



SPONSORSHIP PACKAGE 2025



• WELCOME TO •

Ribfest!

We invite you to partner with us for the 2025
Kamloops Daybreak Rotary Ribfest.

August 8th, 9th, and 10th 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 **\$850,000 for local charities**. 100% of profits have given back into our community, supporting mainly local youth and seniors programs.

2024 Results

- ✓ Raised over \$60,000 for our community
- ✓ 80,000 attendees throughout the weekend
- ✓ Local economic impact of over \$6.2 million dollars
- ✓ Spent over 87% of our budget back to locally owned companies (over \$275,000)

OWNED COMPANIES (OVER \$275,000)

SPENT OVER 87% OF OUR BUDGET BACK TO LOCAL

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:

- Y Mental Health Programs
- Alzheimer’s Kamloops
- Kamloops Brain Injury Association
- PIT Stop
- Kamloops Hospice House
- Kamloops Food Bank
- Kamloops Literacy Programs
- Toys for Kids
- TRU Nursing Building and Student Scholarships
- RIH New Tower
- Kamloops BC SPCA
- Freeze Athletics
- Rotary Youth Exchange
- And many many many more !!!



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! In 2024, we spent over \$275,000 directly back to locally owned companies to put on our great event!

\$ 3.5
Million

DIRECT
ECONOMIC IMPACT

\$ 6.2
Million

WEEKEND
ECONOMIC IMPACT

\$ 45
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 2024, we diverted 95% away from the landfill with a total of 16,682 kg recycled in many different streams!



**95%
Diversion**

**7800 KG OF
COMPOST**



**280kg Flexible Plastic
294kg Refundable
Containers**



**INTERESTED IN SPONSORING OUR SUSTAINABILITY STATIONS LOCATED THROUGHOUT RIBFEST?
NAMING RIGHTS ARE AVAILABLE FOR 2025 – ASK US FOR MORE INFORMATION!**

Partner Sponsors

	Partners of Ribfest			
	Title	Platinum Partner \$20,000	Gold Partner \$10,000	Silver Partner \$7,500
2025 Kamloops Daybreak Rotary Ribfest Sponsorship	\$30,000			
TRADITIONAL MEDIA (Radio, TV, Print)				
Logo inclusion in all press releases	Yes	Yes	Yes	Yes
Radio Sponsor Ads - All Kamloops Stations	Yes	Yes	Yes	Yes
*pool of fifty 30 second ads				
Television	Yes * if available *	Yes * if available *		
SOCIAL MEDIA (Website, Facebook, Twitter, Instagram)				
Custom Social Media Campaign *	Yes	Yes		
Logo on Facebook Cover Photo & Posts with Daily Schedule *	Yes	Yes		
Pop By Facebook Live on weekend *	Yes	Yes		
* Subject to co-operation and coordination with Sponsor				
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
RIBFEST PRINTED MATERIAL				
General Event posters	Title Logo	Large Logo	Large Logo	Small Logo
* Subject to printing deadline of April 30th				
Weekend Map	Title Logo	Large Logo	Small Logo	Name
*Subject to printing deadline of June 15th				
EVENT WEEKEND				
Custom Main Stage Signage	3' X 10' Banner	3' x 5' sign	3' x 5' sign	
Custom Park Branding	Yes	Yes		
*Signage in custom locations in Riverside Park				
Live-On Stage Mentions	Yes	Yes	Yes	Yes
*Minimum 5				
On-site parking spots	8	6	4	2
On-Site Tent	Yes	Yes	Yes	Yes
* Three day Sponsor staffed tent to promote products/services				
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.	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
*Pricing of food TBD. All food service family style and one delivery throughout time.				

Rack Sponsors

2025 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	
TRADITIONAL MEDIA (Radio, TV, Print)					
Radio Sponsor Ads - All Kamloops Stations *pool of fifty 30 second ads	Yes				
SOCIAL MEDIA (Website, Facebook, Twitter, Instagram)					
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
RIBFEST PRINTED MATERIAL					
General Event posters	Name				
* Subject to printing deadline of April 30th					
EVENT WEEKEND					
Live-On Stage Mentions	Yes	Yes			
*Minimum 5					
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.					



INTERESTED IN LEARNING MORE?

CONTACT US!

info@kamloopsribfest.com

Rotary 
Kamloops Daybreak