



52 Seguin Street, Parry Sound, Ontario P2A 1B4
Tel: (705) 746-2101 • Fax: (705) 746-7461 • www.parrysound.ca

March 22, 2024

The Town of Parry Sound is pleased to announce the return of Canada Day/Ribfest 2024, June 28- July 01, 2024 at the Charles W. Stockey Centre in Parry Sound. Help the Town of Parry Sound kick off Ribfest/Canada Day celebrations and get the summer event season started, over the long weekend! Last year, over 5, 000 visitors were in attendance over the course of this four-day Festival. We know that number will be surpassed in 2024!

This four-day festival is sure to attract thousands of visitors and will feature traditional Canada Day activities and fireworks on Monday, July 1st along with “Ribfest”. The Stockey Centre Parking lot is the event epicenter and will play host to two world class “BBQ Rib Trucks”, beverage garden and vendor village. There will be live entertainment and children’s activities and will feature a mix of musical guests and entertainment, sure to please all who are in attendance.

In support of this extended, four-day festival, The Town would appreciate your consideration of the attached Sponsorship Opportunities program.

If you have any questions, please do not hesitate to contact me.

Sincerely,

Jayme Young,
Community Recreation Coordinator
Town of Parry Sound
P: 705-746-2701 x 201
E: jyoung@parrysound.ca



Parry Sound Ribfest

SPONSORSHIP OPPORTUNITIES:

Gold Sponsor (max. 2): \$5, 000

Benefits:

- Industry exclusivity within the Gold Sponsor level

Marketing/Media:

- Company name included on/in all media/marketing
- Print media includes posters and programs
- Event page on www.parrysound.ca
- Social media campaign: promoted on the Town & Stockey Centre's social media feeds, including Facebook and Twitter

During Event:

- Includes name and logo on the Schedule of Events
- Company/vendor booth as part of the vendors
- Company banner displayed (company to provide banner)
- Title name mentioned throughout the four-day festival, as part of the stage shows
- Two complimentary 3rd rack rib dinners



Charles W.
**Stockey
Centre**
for the Performing Arts

Parry Sound Ribfest

SPONSORSHIP OPPORTUNITIES:

Silver Sponsor: \$2, 000

Marketing/Media:

- Company name included on/in all media/marketing
- Print media includes posters and programs
- Event page on www.parrysound.ca
- Social media campaign: promoted on the Town and Stockey Centre's social media feeds, including Facebook and Twitter

During Event:

- Includes name and logo on the Schedule of Events
- Company promotional items/samples may be distributed
- Company banner displayed (company to provide banner)
- Title name mentioned throughout the four-day festival, as part of the stage shows



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SPONSORSHIP OPPORTUNITIES

Attraction Sponsor Varying Prices: \$200-\$1,500

Marketing/Media:

- Company name included on/in all media/marketing linked to attraction
- Event page on www.parrysound.ca
- Social media campaign: promoted on the Town & Stockey Centre's social media feeds, including Facebook and Twitter

During Event:

- Company name included on signage alongside attraction
- Company promotional items/samples may be distributed
- Interact directly with potential clients at the attraction



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