



presented by

**FRANKLIN
SUSSEX**
AUTOMALL, INC

JUNE 28 – 30, 2024
SUSSEX COUNTY FAIRGROUNDS
AUGUSTA, NJ

WELCOME TO RRR!

**Southern Rock, BBQ, Camping
Good Friends & Good Vibes!!!**

Legendary southern & classic rock artists perform over three days while top rib teams serve up delicious BBQ and compete for the coveted titles of Best Ribs, Best Chicken and People's Choice!

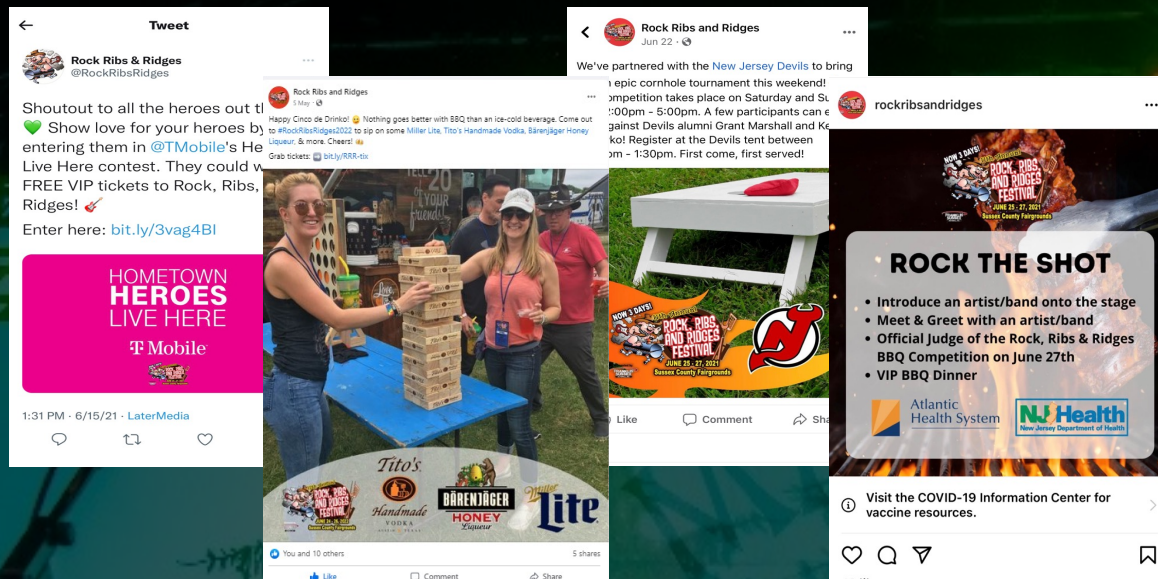
For Attendees:

- Three-day weekend festival
- 12-15 Bands in All-Star lineup
- Up to 20 National BBQ Teams with multiple BBQ Competitions & People's Choice
- RV Hook-ups (20, 30 & 50 amp)
- Tent Camping (comfort stations with showers!)
- Day & Weekend Passes
- VIP Experiences
- Artist Meet & Greets
- "Camper Only" overnight activities
- Craft Beers & Spirits
- A FRIGGIN' AWESOME TIME!!

For Partners:

- 20-25K attendees
- 38MM+ Total Media Impressions
- Customized Integrations
- Year-round digital media support
- Robust social media interaction
- Meaningful attendee engagement at a significant point of passion
- Hundreds of thousands of \$\$ raised for charities & non-profits
- A FRIGGIN' AWESOME TIME!!





DIGITAL, SOCIAL, EMAIL & WEBSITE

Rock, Ribs & Ridges is reaching and engaging more people than ever before via social media and as a result offers a full digital platform to target your desired consumers.

- E-mail messaging
- Website inclusion
- Social Media (FB, IG, X & TikTok)

INCLUSION IN MEDIA

Dominant Local and Regional Media Presence and Coverage

In 2023, Rock, Ribs & Ridges achieved over 60MM media impressions in more than 300 communities across central and northeastern Pennsylvania, NJ & NYC metro area.

- Major Market Broadcast Media Inclusion
- Radio
- Inclusion on paid Out-Of-Home Promotional Media
- Inclusion on Print Promotional Media
- In-Market Contests
- Retail Tie-Ins



northjersey.com

New Jersey
MONTHLY



New Jersey Herald

POCONO RECORD

THE 80'S TO NOW
102.3
WSUS-FM



UTILIZE OUR ASSETS: BRANDING & UNIQUE INTEGRATIONS

Our team will work your brand to integrate into our event and create “out of the box,” customized programs to meet your targeted audience, goals and objectives.

On-site Partnership Entitlements can include:

Main Concert Stage
VIP Entrance
Shade/Misting Tents
BBQ Competition Awards
Campgrounds

Main Entrance
VIP Hospitality Areas
Promenade
Cook Tents
Parking Lots

We love unique...bring us your ideas!!!



BRING YOUR ASSETS: EXPERIENTIAL, ACTIVATION & SAMPLING

Enhance brand exposure, elevate consumer engagement, maximize and lead generation.

- Expose and activate your brand to up to 25K attendees
- Create 360 campaign by combining your experiential assets with ours for complete brand emersion!
- Footprint – unlimited width and depth, on asphalt or grass
- Up to 200amp, 3-Phase Power hook-ups available
- High speed internet
- 24-Hour security
- Much, much, more...!



ROCK, RIBS & RIDGES FESTIVAL

FAST FACTS:

ATTENDANCE

- 20-25K

GENDER

- 60% Male
- 40% Female

HOUSEHOLD INCOME (HHI)

- 18% \$100K+
- 75% \$50-100K

AGE

Under 21	> 1%	21 – 34	16%
35 – 44	17%	45 – 54	23%
55 – 64	38%	65+	5%

POPULATION DENSITY

- 717,000 < 25 MILES
- 16,400,000 < 50 MILES
- 29,100,000 < 100 MILES

OVERNIGHT CAMPGROUNDS: (WEEKEND PASS ONLY)

RV CAPACITY

- 150 (Pole hook-ups)
- 300 (Self-powered, generator)

TENT CAPACITY

- 500 (BASED ON 10' X10' PLOT)

<u>NJ Counties</u>	<u>Attendance %</u>
Bergen	8%
Burlington	1%
Essex	4%
Hudson	2%
Hunterdon	3%
Mercer	1%
Middlesex	6%
Monmouth	3%
Morris	15%
Ocean	2%
Passaic	10%
Somerset	3%
Sussex	32%
Union	3%
Warren	6%

<u>PA Counties</u>	<u>Attendance %</u>
Lehigh	6%
Luzerne	2%
Monroe	15%
Montgomery	4%
Montour	1%
North Cumberland	1%
Northampton	9%
Philadelphia	2%
Pike	30%

<u>Top NY Counties</u>	<u>Attendance %</u>
Nassau	8%
New York	5%
Orange	32%
Rockland	8%
Suffolk	9%
Westchester	6%



How Can We Partner?

Pete Mason

Chief Commercial Officer

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