

# ROTARY RIBFEST

A COMMUNITY  FUNDRAISER

## SPONSOR KIT

**JULY 12, 13, & 14, 2024**

OPEN HEARTH PARK · Sydney, Nova Scotia



# ABOUT RIBFEST

**ROTARY RIBFEST IS ONE OF CAPE BRETON'S FAVOURITE SUMMER EVENTS. EACH YEAR, MORE THAN 30,000 INDIVIDUALS FLOCK TO THIS FAMILY FESTIVAL FOR FOOD, FUN AND MUSIC.**

Five of the nation's top ribbers come to Cape Breton to compete for the fan favourite, all while satisfying the tastebuds of folks of all ages. There are activities for children, a beverage tent, local vendors and a number of food trucks to offer a range of menu options. And of course, some of Cape Breton's finest musicians are featured on stage.

Patrons are asked to give at the gate, with proceeds split between United Way Cape Breton and the Rotary Clubs of CBRM. These funds are all funneled back into the community, supporting organizations like Hospice Cape Breton, Loaves and Fishes, the Ally Centre and BGC to name just a few. In fact, more than \$440,000 has been given back to the community since Rotary's Ribfest began. Come be a part of it!



## LEVELS of SPONSORSHIP

This package is a platform for discussion. We welcome the opportunity to speak with you, to customize a package to suit your marketing needs. Please contact us at \_\_\_\_\_.

**PRESENTING SPONSORS**  
**\$10,000 & UP**

**SILVER SPONSOR**  
**\$5,000 & UP**

**BRONZE SPONSOR**  
**\$2,500 & UP**

**FRIENDS OF RIBFEST**  
**\$1,000**

	PRESENTING SPONSORS \$10,000 & UP	SILVER SPONSOR \$5,000 & UP	BRONZE SPONSOR \$2,500 & UP	FRIENDS OF RIBFEST \$1,000
YOUR LOGO DISPLAYED ON SPONSOR SIGNAGE AND BANNERS	★	★	★	★
LOGO AND LINK TO YOUR BUSINESS ON ROTARYRIBFESTCB.CA	★	★	★	★
PERIODIC DIGITAL AND SOCIAL MEDIA PROFILES THROUGH FACEBOOK & WEBSITE	★	★	★	
YOUR BUSINESS NAME AND LOGO IN ALL RADIO, SOCIAL MEDIA & PRINT ADVERTISING	★	★		
LOGO ON DIGITAL BILLBOARDS	★	★		
RECOGNITION FROM THE MAIN STAGE THROUGHOUT THE WEEKEND	★	★		
YOUR LOGO ADDED TO PRIMARY PROMOTIONAL DIGITAL MEDIA	★			
ON AIR PROMOTION OPPORTUNITIES WITH RADIO PARTNERS	★			



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

**COME JOIN ONE OF THE ROTARY CLUBS OF CBRM.**

**SYDNEY SUNRISE ROTARY CLUB**

Boston Pizza, 329 Prince Street  
Sydney, Nova Scotia  
Meets every Thursday at 7:30am  
[sydneysunriserotary.org](http://sydneysunriserotary.org)

**NEW WATERFORD ROTARY CLUB**

Seniors Club, 3390 Plummer Ave.  
New Waterford, Nova Scotia  
Meets every Tuesday at 5:30pm  
[newwaterfordrotary.com](http://newwaterfordrotary.com)

**SYDNEY ROTARY CLUB**

Boston Pizza, 329 Prince Street  
Sydney, Nova Scotia  
Meets every Wednesday at 5:30pm  
[sydneyrotary.ca](http://sydneyrotary.ca)