



Dear Community Supporter:

I am honoured to be the chairperson for the Caledon Ribfest. On behalf of our 2023 committee, we would be most grateful if you consider supporting this community festival.

Ribfest features:

Live music, market vendors, displays, children's entertainment, rib eating contest and an abundance of tasty food for the entire family!

Caledon Ribfest is an amazing opportunity for your business to reach a targeted market during our three-day event, putting your company's name and logo in full view. In addition to supporting Ribfest, you may want to rent some prime festival space to promote your business or sell your product. Please consider how your business will benefit by being a generous Ribfest supporting and/or vendor/marketer.

July 7, 8 and 9 you could host your clients and customers, and their families, at this fun-filled event. At your invitation, they could be enjoying ribs and music with thousands of others from Caledon and the surrounding communities. By your generous support, and visible company logos, they would relate fond memories, to your company's advertising, at this celebration. When you decide to sponsor this event, you and/or your company will receive a 1-year membership at the Caledon Chamber of Commerce.

Caledon Ribfest is a leading community event that we will be hosting annually. Started by Anthony Caputo with *The Caputo Group* of RE/MAX Experts, this festival will become the summer highlight for many families from Caledon, and visitors from around the world.

Because of community supporters like you, Ribfest will continue its partnership with businesses, to enrich those businesses and our Caledon community. We look forward to receiving your support.

If you have any questions or suggestions, please contact us at:

Email: [caledonribfest@gmail.com](mailto:caledonribfest@gmail.com)

Thanks,

*Anthony Caputo*

*We thank you for your generous support!*

## Top 10 Reasons to Partner with the Caledon Ribfest of 2023

The final numbers are still being calculated but we are expecting around 20,000 people to visit Ribfest throughout the weekend. The Caledon Ribfest committee are already hard at work, planning this year's first annual event. Without the support of our sponsors, this event would not be able to happen.

When you sponsor a charity event such as Ribfest there is the immediate gratification of knowing that you are supporting a worthwhile charity event. Your sponsorships are also being used to help organize and fund set up for the event of each year!

Part of the Ribfest planning and preparations stages means contacting sponsors and potential sponsors in order to get commitments for the coming event. As a business owner of professional in our community, the following list provides 10 great reasons why you might want to consider being a partner with *The Caputo Group* for Ribfest 2023.

### Targeted Marketing

With an expected attendance of 20,000 people, this event will bring in families, business owners, and community leaders throughout the weekend. This is a tremendous opportunity to put your company's name and marketing messages to a dedicated and strong Caledon audience.

### Create and Enhance Credibility:

Often company's will struggle to get a larger profile outside of their own market. A partnership with *The Caputo Group* will provide a diverse and large audience to introduce your company and products to.

### Media Exposure

Your partnership with Ribfest will benefit from extended exposure in social media, print and radio. We are a different source of media exposure that carries a positive social value to the community.

### Brand Awareness

Name and logo placement leading up to the event, will help foster brand awareness throughout the community.

### New Sales and Partnership Opportunities

It takes many people and companies to host Ribfest each year. This is a very diverse group of people which provides an excellent networking opportunity to generate new business and strategic partnerships.

### Community Involvement

Successful people and companies know that it's important to be involved in the community you do business in. A partnership with *The Caputo Group* will demonstrate your support for the community. Companies that show generosity for a cause will spark more interest and appeal to the patrons of the event and within the community.

### Demonstrations, Samples, New Markets

What better place to introduce a new product to the community or test market strategies amongst your local clients. Ribfest provides a large diverse market that is receptive to new products and ideas.

### Tax Deduction

This can be used as a marketing/advertising expense!

### Lead Generation

This will give you the opportunity to promote your company, its products, and services to the community. This is a great way to meet your clients and potential clients face-to-face and assist in building a lead contact list.

### Association

Above lists a few reasons why you might want to consider partnering with *The Caputo Group* for the 2023 Ribfest. This is a true win/win event for everyone involved! Where else can you associate your name and company with an event that has been as successful as Ribfest!

*We thank you for your generous support!*

### **SPONSORSHIP PACKAGES**

There are several levels/packages of sponsorship to consider.

- Presenting Sponsor - \$30,000
- Presents Ribber Row - \$15,000
- Presents Music - \$10,000
- Presents Child's Entertainment - \$5,000
- Presents Market Place - \$5,000
- Presents Dining Tent - \$5,000
- Presents Beer Tent - \$5,000
- BBQ Buddy - \$ 1,000
- Friends of Ribfest - \$500
- Rib Eating Contest - \$500

Select your sponsorship level which best suites your desired level of exposure and budget by completing the Ribfest sponsorship form and submitting it along with your payment.

### **MEDIA SPONSORSHIP PACKAGES**

There are 2 levels/packages of media sponsorship to consider.

- Media Sponsor - \$10,000
- Media Partner - \$5,000

Select your sponsorship level which best suites your desired level of exposure and budget by completing the Ribfest sponsorship form and submitting it along with your payment.

*To qualify to inclusions on t-shirts and/or printed documents/media,  
commitment must be received no later than June 7, 2023.*

HOSTED BY



THE  
CAPUTO  
GROUP

*We thank you for your generous support!*

# SPONSORSHIP LEVELS

## PRESENTS RIBFEST \$30,000

- Exclusive naming sponsor of the Ribfest event
- Company logo/name featured on the official event posters, schedule handout and newsletter
- Company name to appear throughout event & on sponsor board
- Company logo/name promoted on the Ribfest website at entrance gateway and event t-shirts
- Company name announced highly during Ribfest weekend
- Company logo/name featured on the large video display at RibFest
- Access to our new VIP area - meet and greet with bands
- Company logo/name mentioned in each media release submitted to media partners and social media
- Onsite activation/promotional display opportunity
- 25 free rib meals and preferred parking

## PRESENTS RIBBER ROW \$15,000

- Sponsor of Ribber Row
- Company logo/name featured on the official event posters, schedule handout and newsletter
- Company name to appear throughout event & on sponsor board
- Company logo/name promoted on the Ribfest website at entrance gateway and event t-shirts
- Company name announced highly during Ribfest weekend
- Company logo/name featured on the large video display at RibFest
- Access to our new VIP area - meet and greet with bands
- Company logo/name to appear at Ribber Row and on sponsor board
- Company logo/name mentioned in each media release submitted to media partners and social media
- Onsite activation/promotional display opportunity
- 15 free rib meals and preferred parking

## PRESENTS MUSIC \$10,000

- Naming sponsor of music and main stage
- Company logo/name featured on the official event posters, schedule handout and newsletter
- Company name to appear throughout event & on sponsor board
- Company logo/name promoted on the Ribfest website at entrance gateway and event t-shirts
- Company name announced highly during Ribfest weekend
- Company logo/name featured on the large video display at RibFest
- Access to our new VIP area - meet and greet with bands
- Company logo/name to appear at main stage and on sponsor board
- Company logo/name mentioned in each media release submitted to media partners and social media
- Onsite display/booth opportunity
- 10 free rib meals and preferred parking

*We thank you for your generous support!*

**PRESENTS DINING TENT** **\$5,000**

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- Naming sponsor of dining tent
- Company logo/name featured on the official event posters, schedule handout and newsletter
- Company logo/name promoted on the Ribfest website at entrance gateway
- Company name announced moderately during Ribfest weekend
- Company logo/name featured on the large video display at RibFest
- Access to our new VIP area - meet and greet with bands
- Company logo/name featured on the official event posters
- Company logo/name featured at the dining tent on a sponsor board
- Onsite display/booth opportunities
- 6 free rib meals and preferred parking

**PRESENTS BEER TENT - TAKEN** **\$5,000**

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- Naming sponsor of beer tent
- Company logo/name featured on the official event posters, schedule handout and newsletter
- Company logo/name promoted on the Ribfest website at entrance gateway
- Company name announced moderately during Ribfest weekend
- Company logo/name featured on the large video display at RibFest
- Access to our new VIP area - meet and greet with bands
- Company logo/name featured on the official event posters
- Company logo/name featured at the beer tent on a sponsor board
- Onsite display/booth opportunities
- 6 free rib meals and preferred parking

**PRESENTS BBQ BUDDY** **\$1,000**

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- Company logo/name promoted on the Ribfest website
- Company name announced mildly during Ribfest weekend and social media
- Company logo/name to appear on sponsor board at event
- 2 free rib meals

**FRIEND OF RIBFEST** **\$500**

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- Company logo/name promoted on the Ribfest website and social media
- Company logo/name to appear on sponsor board at event
- Company logo/name to appear on the screen at the main stage

**RIB EATING CONTEST - TAKEN** **\$500**

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- Company logo/name to appear on sponsor board at event
- Company logo/name promoted on the Ribfest website and social media
- Company banner to be placed on the contestant table (if supplied)
- Company logo/name mentioned exclusively during rib eating contest

*We thank you for your generous support!*

**MEDIA SPONSOR**

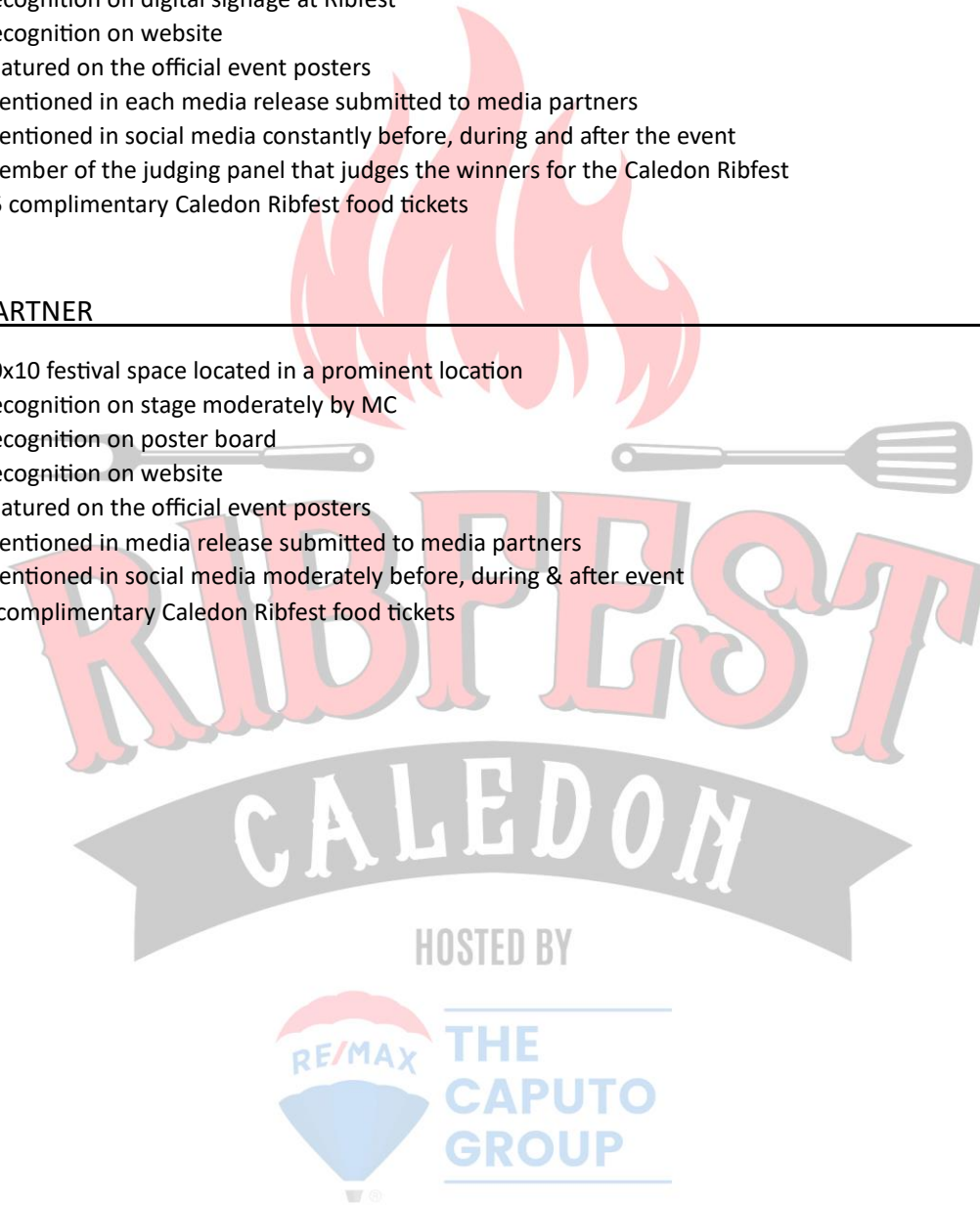
**\$10,000**

- 10x20 festival space with tent, tables, chairs located in a prime location
- Recognition on stage constantly
- Recognition on poster board
- Recognition on digital signage at Ribfest
- Recognition on website
- Featured on the official event posters
- Mentioned in each media release submitted to media partners
- Mentioned in social media constantly before, during and after the event
- Member of the judging panel that judges the winners for the Caledon Ribfest
- 15 complimentary Caledon Ribfest food tickets

**MEDIA PARTNER**

**\$5,000**

- 10x10 festival space located in a prominent location
- Recognition on stage moderately by MC
- Recognition on poster board
- Recognition on website
- Featured on the official event posters
- Mentioned in media release submitted to media partners
- Mentioned in social media moderately before, during & after event
- 5 complimentary Caledon Ribfest food tickets



*We thank you for your generous support!*



# SPONSORSHIP FORM

## RIBFEST 2023

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Cheque  E-transfer  Cash

Please check the box to select your sponsorship package

<input type="checkbox"/>	Presents Ribfest	\$ 30,000
<input type="checkbox"/>	Presents Ribber Row	\$ 15,000
<input type="checkbox"/>	Present Music	\$ 10,000
<input type="checkbox"/>	Presents Children's Entertainment, Market Place or Dining Tent Please specify: _____	\$ 5,000
<input type="checkbox"/>	Presents Beer Tent	\$ 5,000
<input type="checkbox"/>	BBQ Buddy	\$ 1,000
<input type="checkbox"/>	Friend of Ribfest	\$ 500
<input type="checkbox"/>	Rib Eating Contest	\$ 500
<input type="checkbox"/>	Media Sponsor	\$ 10,000
<input type="checkbox"/>	Media Partner	\$ 5,000

Sponsors are required to email their company logo in a JPEG format to [caledonribfest@gmail.com](mailto:caledonribfest@gmail.com)

Please provide your company's signed agreement and payment in full no later than June 7<sup>th</sup>, 2023. This time is necessary to meet signage and marketing artwork deadline. The earlier you submit the form, the more media exposure you will receive. *Sponsorship fees are non-refundable.*

Please make cheques payable to: **Caledon Ribfest**  
Send e-transfers to: [caledonribfest@gmail.com](mailto:caledonribfest@gmail.com)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*We thank you for your generous support!*