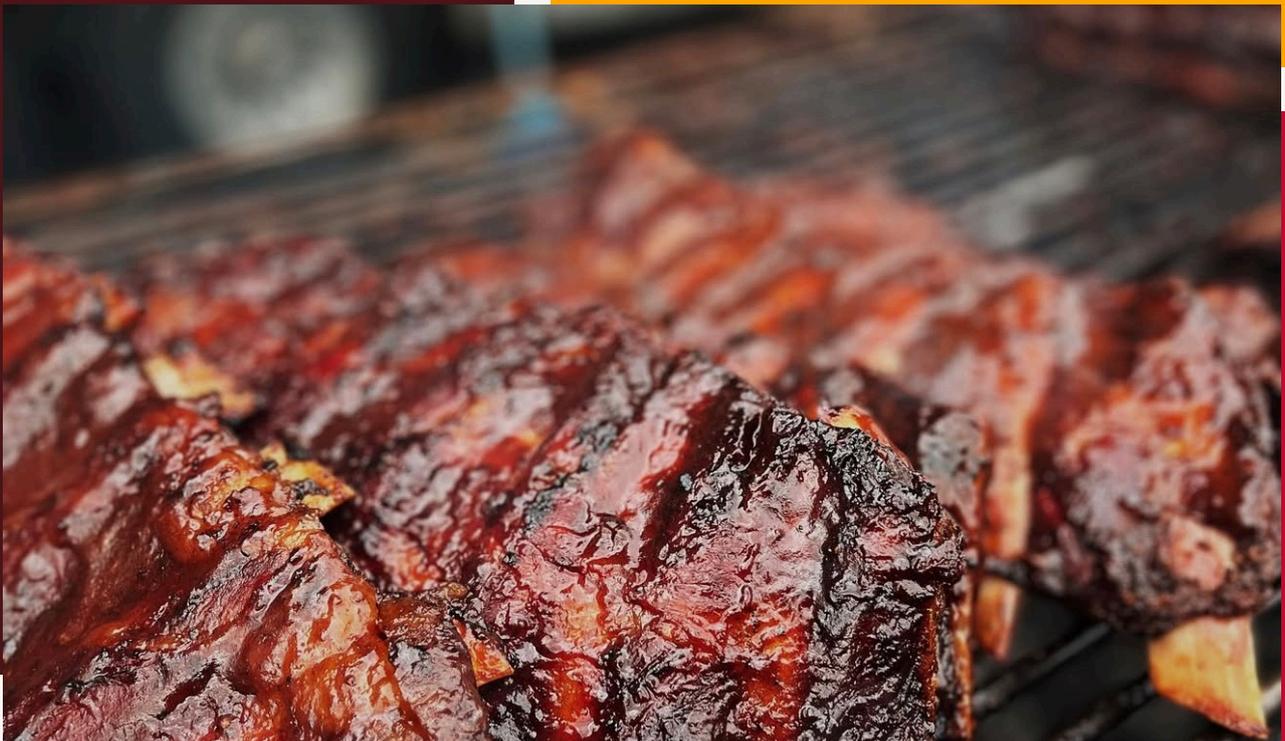




2026 SPONSORSHIP PACKAGE



WELCOME TO RIBFEST

August 7th, 8th, and 9th will once again feature Kamloops' signature summer event.

Kamloops Ribfest at beautiful Riverside Park.

With 13 years of history, RibFest has become a beloved community staple, drawing residents and visitors together for an unforgettable weekend of food, entertainment, and connection.

While 2026 marks an exciting new chapter under the leadership of the Kamloops Sports Council, attendees can expect the same high-quality event they know and love, including:

- Award-winning ribs prepared by champion ribbers from across North America
- Refreshments and family-friendly activities
- Live entertainment
- Local vendors and artisans

We are proud to continue this iconic summer tradition while building on its strong legacy of community impact.



COMMUNITY IMPACT & LEGACY

Since 2012, Kamloops Rotary by Daybreak has raised over **\$850,000** for local charities through RibFest.

Building on this incredible foundation, the Kamloops Sports Council is committed to ensuring Ribfest continues to give back in meaningful ways. Funds raised through Kamloops Ribfest will remain local, supporting:

- KidSport Kamloops
- Local sport organizations and clubs
- Youth sport accessibility initiatives

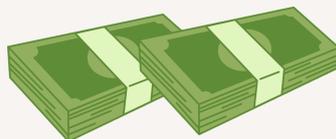
ECONOMIC IMPACT

3.5 Million



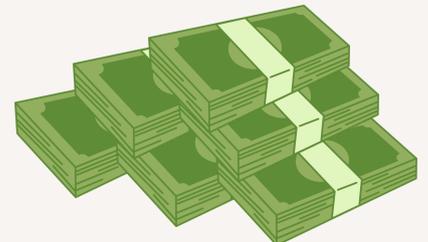
Direct annual economic
impact

6.2 Million



Total weekend impact

45 Million



Impact since 2012

Beyond great food and entertainment, RibFest drives tourism, supports local businesses, and strengthens our local economy.

WHO WE ARE



The Kamloops Sports Council is a non-profit organization dedicated to supporting, developing, and advocating for sport and events in Kamloops.

With over 35 years of experience, the Council has deep community roots and a proven track record of delivering successful, well-managed events

Working closely with local sport organizations, community partners, and stakeholders, we focus on creating accessible, inclusive, and sustainable sport and event opportunities. Our expertise includes:

- Event planning and execution
- Sponsorship development and management
- Community engagement and partnership building

As the new organizers of Kamloops RibFest, the Kamloops Sports Council is committed to maintaining the event's high standards while continuing its tradition of giving back



WHY WE NEED YOUR SUPPORT

Sponsorship is essential to ensuring Kamloops RibFest continues to thrive as one of our community's premier summer events. Your partnership directly supports the long-term sustainability of RibFest while strengthening local sport and creating greater access for children and youth across Kamloops.

Proceeds from RibFest directly benefit KidSport Kamloops and local sport organizations, ensuring funds raised stay in our community and make a meaningful difference.

THE IMPACT OF YOUR SPONSORSHIP



By providing financial assistance for sport registration fees, KidSport ensures that children are not left on the sidelines due to financial barriers. Your sponsorship helps expand this impact – giving more kids the opportunity to participate, grow, and thrive through sport.

In the past two years alone, KidSport Kamloops:

- Supported 805 children
- Distributed \$342,580 to families in Kamloops and surrounding communities

2025
IMPACT

KIDS FUNDED

387

DISTRIBUTED

\$166,118

AVERAGE GRANT

\$426.43

CLUBS SUPPORTED

43





Sponsorship Levels

Title
\$30,000

Platinum
\$20,000

Gold
\$10,000

Silver
\$7,500

Packages Available

One

Three

Six

Six

TRADITIONAL MEDIA (Radio, TV, Print)

Logo inclusion in all press releases



Radio Sponsor Ads - All Kamloops Stations *pool of fifty 30 second ads



Television



SOCIAL MEDIA (Website, Facebook, Instagram)

Custom Social Media Campaign *



Logo on Facebook Cover Photo & Posts with Daily Schedule *



Facebook Give-away Contests



Team Photos in the Park to post on Social Media on weekend



Social Media Thank-you's (4 leading up to event, 2 during the weekend)



Logo on Website

Banner

Banner

Banner



RIBFEST PRINTED MATERIAL

General Event posters * Subject to printing deadline of April 30th

Title Logo

Large Logo

Large Logo

Small Logo

Weekend Map *Subject to printing deadline of June 15th

Title Logo

Large Logo

Large Logo

Name

EVENT WEEKEND

3'x10' Banner

3'x5' sign

3'x5' sign

Custom Main Stage Signage



Custom Park Branding *Signage in custom locations in Riverside Park



Live-On Stage Mentions *Minimum 5



On-site parking spots

8

6

4

2

On-Site Tent * Three day Sponsor staffed tent to promote products/services



Corporate representation on all volunteer shirts

Title Logo

Large Logo

Large Logo

Small Logo

Logo / brand recognition on main stage event screen

Title Slide

Custom Slide

Custom Slide

Large Logo

Complimentary half rib dinners

20

15

10

6

Banner in Park (provided by sponsor)

Multiple locations

Multiple locations

Multiple locations

Multiple locations

VIP Tent Booking Must confirm within booking time to get priority time spots.
*Pricing of food TBD. All food service family style and one delivery throughout time.



2-2.5 Time Slot



1-2.5hr Time Slot



1-2.5hr Time Slot

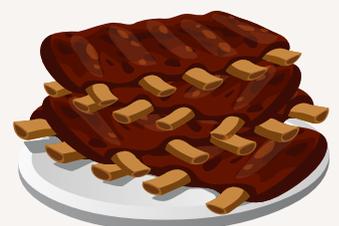


1-2.5hr Time Slot

RACK SPONSORS



Ribfest KAMLOOPS	Sponsorship Levels	Full Rack \$5,000	¾ Rack \$3,500	½ Rack \$2,500	Rib Tip \$1,500
	# Packages Available	Eight	Ten	Unlimited	Unlimited
TRADITIONAL MEDIA (Radio, TV, Print)					
	Radio Sponsor Ads - All Kamloops Stations *pool of fifty 30 second ads	✓			
SOCIAL MEDIA (Website, Facebook, Instagram)					
	Social Media Thank-you's (Allocated between Facebook, Instagram)				
	4 leading up to event, 2 during the weekend	✓			
	2 leading up to event, 1 during the weekend		✓	✓	
	1 leading up to event				✓
	Logo on Website	✓	✓	✓	✓
RIBFEST PRINTED MATERIAL					
	General Event posters * Subject to printing deadline of April 30th	Name			
EVENT WEEKEND					
	Live-On Stage Mentions *Minimum 5	✓	✓		
	On-Site Tent * Three day Sponsor staffed tent to promote products/services	✓			
	Corporate representation on all volunteer shirts	Name			
	Logo / brand recognition on main stage event screen	Medium Logo	Small Logo	Small Logo	Small Logo
	Complimentary half rib dinners	4	2		
	Banner in Park (provided by sponsor)	2 Locations	1 Location	1 Location	1 Location



VIP TENT



EXCLUSIVE FOR PARTNER SPONSORS ONLY

Our VIP Hospitality Tent is a premium experience reserved exclusively for Partner Sponsors of Kamloops RibFest – designed to provide an elevated and private setting to host clients, reward staff, or enjoy the festival in comfort.

Features Include:

- 2.5-hour reserved time slot
- (Availability based on signed agreement and sponsor booking priority.)
- Private bar service
- Food delivery directly to your tent
- Family-style service with one scheduled delivery during your reserved time.
- Priority booking window
- Partner Sponsors must confirm within their designated booking window to secure preferred time slots.

Please note: Food pricing is to be determined. Final menu and pricing details will be shared prior to confirmation.

DEADLINES

April 30th - Full value for your Sponsorship

May 15th - Traditional Media Cutoff

May 31st - Printed material and Social Media deadline

June 15th - Event Weekend cutoff



Join us as a valued sponsor of Kamloops RibFest 2026
and be part of a tradition that brings our community
together

Thank You!

Interested?

CONTACT:



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