



EVENT PARTNERSHIP
"A Party with a Purpose"



Welcome to Gulf Coast Rhythm & Rib Fest 2013!

Join us for **Gulf Coast Rhythm & Rib Fest 2013**. In only its seventh year, **Rhythm & Rib Fest** is fast becoming the most exciting, diverse, and anticipated event on Florida's Gulf Coast. We feature a mix of great music, fantastic food from across the U.S., and lots of fun for the entire family.

Smoke will fill the air as the top Rib Teams from across the Nation return to serve up their award winning recipes and to compete for this year's top honors.

In addition to the outstanding food, music lovers will be entertained by a variety of local, regional and National bands. No other event on the Gulf Coast of Florida provides such a diverse mix of Country, Blues, Jazz, Pop, and Rock music. Past performers at Rib Fest include Charlie Daniels, the Marshall Tucker Band, Kellie Pickler, The Outlaws, Tank, Lloyd, Rare Earth, Molly Hatchet, The Grass Roots, Trent Tomlinson, Rick Derringer, Gerald Albright, Eric Darius, Avant, One Night Rodeo, Ginuwine, David Nail, NAJEE, WAR, Tyrese, and many more.

WHY should my Company get involved?

Last year more than 20,000 attended Gulf Coast Rhythm & Ribfest and enjoyed incredible performances by WAR, Molly Hatchett, Marshall Tucker, Tyrese, and others. Each year this event gets bigger and better, and 2013 will be no different. We've expanded our incredible lineup and added even more exciting events to our festival.

Location, Location, Location...

Located just south of Tampa Bay on the Gulf Coast of Florida, the beautiful counties of Manatee and Sarasota are home to more than 600,000 residents.

This event reaches a diverse cross-section of residents and visitors in the Central Florida area during the peak of tourist season. Sponsorship of the Gulf Coast Rhythm & Rib Fest 2013 is a unique opportunity for corporate branding, media driven tie-in's that enhance retail traffic, and provide cross marketing opportunities with our extensive \$200,000 Television, Radio, and Print campaign.

WHO does the Rhythm & Rib Fest benefit?

"A Party with a Purpose" - The Gulf Coast Rhythm & Rib Fest 2013 is a major annual fundraising event benefiting United Community Centers, Inc. who has provided educational, social and recreational programs to thousands of low income At-risk youth throughout Manatee County since its inception in 1937. These Community Centers located throughout Manatee County Florida have helped disadvantaged youth find healthy solutions to the problems of poverty, drugs, crime, teen pregnancy and low self-esteem. United Community Centers, Inc. is a 501(c) 3 not-for-profit organization and all or a portion of contributions are tax-deductible.

JOIN our BIG Celebration Today!

Don't miss your opportunity to place your products and services in front of the THOUSANDS that will attend Gulf Coast Rhythm and Rib Fest. Choose one of the attached sponsorship levels or call us to customize a package "Just for You".

We look forward to seeing you at Rib Fest!

Patrick Carnegie
President & CEO





CELEBRATING TOGETHER
FOR A GREAT CAUSE!





SPONSORSHIP OPPORTUNITIES



What kind of exposure could I expect for my Sponsorship?

Media to INCLUDE:

Print Advertising:

- Bradenton Herald– \$50,000 in Event Newspaper ads to be run. (Average 150,000 daily readers)
- Various independent press writings
- Pre-event information packets
- 1500 Promotional Posters & 10,000 Event Flyers
- Ticket Outlet with logo presence at select locations throughout Tampa Bay area.

Television Advertising:

- Bright House network to run \$80,000 worth of TV commercial spots (with a sports, entertainment, and family cable stations mix)

Radio:

- \$50,000 in radio promotions to run on various stations throughout the Tampa Bay market
- Formats will include: Country, Classic Rock, R&B, Top 40, and Urban
- Numerous radio promotions/contest ticket giveaways
- On-air coverage/interviews with band members and top sponsors

Media Events:

- Press conference
- Various press releases to a number of local, regional and national media outlets

Electronic Media:

- Gulf Coast Rhythm & Ribfest website with sponsor information as well as a link to your corporate website
- Progressive marketing strategies that include Facebook, Twitter, MySpace, You Tube, and on-line festival and event sites

On Site:

- Banner signage
- Logo Event signs throughout venue
- On site booths available to present your branding message and provide giveaways.

Sponsorship levels range from \$500 up to \$30,000.

We can even customize a sponsorship package that is perfect for your company.