



**Moncton, NB**

**June 18 - 21, 2026**

**Sponsorship Information Package**

**Produced by: ROROMA EVENT MANAGEMENT**

**Sponsorship Coordinator: Robert Gallant**

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## **Event Description**

From June 18 – 21, 2026 RibFest Moncton will play host to the best Ribbers on the Canadian professional BBQ circuit. Each year over 20,000 rib fans converge on the River Front Park festival site located on Assumption Blvd. in beautiful Downtown Moncton. While festival goers savour lip-smacking, finger-licking ribs & sides, they can also experience great musical entertainment, grab a beverage in the beer garden, shop the vendor village, and enjoy exciting sights and sounds of the [Hub City Motorcycle Rally](#). This family friendly community event also partners with local charity partners who will be running some on-site fundraising activities.

## **Event Operating Schedule**

### **Thursday, June 18**

<b>11:30 AM</b>	<b>Food Vendors Open + DJ Background Music</b>
<b>6:00 PM</b>	<b>Live Music Stage Begins</b>
<b>9:00 PM</b>	<b>Food Vendors and Music Stage Close</b>

### **Friday, June 19**

<b>11:30 AM</b>	<b>Food Vendors Open + Live Music Stage</b>
<b>1:00 PM</b>	<b>DJ Background Music</b>
<b>6:00 PM</b>	<b>Live Music Stage Begins</b>
<b>10:00 PM</b>	<b>Food Vendors and Music Stage Close</b>

### **Saturday, June 20**

<b>11:30 AM</b>	<b>Food Vendors Open + DJ Background Music</b>
<b>6:00 PM</b>	<b>Live Music Stage Begins</b>
<b>7:00 PM</b>	<b>Hub City Motorcycle Rally Tailpipe After-Party</b>
<b>10:00 PM</b>	<b>Food Vendors Close</b>
<b>11:00 PM</b>	<b>Music Stage Close</b>

### **Sunday, June 21**

<b>11:30 AM</b>	<b>Food Vendors Open + DJ Background Music</b>
<b>2:30 PM</b>	<b>BBQ Competition</b>
<b>7:00 PM</b>	<b>Food Vendors Close</b>

## **Event Team Introduction**

**ROROMA Event Management** is a non-profit organization run by an experienced team of event professionals. Our mandate is to produce exceptional “Quality of Life” events in the Greater Moncton area, and to support local charities through awareness and fundraising opportunities.

**Robert Gallant:** Since 2002 Robert and his team from [Raven Management Solutions](#) have been managing and consulting on numerous festivals, conferences, sport tournaments, and social action projects, in Atlantic Canada, across Canada, and internationally.

**Mark Campbell:** Since 2006, Mark has supported major event organizers across Canada and the United States. As Operations Manager and Event Lead for Global Convention Services, he brings extensive experience in event logistics, operations, and client service, with a focus on consistency, safety, and continuous improvement. Mark has played a key role in delivering major trade shows, concerts, and sporting events throughout Atlantic Canada and beyond, and now applies that expertise to high-profile community events, including the Hub City Motorcycle Rally and Moncton Ribfest, helping create memorable experiences for participants and the public alike.

## **Sponsorship Opportunities**

We would not be able to offer the great community events we do without the generous support of corporate sponsors like yourself. For ***RibFest Moncton***, we have specially designed the sponsorship categories listed below to recognize your contributions. As you can see, our various sponsorship levels include special incentives that will give your company marketing exposure in our traditional and social media campaigns, event-site direct marketing opportunities (e.g. product demos and sales) as well as community goodwill recognition. These packages are a suggested starting point, and we remain open to customizing a sponsor recognition package to meet your company's unique marketing ideas and requirements.

We ask that you please take the time to review these marketing opportunities and decide where your company could best benefit from a relationship with us. Our Sponsorship Coordinator will be happy to meet with you and design a customized package that will better align our opportunities with your goals. Whether it is unique cross promotional opportunities or heightened exposure at a specific event, we will work with you to maximize your publicity and sales opportunities.

We look forward to exploring how we can work together to make our industry events stronger. Should you have any questions, please email our Sponsorship Coordinator, Robert Gallant at [info@hubcitymotorcyclerally.com](mailto:info@hubcitymotorcyclerally.com) or call (506) 855-8525 to arrange a meeting.

## **Target Market**

Our demographic targets are foodies, BBQ aficionados, and families of all ages. The event is primarily marketed to Southeast New Brunswick region with a secondary tourist market consisting of the rest of New Brunswick, Western Nova Scotia and Prince Edward Island. We project that attendees will be comprised of 70% from Southeast New Brunswick and 30% coming from outside the region.

# Presenting Sponsor \$10,000: One Opportunity

## Corporate Logo Placements

- Corporate brand tied to the event logo & name as “presented by” in all forms of media promotions (radio (100%), billboards, social media, posters).
- Event website.
- Event site signage.
- Event team & volunteer t-shirts & badges.

## Marketing Recognition

- Mention and website link to your corporate page from event website.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Opportunity to provide a promotional offer for posting on event social media.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line, pop-up banner at administration booth).
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (up to 10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 20 free ½ rack rib meals to participate or to help promote the event.
- 20 free beverage tickets (valid for alcoholic and non-alcoholic beverages)
- Two VIP reserved tables for 10 in the beer garden tent each day (time slot must be confirmed in advance).

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to present the main stage entertainment for the Thursday and Sunday during the event.
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.
- Opportunity to make daily welcome remarks from the entertainment stage.
- Opportunity to provide a tasting judge for the Rib Competition.
- Opportunity to help present the Rib Competition winning trophies.
- First right of renewal as “Presenting Sponsor” for next year’s event (November Deadline).

# Entertainment Sponsor \$5,000: Two Opportunities

There are two entertainment sponsor options including Friday, and Saturday. Allocations will be assigned on a first come – first select your day basis. On your designated stage day, you can help us decorate the stage with your corporate branding. While you are assigned one specific day of the entertainment main stage you will receive recognition throughout the four days of the event in addition to the advanced marketing campaign.

## Corporate Logo Placements

- Corporate brand tied to all forms of media promotions (radio (100%), billboards, social media, posters).
- Event website.
- Event site signage.
- Event team & volunteer t-shirts.

## Marketing Recognition

- Mention and website link to your corporate page from event website.
- Social Media sponsor shout-out post and tagged in select promotion posts.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line).
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 10 free ½ rack rib meals to participate or to help promote the event.
- 10 free beverage tickets (valid for alcoholic and non-alcoholic beverages)
- One VIP reserved table for 10 in the beer garden tent on assigned day (time slot must be confirmed in advance).

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to present the main stage entertainment for assigned day during the event.
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.
- Opportunity to provide or act as Master of Ceremonies for the entertainment stage on assigned day.
- Opportunity to provide a tasting judge for the Rib Competition.
- First right of renewal as an “Entertainment Sponsor” for next year’s event (November Deadline).

## **Beer Garden Sponsor \$5,000: Two Opportunities**

The two beer garden sponsor options are available to non-competing companies only (e.g. one beer company and one company not involved in the beer industry).

### **Corporate Logo Placements**

- Corporate brand tied to all forms of media promotions (radio (100%), billboards, social media, posters).
- Event website.
- Event site signage.
- Event team & volunteer t-shirts.

### **Marketing Recognition**

- Mention and website link to your corporate page from event website.
- Social Media sponsor shout-out post and tagged in select promotion posts.
- Sponsor provided additional event-site signage in beer garden area (e.g. hanging banner for fence line).
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

### **Complimentary**

- Opportunity to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 10 free ½ rack rib meals to participate or to help promote the event.
- 10 free beverage tickets (valid for alcoholic and non-alcoholic beverages)
- One VIP reserved table for 10 in the beer garden tent each day (time slot must be confirmed in advance).

### **Additional Benefits**

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.
- Opportunity to make welcome remarks from the entertainment stage each evening.
- Opportunity to provide a tasting judge for the Rib Competition.
- First right of renewal as an “Beer Garden Sponsor” for next year’s event (November Deadline).

## **Hospitality Sponsor \$2,500: Limited Opportunities**

Hospitality sponsors can be tied to the BBQ competition, one of two tents in the eating area, a non-alcoholic beverage sales (fixed or mobile) station, or a beverage ticket sales station.

### **Corporate Logo Placements**

- Corporate brand tied to select forms of media promotions (radio (50%), social media, posters).
- Event website.
- Event site signage.

### **Marketing Recognition**

- Mention and website link to your corporate page from event website.
- Social Media sponsor shout-out post and tagged in select promotion posts.
- Sponsor provided additional event-site signage at assigned location.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

### **Complimentary**

- Opportunity to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 4 free ½ rack rib meals to participate or to help promote the event.
- 4 free beverage tickets (valid for alcoholic and non-alcoholic beverages)

### **Additional Benefits**

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide corporately branded event volunteers to assist organizers at assigned location.
- First right of renewal as a “Hospitality Sponsor” for next year’s event (November Deadline).

## **Logistics Sponsor \$2,500: Limited Opportunities**

Logistics sponsors can be tied to one of our logistic stations such as the volunteer centre, first aid tent, administration tent, or security tent.

### **Corporate Logo Placements**

- Corporate brand tied to select forms of media promotions (radio (50%), social media, posters).
- Event website.
- Event site signage.

### **Marketing Recognition**

- Mention and website link to your corporate page from event website.
- Social Media sponsor shout-out post and tagged in select promotion posts.
- Sponsor provided additional event-site signage at assigned station.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

### **Complimentary**

- Opportunity to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 4 free ½ rack rib meals to participate or to help promote the event.
- 4 free beverage tickets (valid for alcoholic and non-alcoholic beverages)

### **Additional Benefits**

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide corporately branded event volunteers to assist organizers at assigned location.
- First right of renewal as a “Hospitality Sponsor” for next year’s event (November Deadline).

## **Friend of RibFest Sponsor \$1,000**

### **Corporate Logo Placements**

- Corporate brand tied to select forms of media promotions (social media, posters).
- Event website.
- Event site signage.

### **Marketing Recognition**

- Mention and website link to your corporate page from event website.
- Social Media sponsor shout-out post.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

### **Complimentary**

- 2 free ½ rack rib meals to participate or to help promote the event.
- 2 free beverage tickets (valid for alcoholic and non-alcoholic beverages)

### **Additional Benefits**

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide corporately branded event volunteers to assist organizers at assigned location.

## **In-Kind Sponsors**

As an in-kind sponsor we will provide you with recognition commensurate with how your retail support value compares to a cash sponsorship level. In addition to specific in-kind support, we would also consider prize donations that can be used as door prizes or for a raffle draw.

### **In-Kind Examples**

Water • Pop • Ice • Printing • Tents • Port-a-Potties • Fencing • Trash Collection

Hardware Supplies • Logistics Transport • Equipment Rental • Refrigeration