



2026 Sponsorship Opportunities



When you sponsor the Grove Rotary Ribfest, you're supporting so much more than Spruce Grove's premiere summer festival...

As one of the region's most beloved and best-attended summer events, Grove Rotary Ribfest offers exceptional visibility and engagement for sponsors. With thousands of attendees and strong community roots, Ribfest is the perfect opportunity to:

- Grow your brand recognition
- Connect with a loyal and diverse audience
- Support local causes and community development

Join us in making Grove Rotary Ribfest 2026 the biggest and best yet, celebrating great food, great people, and a great cause!

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Rotary

Club of Spruce Grove





Grove Rotary Ribfest: A Signature Community Celebration

Launched in 2021, Grove Rotary Ribfest was created to bring people together through great food, music, and community spirit. Since its inception, Grove Rotary Ribfest has become one of the the most anticipated annual community events in Spruce Grove drawing over 20,000 to last years three-day event. Completely free to attend, Ribfest welcomes people from all walks of life, with a primary audience of adults 35-65, young professionals aged 20-35 and families with children aged 5-15. As we plan for 2026, we are setting our sights on 25,000 to 30,000 attendees. Ribfest 2026 will be hosted on July 10, 11, and 12, 2026.

A Feast for the Senses

At the heart of Ribfest is, of course, mouthwatering BBQ. Our event hosts some of Canada's most award-winning BBQ vendors specializing in ribs, chicken, brisket and pulled pork. But the culinary experience doesn't stop at BBQ, Ribfest includes many local food trucks and vendors offering a variety of delicious options including vegetarian and allergy friendly items. Attendees can enjoy a variety of foods from burgers, fish & chips, ethnic cuisines, ice cream, mini donuts and other fair favourites.

To complement the incredible food, beverage offerings from local vendors featuring alcohol free options and Rotary's beer garden showcasing a variety of beers, coolers and ready-to-drink refreshments.

Ribfest patrons are sure to find something to tickle their tastebuds!

Live Music & Entertainment

Ribfest just isn't about great food, it's also a celebration of live music and entertainment. With bands performing genres spanning rock, country and more, all weekend, the lineup has something for everyone.

Live Auction

Saturday nights Live Auction is a high-energy main stage event, drawing a large and engaged audience just before the evening's headline act. Hosted by a professional auctioneer, the event feature 10-12 exclusive items displayed on site before bidding begins. The auction creates an interactive experience, with all proceeds supporting community initiatives.

Vendor Market & VIP Experience

The Vendor market has grown year over year and now fills the Grant Fuhr Arena. Visitors love exploring unique artisan goods, handcrafted items, and small businesses, making the Market a key part of the Ribfest experience.

Spruce Grove Skate Park Society

Ribfest is very excited and looking forward to the Skate Park Society's return to Ribfest for 2026. Featuring a brand-new Skate Park the Society hosts high-energy competitions and demonstrations featuring skateboarders and bikes. This event attracts a fun family crowd to Ribfest.

Volunteer Program

With 200+ volunteers covering 400 shifts, Ribfest is powered by dedicated individuals who ensure the festival runs smoothly. From guest services to event logistics, volunteers are the backbone of the festival. The Volunteer Sponsor plays a vital role in supporting these individuals, with branding opportunities in the Volunteer Lounge, meal ares and check-in stations.

Community Impact & Growth

Grove Rotary Ribfest was founded by The Rotary Club of Spruce Grove as a way to bring the community together through great food, music, and entertainment, while giving back. Since it's inception, the event has contributed



approximately \$50,000 to local community projects and service partners. With continued growth we aim to increase this financial impact significantly in 2026.

Guest feedback has been overwhelmingly positive with annual surveys (250-500) highlighting high satisfaction rated and strong intent to return year after year. Our team is committed to continuously enhancing the experience, acting on attendees' suggestions to make each Ribfest better than the last.

What Your Sponsorship Supports

Your sponsorship directly strengthens our community while giving your brand meaningful exposure to an engaged audience.

- **Keeping Ribfest Free & Accessible**
Your support helps cover event costs, allowing Grove Rotary Ribfest to remain free and open to everyone, ensuring all residents can enjoy the festival, regardless of financial means.
- **Supporting Local Programs & Initiatives**
Proceeds from Ribfest fund community projects that benefit local families, youth programs, and social services, helping build a stronger, more connected Spruce Grove.
- **Aligning Your Brand with Community Building**
As a sponsor, your company is recognized as a community leader, gaining high-visibility branding opportunities that highlight your commitment to corporate social responsibility.
- **Connecting You to a Global Network**
Premium sponsorship levels include a corporate membership in The Rotary Club of Spruce Grove, opening doors to valuable business connections, leadership opportunities, and Rotary's worldwide service network.

Here are just a few of the programs, projects, and organizations we run or support in our community as well as ones we have supported in the past few years.

- Our Community Pantry
- Rotary Run for Life
- You Can Ride 2
- High School Outreach Scholarships
- CBS Blood Donor Clinics
- Rotary Centennial Park
- Spruce Grove's Trail System
- Neighbourlink Parkland
- Parkland Pregnancy Support
- Highway Cleanup
- Connecting with our Indigenous Neighbours
- Parkland Food Bank
- Wings of Providence Shelter
- Safe Horizons
- Help and Hope for Ukraine
- Pay Forward Kindness
- Community Garden
- Rotary Youth Leadership Experience
- Rotary Playscape
- 4th Spruce Grove Scouts
- Auggie's Cafe

About Rotary

Rotary is a global network of more than 35,000 clubs and 1.2 million members dedicated to community service, leadership development, and humanitarian action. Rotary unites people who share a passion for making a positive difference, both locally and around the world.

For over 30 years, the Rotary Club of Spruce Grove has been committed to making our community a better place to live, work, and play. To date, we've invested more than \$1.5 million and countless volunteer hours into meaningful community initiatives that improve lives and strengthen connections. Our members proudly support programs that:

- Alleviate poverty and help those in need
- Develop young leaders through mentorship and scholarships
- Provide access to nutritious food and clean water for children
- Strengthen local organizations that enhance quality of life



TITLE SPONSOR – \$10,000 (Exclusive)

“The Grove Rotary Ribfest Presented by [Your Company]” – The Ultimate Branding & Activation Opportunity

Every time we would print or say “Grove Rotary Ribfest” in public, we will print or say “Grove Rotary Ribfest presented by the Rotary Club of Spruce Grove and [Your Company]”.

VIP Access & Corporate Hospitality

- VIP reserved seating for 16 people (any day & time)
- Half-Rack Rib Dinners (16) + Beverage Tickets (24)

On-Site Activation & Brand Presence

- Premium on-site activation opportunity (promotional booth, engagement zone, giveaways, or custom experience—tailored to your brand’s needs)
- Eight (8) 16 sq ft fence signs at prime locations
- Stage signage & branding throughout the festival grounds
- MC public address (hourly mentions & recognition)
- MC on-stage interview or company profile during peak event hours
- Major event feature signs with premium logo placement
- Guest judge for the rib contest
- Logo on Ribfest cups & volunteer shirts
- Exclusive program logo placement, both sides, headline logo (2,000+ distributions)

Online Media Promotion

- Name/Logo “Presented By” on Ribfest website homepage
- Company profile on Ribfest homepage (50+ words)
- Multiple social media mentions (pre-event, during event, and post-event thank-you post)
- Exclusive Ribfest sponsor profile frames, banners, and badges for online branding
- 1-Year follow & post shares from Ribfest social accounts

Traditional Media Promotion

- Title sponsor’s name mentioned in press release
- Name/Logo featured on advertisements
- Road/Electronic signs & radio broadcast mentions
- Large logo on official event poster

Community & Rotary Club Recognition

- Corporate membership in the Rotary Club of Spruce Grove for 5 people (\$2,160 value)
- Year-long recognition on the Rotary Club website
- Logo displayed at select public Rotary events & on service uniforms



FULL RACK SPONSORS – \$5,000 (4 Available – Choose One)

Included in all FULL RACK Sponsorships:

- Eight (8) VIP passes (half rack ribs + 2 beverages per pass)
- On-site activation in sponsored area (e.g., branded signage, vendor booth, product placement opportunities)
- Six (6) 16 sq ft fence signs
- MC mentions + featured branding on stage signage
- Social media & event website promotion (homepage feature + profile highlight)
- Six mentions in radio broadcast commercials
- Large logo on posters, programs (2,000+ distributions, both sides) & newspaper ads
- Corporate membership in the Rotary Club of Spruce Grove (2 members, \$1,080 value)

FULL RACK VIP Experience Sponsor – Branding & Activation in VIP Area

For those looking for an elevated festival experience, the VIP area offers reserved seating under a tent, premium food and beverage options, private washrooms, and upgraded on-site parking. With 200 seats per session and up to 1,000 ticketed VIP guests over three days, this exclusive area enhances the festival's comfort and accessibility. Your exclusive sponsorship of the VIP area will be front and center for our most cherished guests including other sponsors, dignitaries, and discerning individuals who enjoy the finer things in life.

FULL RACK Skatepark Sponsorship – Naming Rights & Branding for the Skatepark at Grove Rotary Ribfest

The Skatepark at Grove Rotary Ribfest is an exciting new attraction, bringing high-energy fun and community spirit to the festival all weekend long. Over three days, the Spruce Grove Skate Park Society will host and run a full lineup of activities, including demonstrations, contests, and open sessions that celebrate creativity, skill, and active living. Your sponsorship helps make it all possible, supporting event operations, prizes, and supplies to ensure a safe, inclusive, and engaging experience for riders of all ages and skill levels.

As the exclusive Skatepark Sponsor, your company will be recognized as a community champion, with prominent branding and on-site visibility throughout the skatepark area and the festival grounds. This partnership offers a unique opportunity to align your brand with youth engagement, healthy lifestyles, and community connection.

FULL RACK Market Sponsor – Exclusive Branding at Vendor Market

Visitors love exploring unique artisan goods, handcrafted items, and local small businesses, making the Vendor Market a key part of the Ribfest experience. Since its start with just 20 vendors, the market has grown to around 100, becoming one of the most popular features of the festival. Your sponsorship positions your company as a proud supporter of small business and local entrepreneurship, with high visibility among both vendors and shoppers throughout the weekend.

FULL RACK Beer Garden Sponsor – Exclusive Branding & On-Site Activation

The beer garden situated in front of the main stage is the main host-provided seating area. Free to access and open to all ages, the beer garden is the heart of the event. Throughout the festival, this is where people come to eat, drink, listen, and dance. The area features a capacity of around 2,000 people with banquet table seating for around 300 in front of the stage and other seating scattered throughout. Your sponsorship will put you in the good books of everyday folks who want to have a good time.



HALF RACK ENTERTAINMENT SPONSORS – \$3,000 - 5,500 - Named Sponsor for Music & Main Stage Entertainment (3 Available, 1 each day – Choose One)

Grove Rotary Ribfest isn't just about great food—it's also a celebration of live music and culture, featuring around a dozen bands over three days. Musicians from Spruce Grove, Edmonton, and beyond take the stage, creating an electric atmosphere for festivalgoers. The entertainment experience is enhanced with on-site presence from CFCW and K97 radio stations and an emcee who will actively mention sponsors throughout the event. Sponsorship is available for each day of the festival, with Friday offered at a lower rate since the event runs four hours shorter than Saturday and Sunday. See the lineup of acts for each day at <https://www.groverotaryribfest.ca/features/music>.

Sponsorship Benefits for All HALF RACK Entertainment Sponsors:

- Sponsor name and logo featured on the Ribfest website, event program, and marketing materials
- Two (2) 16 sq ft fence signs placed near the entertainment area
- Multiple on-stage mentions throughout the evening by professional emcees
- Branding on event signage in the entertainment area
- Social media & website promotion (mid-tier placement)
- Small logo on posters, programs (2,000+ distributions, one side) & newspaper ads

Friday HALF RACK Entertainment Sponsor - \$3,000:

- All of the perks listed under "All Entertainment Sponsors", plus the following
- Four (4) VIP passes (half rack ribs + 2 beverages per pass) in the VIP terrace on Friday
- Logo placement on onstage screens during Friday performances

Saturday HALF RACK Entertainment Sponsor - \$5,500

- All of the perks listed under "All Entertainment Sponsors", plus the following
- Six (6) VIP passes (half rack ribs+ 2 Beverages per pass) in the VIP terrace on Saturday
- Logo placement on onstage screens during Saturday performances

Sunday HALF RACK Entertainment Sponsor - \$5,500

- All of the perks listed under "All Entertainment Sponsors", plus the following
- Six (6) VIP passes (half rack ribs+ 2 Beverages per pass) in the VIP terrace on Sunday
- Logo placement on onstage screens during Sunday performances

HALF RACK VOLUNTEER SPONSOR – \$5,000 (1 Available)

SOLD!

Each year, nearly 200 volunteers take on over 400 shifts to help Ribfest run smoothly—on logistics and guest services to vendor and entertainment support. They're the backbone of the festival's success.

Sponsoring the Volunteer Program aligns your brand with community spirit and teamwork, offering strong visibility while supporting the dedicated individuals who make Ribfest possible.

Sponsorship Benefits for HALF RACK Volunteer Sponsor:

- Exclusive naming rights for the volunteer centre (e.g., "[Your Company] Volunteer Centre")
- Logo placement on volunteer check-in area, lounge, and meal area signage
- Company logo on all volunteer badges and t-shirts
- Social media recognition before, during, and after the event
- Targeted branding opportunity with a community-focused audience
- Ideal for companies offering in-kind food donations to support the volunteer program



HALF RACK LIVE AUCTION SPONSOR - \$1,000 + In-Kind Product Contribution (10-12 items valued at \$1,000-2,500) – Branding & Mentions in Live Auction Promotions:

The Live Auction is a high-energy highlight of Saturday night, held on the main stage between bands and just before the headlining act. This prime-time feature attracts a large, enthusiastic crowd, offering excellent exposure for your brand.

As the Live Auction Sponsor, your company will receive prominent recognition throughout the event, with live mentions, on-stage visibility, and branding near the 10–12 featured auction items displayed before bidding begins.

Hosted by professional auctioneer Bernie Riegger, the auction delivers an engaging, interactive experience. It's also promoted in advance on the Ribfest Auction Page, extending your brand visibility before and after the event.

Sponsorship Benefits:

- Exclusive branding as the Live Auction Sponsor
- Two (2) VIP passes (half rack ribs+ 2 beverages per pass)
- One (1) 16 sq ft fence sign placed near the main stage or auction display area
- On-stage recognition and mentions throughout the auction
- MC mentions highlighting the sponsor during the event
- Company logo on auction signage and main stage screen
- Live promotion of auction items in advance
- Auction page on the Ribfest website featuring sponsor branding
- Items displayed beside the stage prior to the auction for maximum visibility
- Social media & website promotion (lower-tier placement)
- Name listed on posters, programs (2,000+ distributions, one side) & newspaper ads

The Live Auction Sponsor will benefit from prime exposure, an engaged audience, and a dynamic marketing opportunity to align their brand with community giving and high-energy entertainment.

BRISKET SPONSORS – \$2,500

Included in all BRISKET Sponsorships:

- Four (4) VIP passes (half rack ribs+ 2 beverages per pass)
- Two (2) 16 sq ft fence signs
- MC mention + branding on event signage
- Social media & website promotion (mid-tier placement)
- Small logo on posters, programs (2,000+ distributions, one side) & newspaper ads

BABY BACK SPONSORS – \$1,000

Included in all BRISKET Sponsorships:

- Two (2) VIP passes (half rack ribs+ 2 Beverages per pass)
- One (1) 16 sq ft fence sign
- MC mention during event
- Social media & website promotion (lower-tier placement)
- Name listed on posters, programs (2,000+ distributions, one side) & newspaper ads