



AUGUST 28–30 2020

June 15, 2020

To All Ribfest Vendors, Sponsors, Contestants and Supporters:

Due to the uncertainty of the New York State COVID-19 guidelines for the near future, the Highland Rotary Club has decided to cancel the 2020 Hudson Valley Ribfest at the Ulster County Fairgrounds scheduled for August 21–23, 2020. We are planning to return to the fairgrounds next year August 20–22, 2021 with an even bigger event.

Here's the Good News... We're putting a twist on this year's fundraising event; it'll be a virtual event supporting local restaurants to help them get back on their feet again. This year's event will be called **"Rotary's Ribfest Restaurant Revival"**. We know that's a lot of RRRR's but we're ok with it because we're certain this will be a *gRRRR*eat event for all those involved.

Plus, this year's food selection will go far beyond ribs. Because we want to help as many restaurants as possible, we will be including a real mix of restaurants to our online restaurant revival fundraiser. The main event which will include a virtual charity concert for the cause, will take place on August 28–30, 2020.

Patrons who visit our www.HudsonValleyRibfest.com website will be able to purchase meal vouchers at a significant discount from a list of sponsored area restaurants. All meal voucher discounts will be covered by sponsorship donations, this way the restaurants get full price for the meals they sell under this program.

Companies and Individuals wishing to support the cause and sponsor a restaurant will have the opportunity to choose from a menu of sponsorship options. As a sponsor you or your company will be promoted before and during the event to over 10,000 area Facebook and Youtube followers. Over 100,000 area social media users and iHeart radio listeners will be directed to the event website where your company will be displayed. Top-tier sponsors donating \$2600 or more will be mentioned on all participating iHeart radio stations, appear in all social media and email advertising and appear on sponsored restaurant signage.

If you like food, music and supporting local businesses then the **"Rotary's Ribfest Restaurant Revival"** is a must participate event. Hudson Valley residents and beyond can enjoy supporting a restaurant, pay less for a meal and tune in to the **Rotary's RibFest Restaurant Revival - Charity Concert** on YouTube's live stream and promoted on multiple iHeart Radio stations. This weekend-long charity concert will highlight an outstanding arrangement of music performances by phenomenally talented musical artists. This event will be promoted on multiple iHeart Radio stations.

We look forward to a great event and providing some much needed entertainment to our community. Thank you for your continued support of the Highland Rotary Club and the Hudson Valley Ribfest.

For up-to-date information about and sponsorship details about the event please visit our website: www.HudsonValleyRibfest.com or facebook page at <https://www.facebook.com/hudsonvalleyribfest>

Rotary Club of Highland, NY

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