

Downtown Kitchener

Ribfest & Craft Beer SHOW

PRESENTED BY:
KITCHENER HONDA  **HONDA**

The Event

- 35,000 attendees
- 2.6 million social media impressions
- 1,503 Facebook fans
- 3,830 Twitter followers
- 686 Instagram followers
- 26,900 Snapchat filter views
- 33,000 YouTube views
- 67,862 annual website views by 26,292 unique users
- 50,000 reached via radio

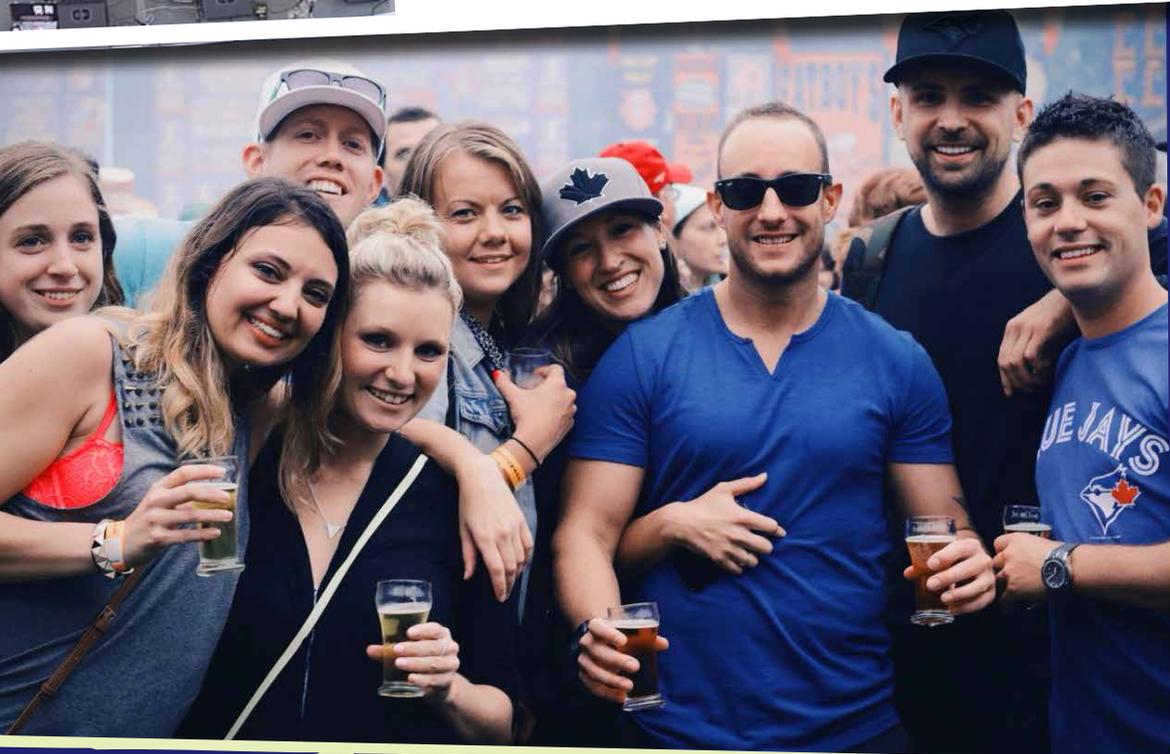
Savour the Flavours with us at the **2020 Downtown Kitchener Ribfest & Craft Beer Show**, an annual three day festival focussed on the experience of **great BBQ and craft beer**.

TAP INTO RIBFEST.



"I love the Brotherhood of the craft beer family, the amazingly diverse range of attendees, great music line up, and the incredible feast of meat...The Kitchener Ribfest & Craft Beer show is up there on my #1, A-Class, must-visit event list every year. I love it!"

- Karl, Kitchener



Quick Facts

Date: July 17-19, 2020

Place: Victoria Park, Downtown Kitchener

Attendance: 35,000+

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

Charity: The Food Bank of Waterloo Region

@GKWCC: Cheers to @Impact_Events on the outstanding work on #KWRibfest! It was a huge rib and craft beer delight all weekend!



www.KitchenerRibAndBeerFest.com

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The Attendees

The **KWRibfest** 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 in 2009, Ribfest has also been able to increasingly draw more families, offering exciting new opportunities and growth to our sponsors.

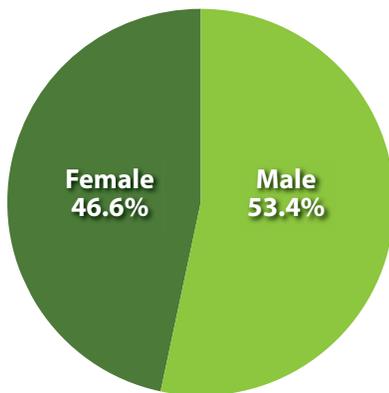
"It's the most wonderful time of the year #KWRibfest!"

- @zeushaus

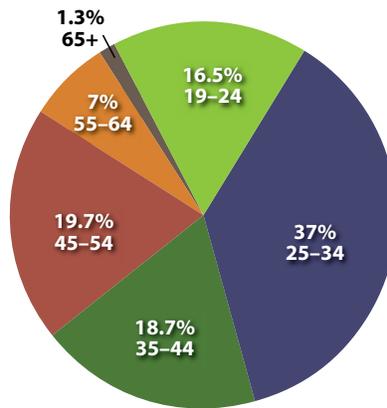
@ZeniaHorton: HUGE SHOUTOUT this morning
@Impact_Events for making #KWRibfest amazing!!!



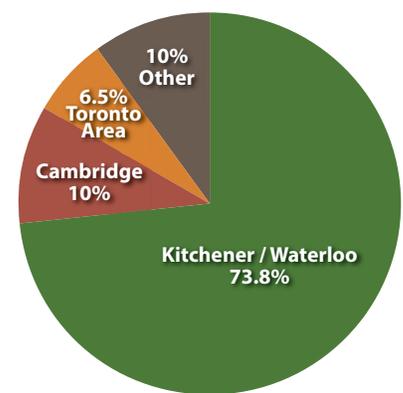
Gender



Age



Where they live



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The Marketing

The **Downtown Kitchener 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.

Radio Partner – 107.5 Dave Rocks. **Weekly reach of 50,000.** Dave Rocks is our exclusive radio partner and executes extensive PR and advertising each year. In addition to a traditional radio advertising buy, Dave Rocks runs a pre-event and on-site event promotion to engage listeners and drive attendance.



"The festival was a delight. The organizer, Impact Events, were supportive of our tasting and reviews – retweeting us throughout the day. They put on a great show... good variety, good setup, good food. This festival is one of the things I look forward to every year!"

– Steve Fitz, of the Brew Brahs. Waterloo



Digital Media – In 2019 Ribfest generated **2.6 million** social media impressions as well as over **67,000** annual website page views by **26,292** unique users. Across Twitter, Facebook, and Instagram Ribfest garnered **12,000 engagements** through our following (**Twitter 3,830, Facebook 1,504, and Instagram 686**), with ongoing YouTube growth currently at **33,000 video views**.

One of the first events in Waterloo Region to actively promote through Snapchat and implement a geo-filter, which was viewed over 26,000 times in 2019.

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".

@csarnavka: @Impact_Events Oh my gosh! Best time ever. With all the ribs, beer, games, rides, and sun...we are pooped! Thank you. Best #kwribfest ever!



The Charity

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It's important to Impact Events Group to inject energy into our events and our community. We collect for The Food Bank of Waterloo Region at the gate in lieu of admission, and have raised over **\$70,185.34** and **14,788 lbs of food** since 2008.

We have also been honoured as a Community Participation Leader for our contribution to The Food Bank of Waterloo Region.



"Although you're not charged at the door, you are encouraged to bring a donation to The Food Bank of Waterloo Region. Doing the right thing is the best sauce (well, maybe the second best sauce; the best sauce will probably be coating something very, very tasty that day)."

- David Sarachman, Velvet Rope Magazine. Waterloo



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"@Impact_Events #KWRibfest cannot wait for tomorrow. It's our favourite day of the year!... like Adult Christmas... beer & Ribs #SoExcited."

- @dandhsomom

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

KWRibfest, **KingstonRibfest** 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 in and around the Tri-Cities, and secured our reputation as leaders of innovative events.





The Numbers

Partnering with the **Downtown Kitchener 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



"@Impact_Events #KWRibfest is Poppin' Perfect day for beers, meat & all your favorite neighbours in #kwawesome #lubkdub @CityKitchener"

- @Abearinger

Total **attendance 35,000 – 67,000** annual website views by over **26,000 users – 12,000** engagements on Facebook (**1,504 Fans**), Twitter (**3,830 Followers**) and Instagram (**686 Followers**) – total reach of **2.6 million – #1 ranked trend in KW** all weekend.

One of the first events in Waterloo Region to actively promote through Snapchat and implement a geo-filter, which was viewed over **26,000 times**.

Exclusive media partner – **107.5 Dave Rocks - 50,000** weekly reach – **70+** paid 30 second ads – **102+** promotional 30 second ads – **200+** live announcements – **3 days** on location – **15+** social media inclusions (**45,000 Facebook Fans and 6,500 Twitter Followers**) – **20+** on air contests – 2 Dave Nation eblasts sent to **6,000+** subscribers.

Earned media includes **FLARE Magazine – The Waterloo Region Record – CBC Kitchener – CTV Kitchener – View the Vibe Magazine** – and more.

Donations to **The Food Bank of Waterloo Region** in 2018 – **\$9,404.13** and **525 lbs** of food – since 2008 – **\$70,185.34** and **14,788 lbs** of food.

Driverseat Kitchener served **200+ people** – **Bike Kitchener's BikeCheck** – a special valet parking area for bicycles - was used by **430 people**.

First event in Waterloo Region to successfully implement a green program with **74% of public waste diverted** by KWRibfest Green Team.

From locals to tourists, the **Downtown Kitchener Ribfest & Craft Beer Show** attracts and delights to SUCH an extent people even schedule their vacation time and birthday celebrations around it! We are proud to say 2019 was a great 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 **Downtown Kitchener Ribfest & Craft Beer Show** has a proven 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 at #KWRibfest and #craftbeer show at Victoria Park. Thanks to the organizers & sponsors!"

- @BardishKW



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 (VIP Tent, 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 **Downtown Kitchener Ribfest & Craft Beer Show** can leverage growth opportunities for your brand, please connect with us.



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