

Kingston Ribfest & Craft Beer SHOW



PRESENTED BY:
BMW KINGSTON

Savour the Flavours with us at the **2020 Kingston Ribfest & Craft Beer Show**, an annual three day festival focussed on the experience of **great BBQ and craft beer**.

The Event

- 25,000 attendees
- 1.3 million social media impressions
- 1,502 Facebook fans
- 3,830 Twitter followers
- 686 Instagram followers
- 33,000 YouTube views
- 31,861 annual website views by 12,164 unique users
- 79,153 reached via radio

TAP INTO RIBFEST.



"Pumped for #KingstonRibfest
at Memorial Centre Park!
Kingstonribandbeerfest.com
#YGK #craftbeer #ribs"

- @CABigMike



Quick Facts

Date: Sept. 11-13, 2020

Place: Memorial Centre Park. Kingston

Attendance: 25,000

Demographic:
Adults aged 25-54
(Including families with children local to the Kingston area)

Charity: Partners in Mission Food Bank



www.KingstonRibAndBeerFest.com

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The Attendees

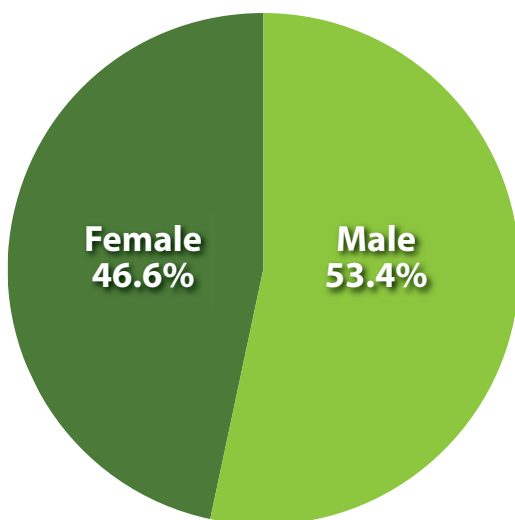
The #KingstonRibfest continues to see an increase in attendees and develop loyal year-to-year attendance in one of the most vibrant communities in Canada. Over the three day festival attendees from all walks of life have the amazing opportunity to connect, engage with, and indulge in their favorite brands in an easy going, and fun atmosphere. With the addition of a family fun zone, Ribfest is a family fun event, offering exciting new opportunities and growth to our sponsors.

"#KingstonRibfest Royale FTW love those ribs and craft beer is excellent. Our 4th year!"

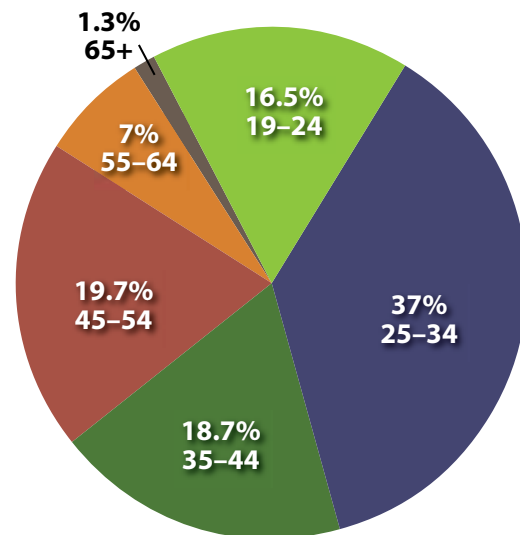
- @BrynSwan



Gender



Age





The Marketing

The Kingston Ribfest & Craft Beer Show is one of the few independently produced Ribfests in Canada. Our grassroots marketing approach organically and effectively engages the public and builds loyal word-of-mouth attendees.

Media Partner – Bell Media, 98.3 Fly FM and 98.9 The Drive with a combined **weekly reach of 79,153 listeners**. Both stations are executing extensive advertising, promotions and PR campaigns to engage listeners and drive attendance.



"Another beautiful day at #KingstonRibfest! Awesome eats, beers and tunes! @LoganBrownMusic @ListenUpKidBand @FoodBankKtown @989THEDRIVE"

– @kppconcerts



Digital Media – In 2019 Ribfest generated **1.3 million social media impressions** as well as over **31,000 annual website page views** by **12,164 users**.

Across Twitter, Facebook, and Instagram Ribfest garnered **3,691 engagements** through our following (**Twitter 3,830, Facebook 1,502, and Instagram 686**), with ongoing YouTube growth currently at **33,000 video views**.

The stage is set for an explosive response in 2020!

Traditional Media – Media releases, television interviews, magazine articles and other media opportunities are actively pursued to promote Ribfest and communicate the experience of "Savour The Flavour".



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The Charity

It's important to Impact Events Group to inject energy into our events and our community.

In lieu of admission, we've collected donations at the gate for Partners in Mission Food Bank.

In the first six years we've collected \$22,280.61 and 14,654 lbs of food.



*"TY to all those able to donate at
the 4th Annual #KingstonRibfest & @
Impact_Events & vendors- totals \$4000+
3136 lbs food #community #ygk"*
- @FoodBankKtown



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*"Cheers to another great afternoon at
#KingstonRibfest #YGK. Till next year!"*

– @WaterlooBrewing

The Organizer

Over the past 16 years Impact Events Group has built a devout Ribfest following and the **Downtown Kitchener Ribfest & Craft Beer Show** is now widely recognized as one of the most well attended summer events in Waterloo Region. We are working to make **#KingstonRibfest** one of the biggest and best events in the Kingston community.

Engaging community and eliciting an excited response from event goers and shareholders alike has consistently been Impact's calling card.

KingstonRibfest, **KWRibfest** and the **Toronto Craft Beer Festival** are part of a diverse portfolio of events and community service spanning 20 years that has established strong relationships with professionals in our community, a devoted fan base and secured our reputation as leaders of innovative events.



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The Numbers

Partnering with the **Kingston Ribfest & Craft Beer Show** isn't just about putting your logo on something, we form true partnerships and constantly strive to deliver value through exciting initiatives, incredible buzz and an event experience like no other.

Growth - Social - Media
Charity - Responsibility - Environment



"Can't wait for 2017! Had a blast all 3 days!!!"

"It's a beautiful day. Lots of people & it smells awesome here! Way to go @Impact_Events. Very cool!"

Total **attendance 25,000 - 31,000** annual website views by over **12,164 users** – **3,691** engagements on Facebook (**1,502 Fans**) and Twitter (**3,830 Followers**) – and Instagram (**686 Followers**) – total reach of 1.3 million.

Exclusive media partner – **Bell Media – 98.3 Fly FM and Pure Country 99** – **79,153** weekly reach – **124+** paid 30 second ads – **84+** promotional 30 second ads – **90+** live announcements – **3 days** on location – **15+** social media inclusions (**55,000 Facebook Fans** – **17,238 Twitter Followers** – **4,114 Instagram Followers**) – **18+** on air contests.

Earned media includes **The Kingston Herald**, **The Kingston Whig-Standard** and more.

Donations to **The Partners in Mission Food Bank** in 2019 – **\$3,863 and 1,477 lbs** of food - since 2013 – **\$22,280.61 and 14,654 lbs** of food.

The Kingston Ribfest & Craft Beer show was the **first ever to implement City of Kingston's new mobile waste diversion station: OSKAR**, diverting waste from landfill and reducing the overall environmental footprint of the event.

From locals to tourists, the **Kingston Ribfest & Craft Beer Show** attracts and delights to SUCH an extent people even schedule their time and birthday celebrations around it! We are proud to say 2019 was truly a record breaking year across all fronts and we look forward to giving you the chance to tap into this exciting opportunity in 2020.



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The Opportunity

Events are an outstanding medium for enhancing current customer relations, building new ones and demonstrating the value of your product or service. The **Kingston Ribfest & Craft Beer Show** has a growing track record of success and provides an excellent opportunity for brand interaction in a friendly, fun environment.

Build Connections
Gain Recognition
Promote Your Brand

"Great food & turnout. Thanks to the organizers & sponsors!"



Community Sponsor - Are you looking for a true community partnership? Then this sponsorship opportunity is perfect for you! Gain incredible brand recognition while engaging with a receptive audience and building strong relationships in the community (online and off)!
Investment - \$3,000

Major Sponsor - Tap into REAL IMPACT with this thrilling sponsorship opportunity! Take ownership of a major component (Green Team, Entertainment Stage, Kids Fun Zone or People's Choice Award) and put your

brand in the limelight! As Major Sponsor you can expect to see your brand showcased with focus and flair while offering a chance to engage new audiences like never before.
Investment - \$6,500

Presenting Sponsor - Be at the centre of the action with this exciting, all-inclusive sponsorship including custom activations, huge potential brand recognition through numerous channels and a chance to build great connections in a fun environment. Get more than just exposure, create an experience!
Investment - \$12,500

All sponsorship opportunities are customized to fit your needs. If you would like to explore how participating in the 2020 **Kingston Ribfest & Craft Beer Show** can leverage growth opportunities for your brand, please connect with us.



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