

2012 Major Sponsor Offering



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



Proudly operated by the Rotary Club of Etobicoke



Official Designation:

Your company/brand will be a 'Major 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 SIX Major Sponsorship opportunities available.

Major Sponsor Offering: Program Sponsorship

Exclusive Program Sponsorship:

- Your company can select a Toronto Ribfest program asset and will have exclusive rights to that program. (See Program Assets for full details.)
(Example: A BBQ Sponsor would most likely choose the Ribbers T-Shirt Asset. This gives the BBQ Company the opportunity to have their name on the front of every Ribbers T-Shirt for the entire 4 day event.)

Promotional Mentions for Program Sponsorship:

- Your company will be highlighted as the 'Presenting' sponsor for that program in all paid media placements leading up to the event.

Major Sponsor Offering: Branding and Visibility

On-site Signage:

- Logo / Brand ID recognizing your company as a Major Sponsor on the highly visible event entrance signs at both entrances.
- Logo ID recognizing your company as 'Presenting Sponsor' of 'Program X' on our Major Sponsor banner at the Rotary Tent.
- 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 = 30 slides / hour / per screen; and 4 seconds each.)
- Opportunity to have appropriate signage at your on site booth / location



Advertising:

- Logo ID in all print advertising placements
- Logo ID in Thank You ad post event
- Verbal tag in select radio advertising
- Logo/Brand on official event poster – **Note:** Authorized by City of Toronto for poster placement throughout western Toronto.
- Complimentary display ad in **Official Program Guide**. (Distributed before event by Snap Media to multiple markets across GTA.)

Printed Material:

- Logo and text recognition as a Major Sponsor on posters, invitations, media releases, flyers and brochures

Digital and Social Media:

- Logo and link on Toronto Ribfest website homepage
- Logo and link on all electronic communications (newsletters, announcements)
- Recognition as a Major Sponsor on Twitter and Facebook
- On-going/custom messaging on Twitter and Facebook to recognize and engage your brand

Media Relations:

- Recognition in all media releases and advisories for Toronto Ribfest 2012
- Opportunity to provide a quote for media release
- Opportunity to be available for interviews with media representatives covering the event

Media Events:

- Opportunity to provide remarks at Media Event
- Opportunity to present 'display cheque' at Media Event
- Logo recognition on signage displayed exclusively for Media Event

Major Sponsor Offering: VIP Hospitality & On-Site Activation

VIP Hospitality:

- Invitation for 10 people to Opening Night VIP Preview (includes complimentary drinks/food/entertainment)
- 10 VIP passes PER DAY for VIP Tent experience. Includes complimentary food and beverages.
- 8 VIP Parking Passes for duration of event

On-Site Activation:

- Opportunity to sample product on-site (locations tbd)
- Opportunity to provide product give-a-ways on-site
- Complimentary 10 x 10 booth space on-site
- Opportunity to conduct a consumer contest on-site
- Opportunity to provide custom signage on-site at booth location

Program Assets:

Major Sponsors can choose one from the following:

1. Volunteer Program
2. VIP Area
3. Main Eating Area 1 (Craft beers area)
4. Main Eating Area 2 (Major beer label area)
5. Main Stage
6. Entrance Program (Theme: Toronto Food Initiative)
7. Midway Area
8. Children's Program
9. Recycling Program
10. Hero Day / Services Day (Monday, July 2)
11. Ribber t-shirts. (Ribbers wear the sponsors t-shirts.)





Rotary Club of Etobicoke

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For more information, please contact;

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