



SPONSORSHIP PACKAGES

FEST FACTS



SEPTEMBER 1-3, 2023



BELL PARK



14TH ANNUAL



50K+ ATTENDANCE

In 2022 we had over 50k people through the gates over the course of the weekend, its the largest event in Sudbury! For 2023, we have extended our hours on Sunday to end at 10pm and have booked headlining concerts for all 3 nights instead of just Saturday, expecting to increase attendance. We also donated over \$6500 to local charities in 2022. The entire event grounds is licensed and sponsored by Labatt.

! DEADLINE TO APPLY FOR SPONSORSHIPS OR PURCHASE BOOTHS IS - AUGUST 1ST, 2023



TITLE SPONSORSHIP

- * "Company X presents Ribfest Sudbury 2023"
- * Name/Logo in following marketing materials (radio ads, google event map, stage banners, website, social media, print, e-newsletters)
- * 10x20 booth on site, placed in high traffic area for marketing or sales purposes
- * Mention on stage throughout course of event by MCs

\$10,000.00 +HST



"POWERED BY" SPONSORSHIP

- * Ribfest Sudbury "powered by Company X"
- * Name/Logo in following marketing materials (radio ads, google event map, stage banners, website, social media, print, e-newsletters)
- * 10x10 booth on site, placed in high traffic area for marketing or sales purposes
- * Mention on stage throughout course of event by MCs

\$7,000.00 +HST



BRANDING

- * Logo included on website, printed media, sponsor signage on site

\$500.00 +HST

SEPTEMBER 1ST- 3RD

LABOUR DAY WEEKEND | BELL PARK, GRACE HARTMAN AMPHITHEATRE

RIBFESTSUDBURY.COM



KIDS ZONE SPONSORSHIP

- * Signage in the kids zone: "Kid's Zone powered by x company"
- * Name/Logo in following marketing materials (website, social media, print, e-newsletters, etc)
- * 10x10 booth space for the duration of the event in Vendor Village

\$3,000.00 +HST



FOOD CONTEST SPONSORSHIP

- * Signage at the voting booth, name on trophies and MC mention during winner announcements
- * Name/Logo in following marketing materials (website, social media, print, e-newsletters, etc).
- * 10x10 booth space for the duration of the event in Vendor Village.

\$3,000.00 +HST



LOOKING FOR HOTEL PARTNER

- * Discount rates for 40+ vendor rooms + discount code for out of town festival patrons.



LOOKING FOR APPAREL PARTNER

- * Your logo on the gear seen by 50k festival goers - approx 20-30 shirt and lanyards needed.



BOOTH OPTIONS

Aside from sponsorships we have the following options for booths in the Vendor Village

CORPORATE 10x10

\$500.00 +HST

CORPORATE 10x20

\$950.00 +HST

MARKETING EFFORTS



RADIO COMMERCIALS

- * Multiple Stations (250km Radius)



SOCIAL MEDIA

- * Facebook and Instagram Campaigns



MEDIA COVERAGE

- * Sudbury.com, CBC, Eastlink, CTV etc

CONTACT

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