



Dear Community Supporter:

I am honoured to be the chairperson for the Caledon Ribfest. On behalf of our 2024 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 5th, 6th and 7th 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.

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

Thank you,

Anthony Caputo

We thank you for your generous support!

Top 10 Reasons to Partner with the Caledon Ribfest of 2024

The final numbers are still being calculated but we are expecting around 10,000 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 2024.

Targeted Marketing

With an expected attendance of 10,000 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 2024 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 5th, 2024.

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 \$20,000

- 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/MARKETPLACE/CHILDREN'S ENTERTAINMENT **\$5,000**

- 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 **\$5,000**

- 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**

- 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**

- 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 **\$500**

- 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

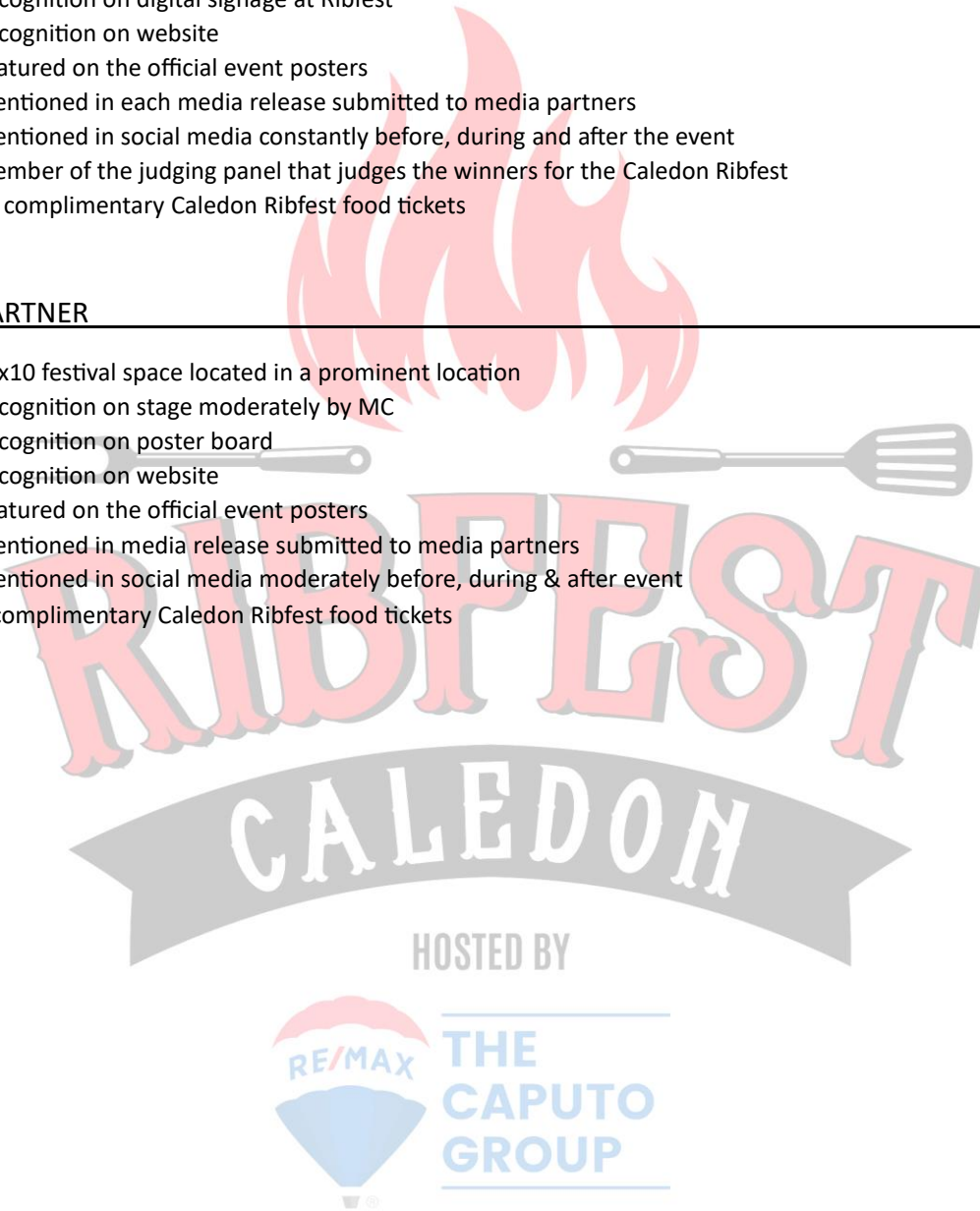
\$10,000

- 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 2024

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	\$ 20,000
<input type="checkbox"/>	Present Music	\$ 10,000
<input type="checkbox"/>	Presents Children's Entertainment, Marketplace, 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

Please provide your company's signed agreement and payment in full no later than May 5th, 2024. 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

Name

Signature

Date

We thank you for your generous support!



CALEDON RIBFEST 2024

JULY 5-7 2024

Dear Vendors,

The Ribfest committee would like to invite you to apply to be a Market Place Vendor for our Caledon Ribfest Hosted by The Caputo Group in July 2024.

The final acceptance will be dependent on approval of your completed form(s) and payment(s). If all documentation is in order, then a vendor permit will be sent which is to be displayed at your booth at all times during Ribfest and a parking permit which is to be displayed in your car when it is on the park grounds. Your attendance cannot be confirmed until all items below regarding you are complete. Applications are taken on a first come basis.

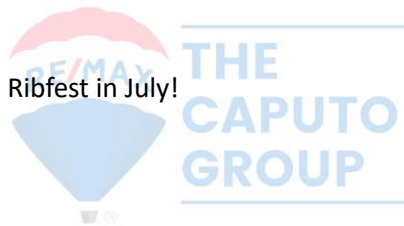
Market Place Vendors

- Completed vendor application/contract, (which is attached) along with a Cheque, Cash, or proof of eTransfer, for *vendor fees* and a separate *damage deposit* cheque – returned to address listed on application form. *Post dated checks will not be accepted.* A \$25.00 charge will apply to all NSF cheques.
- And a copy/certificate of insurance with The Caputo Group & Corporation of Town of Caledon added as additionally insured, or the signed PARTICIPANT RELEASE WAIVER FORM which is attached.
- Please ensure all forms are filled out correctly, if any corrections need to be made after the form has been submitted please email us at caledonribfest@gmail.com
- A email will be sent out closer to the event in regards to set-up/tear-down dates and times

We look forward to seeing you at Ribfest in July!

Sincerely,

Anthony Caputo





VENDOR APPLICATION FORM

CALEDON RIBFEST 2024

JULY 5-7, 2024

Business Name: _____

Contact Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ Email: _____

VENDOR TYPE :

1 SPACE SIZE IS 10'x10' / PRICE INCLUDES HST / SEPRATE \$150 DAMAGE DEPOSIT REQUIRED

TABLES CAN BE PROVIDED FOR AN ADDITIONAL \$ ___ - ___ ' TABLES

TENTS CAN BE PROVIDED FOR AN ADDITIONAL \$ ___

_____ Craft/Merchandise Sales - \$500 _____ Food & Beverage - \$1000 _____ Corporate - \$500

of spaces required _____ Do you require a table? _____ # of tables required _____

MARKETPLACE VENDOR ARFE REPSONSIBLE FOR BRINGING THEIR OWN EXTENSION CORDS

Confirmation of selection will not be approved until the completed application and payment is received in full by the Ribfest Organizing Committee.

Please send the signed and completed application form with the payment in full by June 5th, 2024. Upon signing this contract, you agree to the *Participation Release Waiver* form and release all liability from The Caputo Group. Only a limited number of vendors will be accepted due to space availability, so apply early! *Fees are non-refundable*. The Caledon Ribfest committee may require proof of liability insurance depending on product and risk.

Please make cheques payable to: **Caledon Ribfest**
Send e-transfers to: caledonribfest@gmail.com

Print Name

Signature

Date



**PARTICIPANT RELEASE AND WAIVER FORM
ASSUMPTION OF RISK – JULY 5-7, 2024
CALEDON RIBFEST 2024**

Name: _____

Organization / Business / Other: _____

Address: _____

Telephone #.: _____

To: Caledon Ribfest Hosted by The Caputo Group – PARTICIPANT

In consideration of the participation of above listed as a Participant at the Caledon Ribfest, I/we the undersigned, being of legal age (18) and have signing authority for the above listed Participant, do hereby release, dismiss and forever discharge Caledon Ribfest Committee, The Caputo Group, Sponsors, Corporation of the Town of Caledon and Volunteers for any claim arising out of our participation at the said Caledon Ribfest Hosted by the Caputo Group celebrations.

As a participant, I recognize all risks and acknowledge that there are certain risks of physical injury, including death, damages, property damage, or loss which I may sustain as a result of participating at celebrations, or the use of the facilities or equipment.

I agree to pay defense costs and defend Caledon Ribfest Committee, The Caputo Group, Sponsors, Corporation of the Town of Caledon and its agents, servants, employees, other volunteers, and affiliates, from any and all claims resulting from injuries, including death, damages, property damage, or loss sustained by me and arising out of, connected with, or in any way associated to celebrations or the use of facilities or equipment.

We do further covenant and agree to indemnity and save harmless the said Caledon Ribfest Committee, The Caputo Group, Sponsors, Corporation of the Town of Caledon, and volunteers, their successors, and its officers, heirs and assigns against and from all actions, damages including any legal costs/adjusting and claims which may be hereafter brought against the Caledon Ribfest Committee, The Caputo Group, Sponsors, Corporation of the Town of Caledon, and volunteers as a result of our participation in the said celebrations, including any action brought against Caledon Ribfest Committee, The Caputo Group, Sponsors, Corporation of the Town of Caledon, and Volunteers as a result of any product(s) sold by us, or service(s) rendered by us.

Dated at _____ this _____ day of _____ 20 _____
(location) (day) (month) (year)

Print Name

Signature