

2012 Contributing Sponsor Offering



fireworks
spirit party
concerts
great food
celebrate
community
midway
haunted theatre
live entertainment



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Official Designation:

Your company/brand will be a 'Contributing Sponsor' of Toronto Ribfest 2012.

Use of Toronto Ribfest Logo and Marks:

Your company will have the rights to use the official Toronto Ribfest logo for promotional purposes.

Limited Opportunity:

There are only ten (10) contributing sponsor opportunities available.

Contributing Sponsor Offering: Branding and Visibility

On-site Signage:

- Logo / Brand ID recognizing your company as a Contributing Sponsor on both entrance and exit sign podiums at event.
- Logo / Brand ID on large LED display boards at each of the two stages, with a Toronto Ribfest slide show running continuously for all four days of the event. (Estimated # views with your brand = 15 slides / hour / per screen; and 4 seconds each.)
- On-site booth and activation opportunity. (see on-site activities)

Advertising:

- Logo ID in sponsor Thank You ad post event
- Complimentary ad in **Official Program Guide**. (Distributed before event by Snap Media to multiple markets across GTA.)

Printed Material:

- Logo/Brand on official event poster – **Note:** special permission provided by City of Toronto for poster placement throughout western Toronto.

Digital and Social Media:

- Logo and link on Toronto Ribfest website homepage
- Logo and link on all electronic communications (newsletters, announcements)
- Continuous recognition as a Contributing Sponsor on Twitter and Facebook (Social Media Contests & Giveaways possible.)



Contributing Sponsor Offering: VIP Hospitality & On-Site Activation

VIP Hospitality:

- Invitation for 2 people to **Opening Night VIP Preview** (includes complimentary drinks/food/entertainment)
- 2 VIP passes PER DAY for **VIP Tent** experience. (includes complimentary food and beverages)
- 2 VIP **Parking Passes** for duration of event

On-Site Activation:

- Complimentary booth space on-site. (Size and location TBD.)
- Opportunity to sample product on-site at booth location and throughout park.
- Opportunity to provide product give-a-ways on-site at booth, entrance and exit locations.



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For more information, please contact;

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