



Markham's Sizzling RIBFEST & BLUES FESTIVAL

July 15,16 & 17th 2005

Build your Brand and Employee Pride

...and lend a helping hand to a great Markham/York Region
Project



2005 Markham Ribfest Corporate Sponsorship Opportunities



Ribfest & Blues Festival Background

- **Launched:** by Rotary Club of Markham Sunrise in 2003
- **Goal:**
 - To create a win-win for leading local businesses, worthy local charities and the Markham area community.
- **Strategy:**
 - Championship “Best Ribs” competition,
 - Foot Stomping Music
 - High profile worthy registered charity projects
 - Assist our Sponsors in building their brands and employee pride.
 - Create an exceptional family summer event
- **Where:** Markham Fair Grounds
- **When:** July 15th, 16th & 17th

2005 Markham Ribfest Corporate Sponsorship Opportunities



A Proven GTA Concept



- **Burlington Ribfest:**

- Started in 1996 with 5000 in attendance
- 2004 attendance surged to 150,000
- Exceptional exposure for sponsors Brands
- Great catalyst for building employee pride

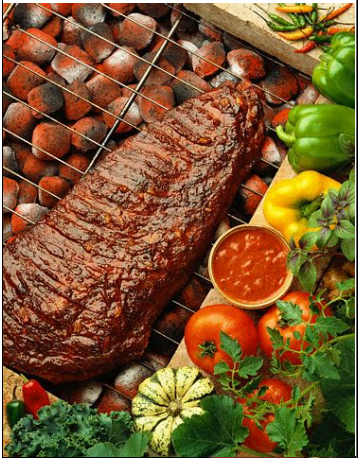
- **Markham Ribfest:**

- Started 2003 with 5,000
- Attendance grew 300% in 2004 to 15,000
- Target for 2005 is 25,000
- Target for 2007 is 80,000+

- **We're Primed for Growth!**

- Right of exclusivity with Markham Fair Grounds
- Strong support from Town of Markham

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Attractive Consumer Profile

Sponsors win with attractive demographic profile

- **Markham and York Area Residents**
 - strong cross section of middle and upper middle class
 - Over 700,000 in primary market
 - Over 5,000,000 in nearby GTA community
 - Huge summer traffic flowing through advertising area
- **Rotarians** – Business Leaders and Professionals
- **Adults and families during the day events**
- **Adults in evening events**

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Ribfest Program Highlights

- Friday, Saturday & Sunday Music Headliners
- All day live band entertainment to delight crowds
- Top Notch competing Rib Teams
- Beer Tents
- Select Food Vendors & Exhibitors
- Extensive Crafts Vendors
- Unlimited free parking
- Free admission



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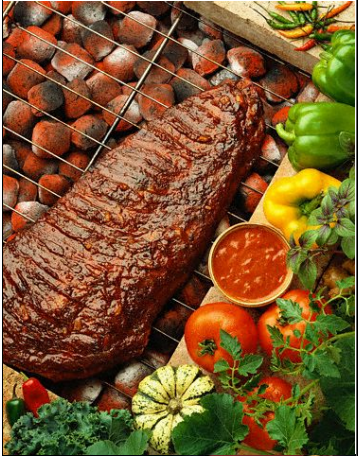
5,000 – 15,000 – 25,000
Primed for Growth!



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Bring on the Blues 'n Ribs



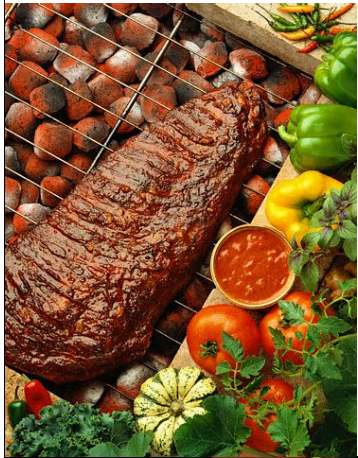
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Enjoy some Great Music! Featuring
Jeff Healey & the Jazz Wizards
and other great bands



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What we'll do with the 2005 proceeds...



- **Support the Markham Stouffville Hospital MRI Unit**

- An MRI is the best diagnostic tool available for many disorders and provides information that is not possible with other diagnostic technologies.
- **Did you know?**
 - Images produced by an MRI scan will provide your Specialist with very clear detailed pictures of whatever body part has suspected problems.
 - An MRI allows your Specialist to diagnose medical problems inside your body without radiation and surgery.
 - The facility and equipment for this worthy local project costs \$3.6 million.

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Some of our 2004 Sponsors You're in good company



THE ONTARIO
TRILLIUM FOUNDATION



LA FONDATION
TRILLIUM DE L'ONTARIO



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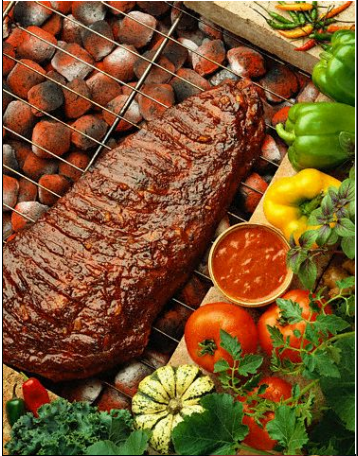
Web Exposure for Markham



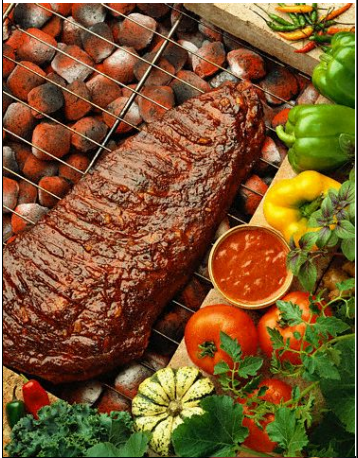
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Build Markham Employee Pride



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A great sponsorship opportunity

- By affiliating with a well-known and respected cause, this is a great way to further enhance your corporate image and **build your brand**.
- **Accelerate Employee Pride** by supporting the Markham Stouffville Hospital MRI
- **Contribute** to the success of a great event.
- **Showcase your company** to more than 25,000 in attendance.

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Key Sponsor Opportunities

- **Ribfest Event Sponsor**
- **Headline Music Sponsors**
- **Platinum Music Sponsors**
- **Gold Event Sponsors**
- **Gold Music Sponsors**
- **Gift In Kind Sponsors**

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Act Now!

- Limited Opportunities
- Contact Info:

Your Markham Rotary Sunrise representative
or reach us at: www.markhamribfest.com



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