



# SPONSORSHIP PACKAGE 2024



• WELCOME TO •

# Ribfest!

We invite you to partner with us for the 2024  
Kamloops Daybreak Rotary Ribfest.

August 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> will feature Kamloops' signature summer event: Kamloops Daybreak Rotary Ribfest. Those attending will enjoy free live entertainment, vendors, refreshments, and of course, award-winning ribs from Champion Ribbers in our beautiful Riverside Park.

Since 2012, the Kamloops Daybreak Rotary Ribfest has become the SIGNATURE FAMILY EVENT in Kamloops and surrounding region. In the process, Ribfest has raised over **\$750,000 for local charities**. 100% of profits have given back into our community, supporting mainly local youth and seniors programs.

## 2023 Results

- ✓ Raised over \$100,000 for our community
- ✓ 80,000 attendees throughout the weekend
- ✓ Local economic impact of over \$5 million dollars

# The Legacy

*Where does the money raised go?*

Rotary is a volunteer organization built on the value of “Service Above Self”. Since 2012, money raised from Ribfest has gone directly to support local organizations and programs such as:

- Away Home Kamloops
- PIT Stop
- Kamloops Hospice House
- Kamloops Food Bank
- Youth Leadership Awards
- Kamloops Girl Guides
- Kamloops Literacy
- Mustard Seed
- TRU Nursing Building and Student Scholarships
- RIH New Tower
- Toys for Kids Breakfast
- YMCA-YWCA
- Kamloops BC SPCA
- Freeze Athletics
- Rotary Youth Exchange



## Economic Impact

We are proud that our event raises money for our community, has a significant economic impact to local businesses, and is a signature event Kamloopsians can be proud of!

\$ 3.1  
Million

DIRECT  
ECONOMIC IMPACT

\$ 6.19  
Million

WEEKEND  
ECONOMIC IMPACT

\$ 41  
Million

TOTAL ECONOMIC  
IMPACT SINCE 2012

# VIP Tents

*Exclusive for Partner Sponsors only*

Features include:

- 2.5 hr time slots (*Availability based on completion of contract, and timing with other level sponsors*)
- Private Bar
- Food delivery



## Deadlines

*Make sure you don't miss a thing!*

**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

# Sustainability

*In 2023, we diverted 88% away from the landfill with a total of 16,682 kg recycled in many different streams!*



**5733 KG OF  
WOOD**

**7080 KG OF  
COMPOST**



**1175 KG OF  
CARDBOARD**



**INTERESTED IN SPONSORING OUR SUSTAINABILITY STATIONS LOCATED THROUGHOUT RIBFEST?  
NAMING RIGHTS ARE AVAILABLE FOR 2024 – ASK US FOR MORE INFORMATION!**

# Partner Sponsors

2024 Kamloops Daybreak Rotary Ribfest Sponsorship	Partners of Ribfest			
	Title	Platinum Partner	Gold Partner	Silver Partner
	\$30,000	\$20,000	\$10,000	\$7,500
# Packages Available	1	3	6	6
<b>TRADITIONAL MEDIA (Radio, TV, Print)</b>				
Logo inclusion in all press releases	Yes	Yes	Yes	Yes
Radio Sponsor Ads - All Kamloops Stations *pool of fifty 30 second ads	Yes	Yes	Yes	Yes
Television	Yes * if available *	Yes * if available *		
<b>SOCIAL MEDIA (Website, Facebook, Twitter, Instagram)</b>				
Custom Social Media Campaign *	Yes	Yes		
Logo on Facebook Cover Photo & Posts with Daily Schedule *	Yes	Yes		
Pop By Facebook Live on weekend * * Subject to co-operation and coordination with Sponsor	Yes	Yes		
Facebook Give-away Contests	Yes	Yes	Yes	Yes
Team Photos in the Park to post on Social Media on weekend	Yes	Yes	Yes	Yes
Social Media Thank-you's (Allocated between Facebook, Instagram, Twitter)				
4 leading up to event, 2 during the weekend	Yes	Yes	Yes	Yes
2 leading up to event, 1 during the weekend				
1 leading up to event				
Logo on Website	Banner	Banner	Banner	Yes
<b>RIBFEST PRINTED MATERIAL</b>				
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	Small Logo	Name
<b>EVENT WEEKEND</b>				
Custom Main Stage Signage	3' X 10' Banner	3' x 5' sign	3' x 5' sign	
Custom Park Branding *Signage in custom locations in Riverside Park	Yes	Yes		
Live-On Stage Mentions *Minimum 5	Yes	Yes	Yes	Yes
On-site parking spots	8	6	4	2
On-Site Tent * Three day Sponsor staffed tent to promote products/services	Yes	Yes	Yes	Yes
Heritage House access	Yes	Yes	Yes	Yes
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	Yes	Yes	Yes	Yes
*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 - 2.5hr Time slots booking by April 1	1 - 2.5hr Time Slots booking by May 1	1 - 2.5hr Time Slots booking by June 1	\$1,000 for 2.5hr Time Slot based on availability in July

Contact us at [info@kamloopsribfest.com](mailto:info@kamloopsribfest.com)

# Rack Sponsors

2024 Kamloops Daybreak Rotary Ribfest Sponsorship	Rack Levels				
	Full Rack	3/4 Rack	1/2 Rack	Rib Tip	Friend
	\$5,000	\$3,500	\$2,500	\$1,500	
# Packages Available	8	10	unlimited	unlimited	unlimited
<b>TRADITIONAL MEDIA (Radio, TV, Print)</b>					
Logo inclusion in all press releases					
Radio Sponsor Ads - All Kamloops Stations	Yes				
*pool of fifty 30 second ads					
Television					
<b>SOCIAL MEDIA (Website, Facebook, Twitter, Instagram)</b>					
Custom Social Media Campaign *					
Logo on Facebook Cover Photo & Posts with Daily Schedule *					
Pop By Facebook Live on weekend *					
* Subject to co-operation and coordination with Sponsor					
Facebook Give-away Contests					
Team Photos in the Park to post on Social Media on weekend					
Social Media Thank-you's (Allocated between Facebook, Instagram, Twitter)					
4 leading up to event, 2 during the weekend	Yes				
2 leading up to event, 1 during the weekend		Yes	Yes		
1 leading up to event				Yes	Yes
Logo on Website	Yes	Yes	Yes	Yes	Yes
<b>RIBFEST PRINTED MATERIAL</b>					
General Event posters	Name				
* Subject to printing deadline of April 30th					
Weekend Map					
*Subject to printing deadline of June 15th					
<b>EVENT WEEKEND</b>					
Custom Main Stage Signage					
Custom Park Branding					
*Signage in custom locations in Riverside Park					
Live-On Stage Mentions	Yes	Yes			
*Minimum 5					
On-site parking spots					
On-Site Tent	Yes				
* Three day Sponsor staffed tent to promote products/services					
Heritage House access	Yes				
Corporate representation on all volunteer shirts	Name				
Logo / brand recognition on main stage event screen	Medium Logo	Small Logo	Small Logo	Small Logo	Name
Complimentary half rib dinners	4	2			
Banner in Park (provided by sponsor)	2 locations	1 location	1 location	1 location	1 location
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.					

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INTERESTED IN LEARNING MORE?

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**Rotary**

