



Sponsorship Opportunities

Join Us!

The event is a fun-filled afternoon for everyone while supporting worthwhile community causes.

We look forward to partnering with you!

Donations are tax deductible (501c3 #75-3030071)

Please make checks payable to:
Crime Victims United Charitable
Foundation

130 Maple Street, Suite 100
Auburn, CA 95603



AUGUST 23, 2025
ARD Park Auburn, CA 95603

Additional Info: AuburnRibCookoff.com • 530-885-9544 • ribs@crimevictimsunited.com



“ This is a great event that showcases our services to thousands of people in a fun and engaging environment. ”

- Tim Horner, Foothill Painting & Drywall
Pitmaster Sponsor



The sanctioned cookoff will feature cook teams vying for the bragging rights, title, and trophy of the Auburn Rib Cookoff Champion.

Attendees will enjoy a bar featuring craft beers and signature cocktails, multiple bands, sumptuous ribs, and more.

This event offers our sponsors the opportunity to reach far and wide as our patrons come from Southern California, the Bay Area, the Lake Tahoe region, and neighboring states.

In 2024, we had well over 4,000 people attend this entertaining event.

The response from the media market has been tremendous and our recent cookoffs were featured by regional television and radio as well as social media. This year we have increased our marketing efforts to provide greater exposure to those supporting our event.

The local and extended community support is extraordinary: sponsors, vendors, participants, and volunteers working together to benefit worthwhile causes.

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Helping the Community



Following the murder of their daughter Catina, Mike and Harriet Salarno founded Crime Victims United Charitable Foundation (CVUCF), a designated 501(c)(3) nonprofit organization. As the primary beneficiary, CVUCF in partnership with Crime Victims United (CVU) works to restore lives shattered by crime and influence public policy related to crime victims, their families, and public safety throughout California's communities.

Proceeds Benefit:

Crime Victims United Scholarship Fund
The Catina Rose Horse Therapy Program
ARD Youth Assistance
Placer County SPCA

CVU's non-profit foundation is a unique statewide organization that helps victims of crime and their families cope with their loss and move their lives forward by providing: College scholarships for victims of crime and their children, Legal assistance to victims of crime, Guidance for victims' families through the complex justice system including parole hearings, A regional horse therapy program for survivors of assault and human trafficking.

CVU's staff also works to educate communities throughout California about public safety issues that affect their families and daily lives.

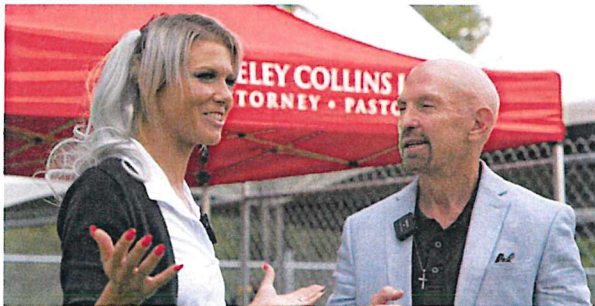


BE A VIP FOR CVU!

WHY BE A VIP?

Becoming a VIP table sponsor creates a great opportunity for you to get more out of the Rib Cookoff experience.

- Shaded VIP venue hosted by CVU founder, Harriet Salarno
- Reserved table seating for 8
- VIP priority tasting 12:30 p.m. – 1:30 p.m.
- Exclusive VIP bar with cocktail service
- Complimentary side dish and desert
- VIP raffle opportunities
- Recognition



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2025 Sponsorship Levels

SPONSOR BENEFIT	BBQ BUDDY \$550	RIB MASTER \$1,500	GRILL GURU \$2,500	VIP TENT \$5,000	PIT BOSS \$7,500	PIT MASTER \$15,000
COMPANY BANNER DISPLAY	✓	✓	✓	✓	✓	✓
WEB LOGO	✓	✓	✓	✓	✓	✓
TICKETS GENERAL	2	4	8	8	10	10
LOGO ON SPONSOR BOARD			✓	✓	✓	✓
BOOTH			1	1	1	1
GENERAL RAFFLE TICKETS			5	10	15	30
SOCIAL MEDIA CALL OUTS				✓	✓	✓
MAIN STAGE CALL OUTS				✓	✓	✓
VIP TABLE FOR 8				1	2	3
RADIO SPOT					✓	✓
ON STAGE COMMERCIAL						✓
TELEVISION MENTION						✓

*Company Banner supplied by company