focused weekend that features food, fun and music.
- 3 Your organization is part of a community that cares.
- 2 You're helping to rebuild our Ribfest from the ground up.
- 1 You're helping the Rotary Club of Yarmouth assist a wide range of community projects.

## WHEN

Friday, July 8	11am - 10pm
Saturday, July 9	11am - 10pm
Sunday, July 10	11am - 6pm

## WHERE

Yarmouth Mariners Centre

[YARMOUTHTRIBFEST.COM](http://YARMOUTHTRIBFEST.COM)

## SPONSORSHIP CONTACTS

Paul Comeau  
Rotary Ribfest Co-Chair  
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Linda Deveau  
Rotary Ribfest Co-Chair

# SPONSORSHIP OPPORTUNITIES

The following are a number of pre-packaged sponsorship opportunities to consider. We consider these packages a starting point for us to develop a relationship which provides you with valuable commercial advertising and an opportunity to connect your brand with that of Rotary which ultimately opens up 1000's of leads to help you grow your business. Any package can be customized to meet your needs and we encourage you to have a discussion with us about your business goals.

## Presenting Sponsor - \$10,000

Become the top sponsor of this amazing event that attracts large audiences and contributes back to the community. This level of sponsorship gives your brand the opportunity to engage a large audience and make a meaningful connection. It goes beyond this through and gives your brand the opportunity to engage a large audience and make a meaningful connection.

### Benefits

- Your company/organization name or logo referenced with event name at all times, i.e. Yarmouth Rotary Ribfest - Presented by AnyCompany Inc.
- Industry Exclusivity
- On-site activation/booth space up to 40'x40' in a high traffic area
- Opportunity to be guest judge
- Logo on all event Signage
- Logo on Ribfest Entrance Sign
- Logo/Company Name used in all print advertising.
- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in all Social Media posts where appropriate
- Company signage (provided by sponsor) can be placed on-site
- 15 Coupons to Free Meals
- 15 VIP Passes
- 5 VIP Parking Spots

## Sponsor of the Day - \$5,000 (3 Opportunities)

As a sponsor of the day, you become a major part of the event, your brand will be a part of everything that happens during your day. We will work with you to make sure you have the most exposure possible

### Benefits

- Your company/organization name or logo referenced with event in most placements.
- On-site activation/booth space up to 20'x20' in a high traffic area
- Logo on all event Signage
- Logo on Ribfest Entrance Sign
- Logo/Company Name used in all print advertising.
- Logo/Company Name featured on website (with link provided)
- Logo/Company Name to appear in Social Media posts on average of once a week
- Company signage (provided by sponsor) can be placed on-site
- 10 Coupons to Free Meals
- 10 VIP Passes

## Zone Partner - \$2,500

We have a number of defined “zones” within our event site. These “zones” present our partners a great opportunity to gain significant brand recognition and execute on-site activations.

### Benefits

- Naming rights of desired zone, i.e. {Company Name} Food Truck Zone
- On-site activation/booth space up to 20'x20' in or near to the sponsored zone.
- Logo on Zone Signage
- Logo on Ribfest Entrance Sign
- Logo/Company Name used in most print advertising.
- Logo/Company Name featured on website as Zone Sponsor (with link provided)
- Logo/Company Name to appear in Social Media posts when Zone is mentioned
- Company signage (provided by sponsor) can be placed on-site
- 5 Coupons to Free Meals
- 5 VIP Passes

### Zones:

Kids Zone  
Ribber Zone  
Vendor Zone  
Entertainment Zone  
Beer Garden

## Green Team Sponsor - \$1,000 (4 Opportunities)

Our largest team of volunteers that help make this event happen is our Green Team. These volunteers are 4H members and work with us on-site to manage all waste and the cleanliness of the venue. This sponsorship will provide your brand a great amount of recognition. .

### Benefits

- Logo/name on all Green Team shirts
- Logo on Signage near Green Team stations
- Name Listed on Ribfest Entrance Sign
- Logo/Company Name featured on website as Green Team Sponsor (with link provided)
- Logo/Company Name to appear in Social Media posts when Green Team is mentioned
- 4 Coupons to Free Meals
- 4 VIP Passes

## Supporter of Ribfest - \$500

### Benefits

- Company Name featured on website as Supporter of Ribfest (with link provided)
- Company Name to appear in Social Media post thanking our “Supporters”
- 1 Coupons to Free Meals