

JULY 14, 15, 16

ROTARYRIBFESTCB.CA

OPEN HEARTH PARK

SYDNEY, NS

Subject to Public Health Guidelines



ROTARY RIBFEST

A COMMUNITY



FUNDRAISER

SPONSOR KIT

ABOUT RIBFEST

Rotary Ribfest is one of Cape Breton's most popular events. With annual attendance in excess of 30,000, it's three days of great food, family fun and excellent local entertainment.

Five of Canada's top ribbers compete for honours. They are joined by local food vendors and businesses. A beverage tent, children's play zone and a jam-packed line-up of local talent add to the carnival-like atmosphere.

Organized by the Rotary Clubs of the CBRM, all Ribfest proceeds support United Way of Cape Breton as well as other Rotary community projects.

It is the event of Summer in CBRM!

WHEN

Friday, July 14 11am-11pm
Saturday, July 15 11am-11pm
Sunday, July 16 11am-7pm

WHERE

Open Hearth Park

ROTARYRIBFESTCB.CA
INFO@ROTARYRIBFESTCB.CA
for more information.

Contact Info / Notes:

Ribfest sponsors receive a wide range of benefits in exchange for their community goodwill and investment in this popular, weekend community event.

Formal marketing and promotions start several weeks prior to the event using a range of marketing tools, including social media, advertising and more.

10 REASONS

to sponsor Rotary Ribfest

- 10 You're helping to build a better community.
- 9 Your organization is connected to one of the summer's most popular events!
- 8 You are helping to support one of our area's most worthwhile agencies, United Way of Cape Breton.
- 7 Your organization benefits from a comprehensive marketing strategy promoting the event.
- 6 You're part of an event that attracts 30,000+ individuals.
- 5 You're part of one of Destination Cape Breton's signature events for 2023!
- 4 You're part of a family-focused weekend that features food, fun and some of Cape Breton's best musical talent.
- 3 Your organization is part of a community that cares.
- 2 You're helping to celebrate 7 successful years of Rotary Ribfest!
- 1 You're helping the Rotary Clubs of Cape Breton assist a wide range of community projects and charitable organizations.



To our Sponsors: This package is a *platform*. We welcome the opportunity to meet with you to discuss how we can work together to make Rotary Ribfest a successful event that benefits your business and the community we serve.

Presenting Sponsor \$20,000

PRIME RIBBER PRESENTER

- Your logo displayed on all banners and signage
- Your business name and logo in all radio and print ads
- Logo and link to your business on rotaryribfestcb.ca
- Your logo to be added to primary promotional digital media video as Presenting Sponsor
- Participate in the opening ceremonies
- Periodic digital and social media profile through paid Facebook advertising campaign
- Vendor space if requested (20' x 20')
- Logo on digital billboard sign display in downtown Sydney that sees 22,000 vehicles daily
- On-air promotion opportunity with official radio partner

Silver Sponsor \$7,500

MASTER RIBBER SPONSOR

- Your logo displayed on all banners and signage
- Your business name/logo in radio and print ads
- Recognition from the main stage all weekend
- Logo and link to your business on rotaryribfestcb.ca
- Periodic digital and social media profile through paid Facebook advertising campaign
- Vendor space if requested (10' x 10')
- Logo on digital billboard sign display in downtown Sydney that sees 22,000 vehicles daily

Bronze Sponsor \$2,500

FULL RACK SPONSOR

- Your logo displayed on banners and signage
- Logo and link to your business on rotaryribfestcb.ca
- Vendor space if requested 10x10
- Periodic digital and social media profile through paid Facebook advertising campaign

\$1,000

FRIENDS OF RIBFEST

- Your logo displayed on banners and signage
- Logo and link to your business on rotaryribfestcb.ca

**DO YOU
WANT TO
INSPIRE,
TRANSFORM
& CONNECT
IN YOUR
COMMUNITY?**

Consider joining one of the four Rotary Clubs in the Cape Breton Regional Municipality.

Rotary



**NEW WATERFORD
ROTARY CLUB**

3390 Plummer Ave.
New Waterford, NS
Meetings on Tuesdays at 5:30 pm
newwaterfordrotary.com

**NORTH SYDNEY
ROTARY CLUB**

Clansman Motel, 9 Baird Street
North Sydney, NS
Meetings on Wednesdays at 5:15 pm
facebook.com/rotaryclubofnorthsydney

SYDNEY ROTARY CLUB

Holiday Inn, 300 Esplanade
Sydney, NS
Meetings on Tuesdays at 12:15 pm
portal.clubrunner.ca/1274

**SYDNEY SUNRISE
ROTARY CLUB**

Boston Pizza, 329 Prince Street
Sydney, NS
Meetings on Thursdays at 7:30 am
sydneysunriserotary.org

**ROTARY
RIBFEST**

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