

**25th Anniversary!**



2020 VENDOR OPPORTUNITIES  
[canadalargestribfest.com](http://canadalargestribfest.com)

A Fundraising Initiative of  
**Rotary**  
Burlington Lakeshore







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Celebrating 25 years of Ribfest excellence, our Festival is THE LARGEST RIBFEST IN CANADA. It's the award-winning, summer end celebration people come from near and far to experience.

The Festival offers exceptional partnership programs. With an all-encompassing Marketing Campaign and an exclusive Public Relations program, we go above and beyond other sponsorship programs.

**160,000**  
annual attendance

Your partnership helps Rotary Club of Burlington Lakeshore



# Where do your dollars go?

Canada's Largest Ribfest is a fundraising initiative of The Rotary Club of Burlington Lakeshore.

## A SELECTION OF OUR PROCEEDS BEING DISTRIBUTED OVER THE YEARS:

### HEALTH

Burlington Counselling & Family Services  
Canadian Diabetes Association Summer Camp  
Canadian Mental Health Association Summer Camp  
Carpenter Hospice  
CCAC Child Abuse Emergency Fund  
Cheshire Homes (Carey House)  
CNIB  
Danielle's Place  
Halton Aphasia  
Joseph Brant Hospital  
JBMH Aux  
MS Supportive Housing Complex  
Reach Out Centre for Kids  
Terry Fox Run

### HUMANITY

Able Sail  
Burlington Green  
Burlington Humane Society  
Camp Enterprise  
Camp Manitou  
Canadian Legion Branch 60  
Community Living Burlington  
Crime Stoppers of Halton  
Halton Regional Police Smart Risk Safety Program  
HARRRP  
Lighthouse Centre for Grieving Children  
Out of the Cold  
Rotary Foundation and International Rotary projects  
The Lighthouse Homeless Shelter (Oakville)  
North BurLINKton Community Group

### HUNGER

Food Banks Canada  
Food for Life  
Gift of Giving Back Community Food Drive  
Halton Fresh Food Box  
Next Door Plains Rd. Meal Program  
North Burlington Drop in, Community Dinner  
Open Door Food Bank St. Christopher's Church  
Partnership West Food Bank  
Salvation Army Food Bank  
The Compassion Society

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# Who's at Ribfest?

## Demographics

**Age:** 68% between 20 - 49 (44% between 30 - 49)

**Gender:** Male 52% Female 48%

### AVG HH Income

- \$25k - \$49k: 13%
- \$50k - \$74k: 19%
- \$75k - \$99k: 15%
- Over \$100k: 29%

**City of Residence:** Burlington, Oakville, Mississauga, Hamilton, Milton, Cambridge, Guelph, Brampton and Toronto.

### In-Market For (Planned Purchases)

- Vacations 36%
- Airline Tickets 21%
- House or Condo 15%
- Automobile 13%
- Home Renovations 12%

## Brand Affinities

**Automotive:** Dodge/Chrysler (20%), Ford (14%), Mazda (14%), Toyota (13%), Hyundai (13%) and Honda (11%)

**Financial:** TD (51%), CIBC (26%), Scotia (21%) and RBC (20%)

**Communication:** Bell (40%), Rogers (31%), Cogeco (27%), Telus (13%), Freedom (12%)



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# Vendor Locations

- Kids Zone (West End)
- International Zone (East End)
- Ribber Row
- East Gate (Brant Street)
- Promenade - facing the Lake



Be a part of our fabulous marketing campaign designed to attract and generate new attendees.



# Scheduled Events and Highlights

## 25th Anniversary Fireworks on Sunday Night!

### All Day LIVE Music

- Main Stage - East End
- Emerging Artists - West End
- Seating for visitors to watch while they eat

### Exhibits and Areas

#### Kids Zone (West Entrance - Maple Street & Lakeshore Blvd.)

- West Entrance - main flow of traffic to Ribber Row
- West End of Waterfront Promenade
- Midway for All Ages
- Vendor displays with products/services for kids and families

#### International Zone (East End)

- Food & Vendors from our diverse community

#### Ribber Row

- 18 Ribbers from across North America
- Beer & Beverage Tents
- Food and Specialty Vendors

#### Waterfront Promenade

- Vendor Space facing the Waterfront Promenade and Lake Ontario

#### East Entrance (Brant Street and Lakeshore Blvd.)

- leads to and is adjacent to Waterfront Promenade
- main flow of traffic to Ribber Row

### Available Services

- Electric Power - 110V
- Potable Water
- Grey Water Disposal
- Recycling, Food Waste & Garbage Disposal
- Fire-Rated Tents





# What's in it for you?

Corporate Giving – Festival goers DO pay attention to sponsors. Our attendees have stated they are 100% more likely to visit and give business to a sponsor they see at our Festival, rather than at a similar business.

Entertain your clients and guests in our Exclusive Lounge. Experience exceptional market branding throughout our Region, Province and Internationally.

Our Rotary Club has donated close to \$4 MILLION back into our Community!

## Amazing Opportunities

When You Support Canada's Largest Ribfest, You Will:

- Being a Vendor helps in bringing vital funds to the Burlington Community
- Strengthen the goodwill of your brand in front of many local and national participants, and your own clients and friends
- Demonstrate your Community leadership

## Partnership Opportunities

By partnering with Ribfest, your business or organization plays a key role for the success of our Community. We appreciate your support and look forward to working with you to create an unforgettable experience.

**Food Vendors Contact:** [foodvendors@rcbl.org](mailto:foodvendors@rcbl.org)  
**All other Vendors Contact:** [vendor@rcbl.org](mailto:vendor@rcbl.org)

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#MoreThanRibs  
[canadaslargestribfest.com](http://canadaslargestribfest.com)

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