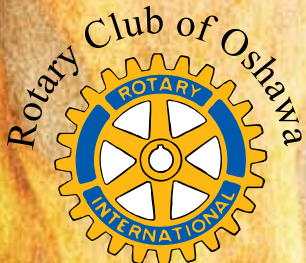


**Rotary Club of Oshawa
proudly presents the 10th Annual**



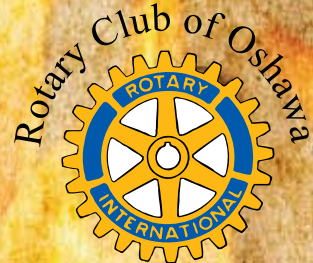
OVER 60,000 PEOPLE!

**Lakeview Park,
Oshawa Sept. 9th, 10th & 11th 2011
www.oshawaribfest.com**



Since 1920

**OSHAWA ROTARY
RIBFEST**



Since 1920

SPONSORSHIP AND EXHIBITING



Durham's Original, Largest and Most Successful Ribfest

Imagine what direct access to more than 60,000 people over one, end of summer weekend could do for your business!

Dear Prospective Sponsor:

This coming September, the 91 year old Rotary Club of Oshawa is proud host our tenth annual Rotary Ribfest. Featuring some of the best U.S. and Canadian "ribbers" and a wide variety of vendors, this weekend event will be held at beautiful Lakeview Park from Friday, September 9th to Sunday, September 11th.

In 2010, over 60,000 enthusiastic people from across Greater Toronto enjoyed our three-day event. We are expecting even higher attendance this year and will be expanding the event area, re-energizing our entertainment line-up, bringing in more rides, and ribbers!

Rotary is an international organization of volunteers dedicated to Service Above Self ... and this year's Ribfest proceeds will help us continue to support worthy and much needed community activities like air cadets, school breakfast programs, scholarships for secondary and post secondary students, and mobility aids for physically handicapped kids.

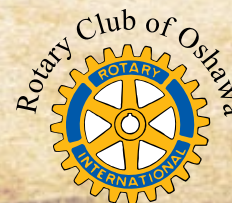
As one of the most popular events in Durham, it offers fun, family-oriented entertainment, musical performers, children's activities (including a midway) and much more throughout the weekend.

You can be part of this excitement through sponsorship at one of three levels: **Family of Rotary, Friends of Rotary Ribfest** or **Partners in Rotary Ribfest**. The benefits to you and your company through advertising and promotion are outlined on page 3.

We look forward to you rejoining us again this year, or if you are considering this for the first time, promise to not disappoint you with the tremendous value that we offer our supporters.

See you then and thank you in advance.

Monique Lea
Chair of Marketing and Sponsorship, Ribfest 2011
The Rotary Club of Oshawa, mlea@durhamregion.com Tel: 905-579-4473 ext 2318.



SPONSORSHIP OPPORTUNITIES



Oshawa Rotary Ribfest's success is a direct result of the commitment and support of our sponsors and volunteers. And despite our efforts to keep costs low, some expenses are unavoidable and significant ... impacting on our ability to financially support programs and services for Oshawa's youth. But you can help while benefiting your business at the same time!

PARTNER OF ROTARY RIBFEST

The "Partner" sponsorship level offers your business excellent exposure while helping subsidize Ribfest's many expenses. By becoming a Partner of Rotary Ribfest, your company will receive:

1. Company logo as a "Partner of Rotary Ribfest" sponsor on 165,650 insert wraps distributed in Oshawa Whitby Clarington This Week and Ajax Pickering News Advertiser newspapers, the GO stations and other select, high traffic locations across Durham.
2. Company logo as a "Partner of Rotary Ribfest" sponsor in all pre-event advertisement in the Oshawa Whitby Clarington This Week newspapers (104,250 press run) and the Ajax Pickering News Advertiser (51,400 press run) newspapers.
3. "Rotary Ribfest Sponsor" packages featuring 8 vouchers for delicious ribs and pulled pork and 8 refreshment tickets for you, your family or preferred clients.
4. Corporate mentions throughout the entertainment over the three day event.
5. Space to erect your company-supplied banner at the event
6. Exposure on the Oshawa Rotary Ribfest website and a link to your website.
7. Special 'Sponsor's Thank You Lunch' at our weekly Oshawa Rotary luncheon held at the Shriner's Club on Simcoe Street North on Monday's.
8. Good Feeling (priceless!) through your association with a leading service organization raising money to help children and youth of Oshawa.

ALL OF THIS CAN BY YOURS FOR JUST \$1,500

FRIEND OF ROTARY RIBFEST

By becoming a Friend of Rotary Ribfest, your company will receive:

1. Company name as a "Friend of Rotary Ribfest" sponsor on 165,650 insert wraps distributed in Oshawa Whitby Clarington This Week and Ajax Pickering News Advertiser newspapers, the GO stations and other select, high traffic locations across Durham.
2. Company name as a "Friend of Rotary Ribfest" sponsor in all pre-event advertisement in the Oshawa Whitby Clarington This Week newspapers (104,250 press run) and the Ajax Pickering News Advertiser (51,400 press run) newspapers.
3. "Rotary Ribfest Sponsor" package featuring four vouchers for delicious ribs and pulled pork and four refreshment tickets for you, your family or preferred clients.
4. Corporate mentions throughout the entertainment over the three day event.
5. Space to erect a company-supplied banner at the event

6. Exposure on Oshawa Ribfest website and a link to your website
7. Special 'Sponsor's Thank You Lunch' at our weekly Oshawa Rotary luncheon held at the Shriner's Club on Simcoe Street North on Monday's.
8. Good Feeling (priceless!) through your association with a leading service organization raising money to help children and youth of Oshawa.

ALL OF THIS CAN BY YOURS FOR JUST \$500

FAMILY OF ROTARY RIBFEST

The "Family" sponsorship level offers your business the highest exposure while helping subsidize one of Ribfest's major expense categories like power, tent rentals and entertainment. By becoming a member of Family of Rotary Ribfest, your company will receive:

1. Exclusive sponsorship signage:
 - Entertainment: Naming of the [insert your company name here] stage [\$15,000]
 - Power & Lighting: Signage on all lighting and power instruments [\$8,000]
 - Tents: Signage on all Rotary rented tents [\$5,000]
 - Security [\$8,000]
 - Custom sponsorship options and packages
 2. Free vendor location for the three day event (a \$750 value) 10'X10" approx.
 3. Company logo as a "Family of Rotary Ribfest" sponsor on 165,650 insert wraps distributed in Oshawa Whitby Clarington This Week and Ajax Pickering News Advertiser newspapers, the GO stations and other select, high traffic locations across Durham.
 4. Company logo as a "Family of Rotary Ribfest" sponsor in all pre-event advertisement in the Oshawa Whitby Clarington This Week newspapers (104,250 press run) and the Ajax Pickering News Advertiser (51,400 press run) newspapers.
 5. Exposure on Oshawa Ribfest website and a link to your website.
 6. "Rotary Ribfest Sponsor" packages featuring 12 vouchers for delicious ribs and pulled pork and 12 refreshment tickets for you, your family or preferred clients.
 7. Corporate mentions throughout the entertainment over the three day event.
 8. Space to erect a company-supplied banner at the event.
 9. Special 'Sponsor's Thank You Lunch' at our weekly Oshawa Rotary luncheon held at the Shriner's Club on Simcoe Street North on Monday's.
 10. Good Feeling (priceless!) through your association with a leading service organization raising money to help children and youth of Oshawa.
- Contributions based on sponsorship category .call for details.

Contact: Monique Lea, Chair Ribfest Sponsorship and Marketing

(905) 579-4473 ext 2318, Email: mlea@durhamregion.com ~ www.oshawaribfest.com



EXHIBITING YOUR BUSINESS AT RIBFEST

With over 100,000 square feet of outdoor food, fun and entertainment, exhibiting your business at the Oshawa Rotary Ribfest offers tremendous value if you are looking connect with in excess of 60,000 plus people during one weekend. Our most successful exhibitors have found ways in which they can engage the audience whether its young or old. Make the most of your opportunity with a few pennies invested per prospect!

EXHIBIT SPACE

We offer 3 standard exhibit space opportunities during Ribfest

OPTION #1.

10'x10'

You are responsible for your own extension cords, tables and chairs and back drops etc.

ALL OF THIS CAN BY YOURS FOR JUST \$750

OPTION #2.

20'x10'

You are responsible for your own extension cords, tables and chairs and back drops.

ALL OF THIS CAN BY YOURS FOR JUST \$1500

OPTION #3.

30'x10'

You are responsible for your own extension cords, tables and chairs and back drops.

ALL OF THIS CAN BY YOURS FOR JUST \$2250

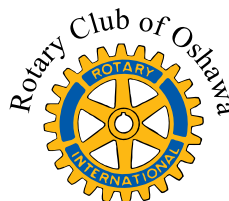
Other exhibit space opportunities, including food vending can be answered by

contacting:

Jay Cannings, Rotarian

local direct phone 905-444-4524

Email jay_cannings@scotiamcleod.com



Interested in learning more about Rotary or how to become a Rotarian?

Contact Ian Young, Rotarian

Office (905) 444-4520

Toll free 1-877-647-0420

email ian_young@scotiamcleod.com.