

COLD LAKE RIBFEEST

A Lakeland Connect Signature Event

SPONSORSHIP PACKAGE

July 7-9, 2023
Cold Lake, AB





EVENT BACKGROUND

Get ready for a finger lickin', lip smackin' good time; Ribfest 2023 is coming to Cold Lake, July 7-9, 2023. As a **Lakeland Connect Signature Event**, Ribfest 2023 will attract thousands of people from around the Lakeland region.

Four nationally renowned BBQ masters will set up for three days at the Energy Centre and go for the honour of being the best BBQ in town by gaining customers' votes.

It's not just BBQ. We're highlighting local businesses & organizations!

The event will feature a local vendors' market, locally brewed beer gardens, a Kidz Zone, a car show, and local talent on our main stage.

Lakeland Connect is committed to supporting local. We plan on using local non-profit organizations to help execute the event. These organizations will be paid via a donation to their group.





Increase your community impact and exposure by becoming a sponsor of Cold Lake Ribfest. Help keep this a FREE community event for years to come while connecting your brand with our community.

WHAT TO EXPECT

- ✂ Estimated attendance over 10,000
- ✂ 100% local businesses used for Cold Lake Ribfest
- ✂ Free admission
- ✂ Over \$100,000 in marketing and advertising to provide sponsors with recognition while promoting the event
- ✂ Family Friendly
- ✂ A free platform for all local groups and non-profits to gain exposure and raise funds

OUR TEAM



Caitlyn Bush
Head Event
Coordinator



Jena Colbourne
Event Marketing
and Promotions



Elijah Janvier
Videographer
Photographer



VISION & MISSION



Event Vision

To provide a community based event that positively impacts the local economy, showcases local businesses, entrepreneurs, products & services; while providing entertainment and delicious food.

Event Mission

Ribfest 2023 will contribute to the local economy by hiring local companies and organizations in the execution of the event. The event will showcase the Lakeland region in a positive manner and drive tourism by providing a highly desired product and launching a staple summer event in Cold Lake.





PRESENTING SPONSOR

The Presenting Sponsorship level is an elite level of support with the highest ROI for your event commitments. The exclusivity of this level ensures Direct Exposure to our community, creating loyalty and positive recognition.

The Cold Lake Ribfest provides a Marketing Channel that starts before the event and will last well after.

Included:

- Event named entirely after your company and your brand on ALL Marketing Materials
- 20 VIP Passes Daily for the VIP Patio and Stage Access
- 20 Half-Rib Dinners for Staff, Friends, and Families
- 20 Daily VIP Bar drink tickets
- 5 Panel spots for the Rib Judging to fill as desired
- Unlimited on site Signage, Branded Tents and Equipment/Vehicles
- Daily live MC recognition for the duration of the event
- Live interviews, commercial campaign and social media posts
- Logo on all social media material
- Logo on all Print Materials

Our marketing specialist will work with you to make sure all your pre-determined goals are being met and that your company is getting maximum exposure on your commitment. In addition to these pre-event value adds at the end of this package, you will see added value to utilize throughout the year.

- Event Logo created with your brand.
- Kick-off Video appearance (Ribfest introduction)
- 6 week lead up marketing blitz – Interview/daily commercials.
- Pop-up shop advertising for on site booth at Ribfest
- Committee spot with entertainment input
- VIP Giveaway contest (4 weeks)

Availability: 1

Investment: \$25,000

Value: \$65,000



ENTERTAINMENT SPONSOR

The Entertainment Sponsorship level is an elite level of support with a high ROI for your event commitments. The exclusivity of this level ensures Direct Exposure to our community, creating loyalty and positive recognition.

The Cold Lake Ribfest provides a Marketing Channel that starts before the event and will last well after.

Included:

- Event DAY named entirely after your company and brand on ALL Marketing Materials
- 15 VIP Passes and 15 VIP Drink Tickets for the VIP Patio and Stage Access
- 15 Half-Rib Dinners for Staff, Friends and Families
- 2 Panel spots for the Rib Competition to fill as desired
- Unlimited Area Signage and Branded Tents
- Daily commercials and logos on the digital stage screens
- Live MC recognition for the duration of the event
- Interviews, commercial recognition and social media post
- Logo on all social media material and print materials
- Social Posts on Lakeland Connect to individually advertise your organization
- a banner ad on Lakeland Connect specific to highlighting main sponsors

Main Stage Entertainment:

Friday: Live DJ

Saturday: Battle of the Bands & Vocal Competition

Sunday: Karaoke & Open Mic

Availability: 1

Investment: \$15,000

Value: \$50,000



KIDZ ZONE SPONSOR

Hey Look!!! The Kidz Zone Sponsorship is the level of support that gets you seen. Ribfest is a family-friendly event and we plan to keep the kiddos busy with fun games, activities and of course - inflatables!

Included:

- Event DAY named entirely after your company and brand on ALL Marketing Materials
- 5 VIP Passes and 5 VIP Drink Tickets for the VIP Patio and Stage Access
- 5 Half-Rib Dinners for Staff, Friends and Families
- 1 Panel spot for the Rib Judging to fill as desired
- Unlimited Area Signage and Branded Tents
- Live MC recognition for the duration of the event
- Interviews, commercial recognition and social media post
- Logo on all social media material and print materials

Entertainment:

Bounce Houses
Face Painting
Inflatables
Balloons, Bubbles & more!

Availability: 3
Investment: \$1,500
Value: \$15,000



BEER GARDENS SPONSOR

One of our most unique and localized areas of Ribfest will be our Beer Gardens. We will have only local craft beers, ciders and caesars. We have secured local vendors, 4th Meridian Brewing Co., Ribstone Creek, Journey North Cider Co. and Cold Lake Distillery to be our exclusive alcohol providers.

Included:

- Event DAY named entirely after your company and brand on ALL Marketing Materials
- 5 VIP Passes and 5 VIP Drink Tickets for the VIP Patio and Stage Access
- 5 Half-Rib Dinners for Staff, Friends and Families
- 1 Panel spot for the Rib Judging to fill as desired
- Unlimited Area Signage and Branded Tents
- Daily commercials and logos on the digital stage screens
- Live MC recognition for the duration of the event
- Interviews, commercial recognition and Social Media post
- Logo on all social media material and print materials

All Local Brands!

Beer: 4th Meridian & Ribstone Creek

Cider: Journey North Cider Co.

Caesar: Cold Lake Distillery

Availability: 2

Investment: \$1,500

Value: \$15,000



VENDORS MARKET SPONSOR

We are hosting a local vendors market. This section will showcase plenty of local entrepreneurs, producers, crafters and distributors. Your sponsorship will help reduce the costs to the businesses and allow more local companies to showcase their products.

Included:

- Vendors Market named after your business or organization
- 2 VIP Passes and 2 VIP Drink Tickets for the VIP Patio and Stage Access
- 2 Half-Rib Dinners for Staff, Friends and Families
- 1 Panel spot for the Rib Judging to fill as desired
- Unlimited Area Signage and Branded Tents
- Daily commercials and logos on the digital stage screens
- Live MC recognition for the duration of the event
- Interviews, commercial recognition and Social Media post
- Logo on all social media material and print materials

Availability: 4

Investment: \$500

Value: \$10,000



PITMASTER SPONSORS

Want to be a part of the event and you have an in-kind service that you can provide? Talk to us about our Pitmaster Sponsorship opportunities.

We are looking to work with local businesses and non-profits to create a memorable event that will become a staple on the summer events calendar.



Opportunities for Non-Profits

Want to raise money for a worthy group or organization?

We're looking for local groups to provide manpower and help execute the event.

We will pay for your services!



Entertainment

Ready to show your art to a large group? We are calling on all talented individuals and groups to be a part of our main stage entertainment and/or crowd work.

Some types of artists needed include:

Singers/Bands/DJs

Dancers/Cheerleaders

Indigenous Dancers and/or Drummers

Clowns/Balloon Artists



THANK YOU

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Website

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