

**FIVE  
DAYS!**

**ELKHORN  
RIBFEST**  
NATIONAL RIB COMPETITION



**2025 SPONSORSHIP OPPORTUNITIES**



**INVEST  
PARTNER  
GROW**

HOSTED BY



**JULY  
9-13  
2025**

ELKHORN, WISCONSIN  
[ElkhornRibfest.com](http://ElkhornRibfest.com)



## ABOUT

Elkhorn Ribfest is an annual festival hosted by the Walworth County Fairgrounds (a 501c3) in Elkhorn, Wisconsin. The five-day festival combines an artisan village, carnival, renowned BBQ vendors and live music. It's a fun and exciting atmosphere for a diverse crowd of music and rib fanatics. It's one party your company won't want to miss!

# BE PART OF Wisconsin's Largest BBQ Fest



Connecting your company to Elkhorn Ribfest is a great way to increase awareness of your brand to a wide variety of demographics.

**Maximize Exposure**

**Increase Market Visibility**

**Enhance the Image of Your Company**



## 2024 BY THE NUMBERS

**105,000+** ATTENDEES

**13** RENOWNED BBQ COMPANIES

**5** DAYS OF CONTINUOUS MUSIC

**60** VENDORS INCLUDING **30** ARTISANS

**9** YEARS AND COUNTING



# EXPAND AND STRENGTHEN YOUR PRESENCE IN LOCAL AND REGIONAL MARKETS

## Advertising & Social Outreach



## Demographic Reach

- + Draws from Chicago to Milwaukee, and Madison to Rockford. This will allow you to expand and strengthen your presence in local and regional markets.
- + There is not a demographic group Ribfest doesn't reach. The psychographics of Ribfest certainly include those that get out in their community and shop. They are not lacking in disposable income and they like to enjoy life.

## The Ribfest Pit Crew

**As a sponsor, we will show our gratitude to you and your company through VIP treatment at Ribfest.**

Why wait in line? As a Ribfest Sponsor, you will enjoy a VIP experience that includes not only your reserved seat but also the opportunity to order from the menu of our nationally renowned BBQ ribbers! Your dedicated server will bring your BBQ directly to you. Relax, savor the BBQ, and indulge in fantastic entertainment on the main stage!



# SPONSORSHIP BENEFITS

	WHOLE HOG \$20,000	PIT MASTER 10,000	FULL SLAB \$5,000	HALF SLAB \$2,500	BRISKET \$1,500	SAMPLER \$1,000
Pit Passes to Access The Pit	250	100	40	15	8	4
VIP Parking Passes for Event	100	50	20	8	4	2
Company Signage Prominently Displayed in Festival Area*						
Logo Displayed on Ribfest Website						
Logo Displayed on Ribfest T-Shirt						
Rights to Use Ribfest Logo for Promotional Purposes						
Promotional Mentions on Elkhorn Ribfest Social Media						
Mentions in Digital Advertising						
Presentation of Part of Ribfest	**					
Elkhorn Ribfest Presented By "Company Name"						



**ANY QUESTIONS?**

Contact **LARRY GAFFEY**  
at 262-723-3228 or  
larry@walworthcountyfair.com

\*Provided by Sponsor // \*\*Stage or Beer Tent

## COMMIT TO THE CREW

I/We hereby agree to be a sponsor of the Elkhorn Ribfest. We will provide our logo for promotional purposes to office@walworthcountyfair.com. We will receive the benefits listed above and will agree to pay the Walworth County Fairgrounds the sum listed below by **May 1, 2025**.

Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Sponsorship Commitment:  Whole Hog \$20,000  Pit Master \$10,000  Full Slab \$5,000  Half Slab \$2,500  Brisket \$1,500  Sampler \$1,000

Address: \_\_\_\_\_

City & State: \_\_\_\_\_

Telephone: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return a signed copy of this agreement to:  
Walworth County Fairgrounds, P.O. Box 286, Elkhorn, WI 53121  
officestaff@walworthcountyfair.com • walworthcountyfair.com**