

M i a m i - D a d e P a r k s

RIBFEST

Miami-Dade Parks Ribfest 2009

presented by



November 7th – 8th

Homestead Air Reserve Park

The Miami-Dade Parks Ribfest is an exciting 2-day outdoor grilling extravaganza of local and national Ribbers. It takes place in Homestead--the fastest growing Miami-Dade community-at Homestead Air Reserve Park, November 7th – 8th.

Ribfest features live nationally known entertainment, a motorcycle rally, arts and crafts vendors and a fun-filled area called the "Winn-Dixie Family Fun Zone," complete with face painting, petting zoo and various games and snacks. Family-oriented activities such as horseshoes, horse and buggy rides, relay races and hayrides will also be crowd-pleasers. Twelve award-winning Ribbers will compete for trophies and bragging rights as to "who has the tastiest ribs".

New additions to the event are the "Pork Chop Revue" pig talent show and cow chip tossing contests. You're sure to feel like you've spent some time in the country!

In 2008, more than 25,000 people from Monroe, Dade, and Broward counties attended the 3-day festival which featured the rock group **Atlanta Rhythm Section** who rocked the house on Saturday with hits like "Champagne Jam", "Imaginary Lover", "I'm Not Gonna Let It Bother Me" and "So Into You". Country artist **Rodney Atkins** wowed the crowd on Sunday with #1 songs like "Watching You", "Cleaning This Gun (Come On In Boy)", "These Are My People" and "Invisibly Shaken".

Ribfest attracts a diverse cross-section of residents and visitors in South Florida. Sponsorship of Ribfest 2009 is a unique opportunity for corporate branding, marketing tie-ins, and extensive media promotion. To become a corporate sponsor, or for more information on Ribfest 2009, please call (305) 755-7804.

M i a m i - D a d e P a r k s

RIBFEST

Presenting Level Sponsor

Investment = \$25,000

Presenter Status

Presenter Status on all Promotional Materials
Presenter Status on Ribfest tickets
Name on Stage
Name at Entrance

Brand Exclusivity

Exclusivity in product category

Logo Representation

Television
Street Banners
All Print Media
All Billboards as Presenting Sponsor
All Radio spots as Presenting Sponsor
On Miami-Dade Parks website with link to sponsor website
On Ribfest website with link to sponsor website

Product Sampling/Sales

Right to sampling or display/demonstrate product
Right to give away promotional materials
Right to Sell Products/Services
Right to provide product coupons to customers
One 10 x 20 tent provided for sampling or display
Coordination of media driven promotions to enhance retail traffic and off-premise programs

Event Tickets and Hospitality

40 Admission tickets
40 Dinner tickets
Provide 20 x 30 Hospitality tent
VIP parking passes

Brand or Product Signage

Prominent Brand Signage in Multiple Locations
Opportunity to showcase inflatable near stage

Activation/Pre-event Marketing

Opportunity to create marketing tie-in to drive traffic to stores/main office

Advertising

Right to Advertise Company as Presenting Sponsor of Miami-Dade Parks Ribfest

Access

Backstage passes
"Meet & Greet" including photo with featured Band (TBD)

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Platinum Level Sponsor

Investment = \$15,000

Platinum Sponsor Status/Stage Sponsor

Industry exclusivity
Title sponsor status on all promotional materials
Opportunity to address the crowd
Right to sell product/services

Logo Representation

Banner with company name and logo on stage
Company name and logo on all print media
Company name and logo on website
Name on stage towers

Product Sampling

Right to sampling or display product
Tent provided (10 x 20) at event for sampling or display
Right to distribute product coupons directly to consumers

Brand or Product Signage

Prominent brand signage in multiple locations

Hospitality

Provide 20 x 30 tent (reward clients/top salespeople)
Access to VIP tent at event
VIP parking passes

Activation/Pre-event Marketing

Opportunity to create marketing tie-in to drive traffic to stores/main office

Advertising

Right to advertise Company as Sponsor of Miami-Dade Parks' Ribfest event

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Gold Level Sponsor:

★ **Investment = \$10,000**

Gold Sponsor Status

Silver Level sponsor status on all print media
Non-exclusivity in industry
Right to sell product/services

Logo Representation

Company name and logo on website with link to company
Company name and logo on all print media

Product Sampling

Right to sampling or display product
Right to provide product coupons to customers
Right to distribute promotional materials
One 10 x 20 tent provided for sampling or display

Brand or Product Signage

Signage at stage location
Entertainment sponsor

Hospitality

Access to VIP tent at event
VIP parking passes

Activation/Pre-event Marketing

Opportunity to create marketing tie-in to drive traffic to stores/main office

Advertising

Right to advertise Company as Sponsor of Miami-Dade Parks' Ribfest event

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Silver Level Sponsor:

Investment = \$5,000

Silver Sponsor Status

Bronze level status on all print media
Non-exclusivity in industry

Logo Representation

Company name and logo on website with link to company
Company name and logo on all print media

Product Sampling

Right to sampling or display product
Right to provide product coupons to customers
Right to distribute promotional materials
One 10 x 20 tent provided for sampling or display

Brand or Product Signage

Signage at entrance

Hospitality

Access to VIP tent at event
VIP parking passes

Activation/Pre-event Marketing

Opportunity to create marketing tie-in to drive traffic to stores/main office

Advertising

Right to advertise Company as Sponsor of Miami-Dade Parks' Ribfest event

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Bronze Level Sponsor:

Investment = \$2,500

Bronze Sponsor Status

Bronze level status on all print media
Non-exclusivity in industry

Logo Representation

Company name and logo on website
Company name and logo on all print media

Product Sampling

Right to sampling or display product
Right to provide product coupons to customers
Right to distribute promotional materials
One 10 x 10 tent provided for sampling or display

Hospitality

Access for 4 to VIP tent at event
VIP parking passes

Advertising

Right to advertise Company as Sponsor of Miami-Dade Parks' Ribfest event