



RIB FESTIVAL & FALL NIGHTS CONCERT

FOUNDING SPONSORS





RIB FESTIVAL & FALL NIGHTS CONCERT

Corporate Sponsorship, Cooking Teams And
Vendor Booth Space

DATE

Fall 2022

LOCATION

Murrieta Area



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ONE THOUSAND CRANES FOUNDATION

Making an Impact in the World

The original concept for One Thousand Cranes Foundation began with Elyse Roberts of Barrington Hills, Illinois and Jon Dellaria Jr. who believed passionately in a shared responsibility for the health and welfare of our children.



Elyse was particularly touched by the story of Sadako Sasaki, a young girl who suffered the devastating effects of Hiroshima. Sadako was inspired to follow a Japanese tradition – anyone with the patience and commitment to fold 1,000 origami paper cranes will be granted their most desired wish, because they have exhibited the cranes' loyalty and recreated their beauty. Sadako folded paper cranes in her hospital bed, praying for world peace. Sadako died when she was only 12, before she could finish 1,000 cranes.

As a tribute to Sadako's life and selfless wishes, her classmates folded the remaining cranes, and Sadako was buried with the full 1,000 cranes. Her story stands as an inspiration to all, and a testament to the continued power of the paper crane as a compelling symbol for hope, love, honor, and peace for the world.

One Thousand Cranes Foundation is honored to advance its Vision and Mission in loving memory of Sadako and Elyse.



Dellaria's Food, is further committed to this extraordinary charity providing much needed assistance towards the health and welfare of our children globally. We have pledged 20% of our net yearly profits to One Thousand Cranes Foundation, in support of its programs, including creating an environmentally friendly children's camp.

For additional information regarding One Thousand Cranes Foundation please follow the link: <https://www.1tcf.org/>

A portion of ticket proceeds will benefit 501(c)(3)'s One Thousand Cranes Foundation and the Figueroa Economical Housing Development Corp.



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2022 ARTIST LINEUP



JANA KRAMER



KENNY G



ANGIE STONE



GERALD
ALBRIGHT



BRIAN
CULBERTSON



JEFF
LORBER



NORAH
JONES



LINDSEY
WEBSTER



PAULA
ATHARTON



KIRK WHALUM



LALAH
HATHAWAY



COLBIE
CAILAIT



D VINCENT
WILLIAMS



MATT
STILLWELL



AUSTIN HANKS

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EVENT DATES

2022 RIB FESTIVAL AND CONCERTS

SEPT 3

SATURDAY

SEPT 4

SUNDAY

SEPT 5

MONDAY

LOCATION

MURRIETA, CA • HERITAGE HILLS

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UPCOMING EVENTS & TICKETING INFO

LOCATION MURRIETA, CA • HERITAGE HILLS PROPERTY



RIB FESTIVAL & CONCERT

MAY 28-30

SPRING NIGHTS CONCERT

JUNE 11

SUMMER NIGHTS CONCERT
UNDER THE STARS

JULY 2

R & B MUSIC LIVE UNDER
A SUMMER BREEZE

JULY 29-31

END OF SUMMER UNDER
THE STARS CANOPY

AUGUST 20

RIB FESTIVAL & CONCERT

SEPT 3-5

FIRST FALL CONCERT

SEPT 24



**JANA KRAMER • KENNY G • ANGIE STONE • GERALD ALBRIGHT • ANTHONY HAMILTON •
JILL SCOTT • JEFF LORBER • NORAH JONES • LINDSEY WEBSTER • PAULA ATHARTON •
BRIAN CULBERTSON • CHARLIE WILSON • ERIC BENET • ERIC ROBERSON • INCOGNITO •
JAZMINE SULLIVAN • TONY! TONI! TONE! • KIRK WHALUM • LALAH HATHAWAY • LEDISI •
MARSHA AMBROSIUS • MAXWELL • RAHEELM DEVAUGHN • AFTER 7 • COLBIE CAILAIT •
D VINCENT WILLIAMS • MATT STILLWELL • AUSTIN HANKS**



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DATE: NOVEMBER 7, 2021	
LOCATION: MURRIETA	
TOTAL SEATS: 1,548	
SIZE OF EACH CHAIR: 18" X 17"	SIZE OF EACH TABLE: 36" X 36"
PLATEAU	
SECTION	TOTAL NO. OF SEATS
1	288
2	288
3	288
4	288
5	138
6	138
TOTAL SEATS: 1,428	
NOTES: VERTICAL AISLES ARE BETWEEN SECTIONS IN COLORED SECTIONS ARE 3-4 FT. SPACES BETWEEN SEATS LARGEST HORIZONTAL / VERTICAL AISLES ARE 8 FT. THERE WILL BE HEDGES PLACED ON THE SOUTH SIDE OF THE PLATEAU AND TERRACE AREAS (SEE SITE PLAN) THERE WILL BE 8-10 FEET SPACES BETWEEN THE PLATEAU AND TERRACE AREAS ALONG THE CONCRETE PATHWAY THERE WILL BE 1-2 FEET SPACES BETWEEN SECTIONS AT THE BACK SIDE	
TERRACES	
TOTAL TABLES: 30	TOTAL SEATS: 120





WHO WE REACH

ORANGE COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019

GENDER



AGE



MARITAL STATUS



RACE



EDUCATION



INCOME

\$43,200
per capita income

\$95,934
median household income



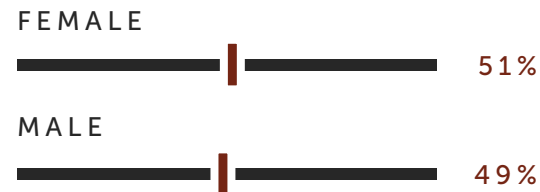
FOUNDING SPONSORS



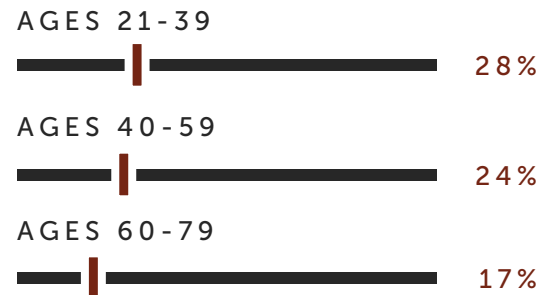
RIVERSIDE COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019

GENDER



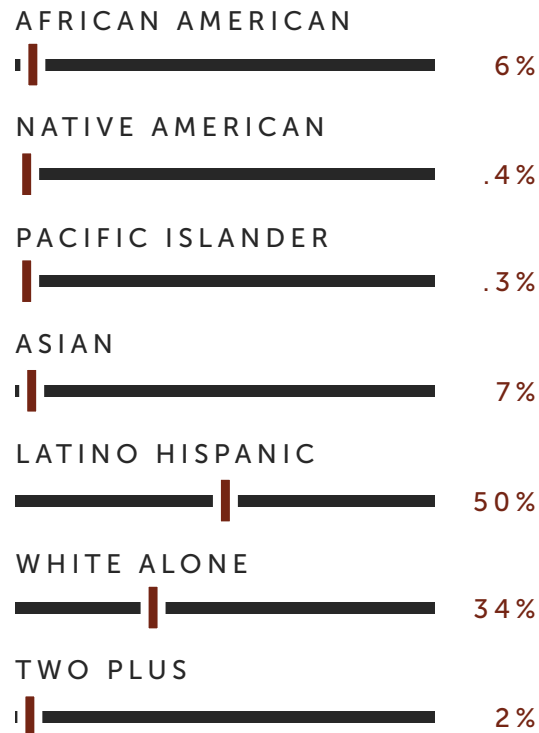
AGE



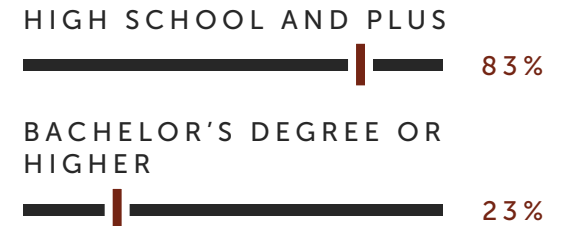
MARITAL STATUS



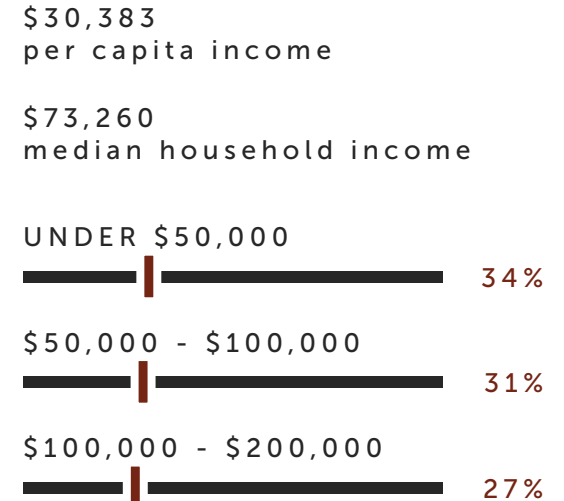
RACE



EDUCATION



INCOME



FOUNDING SPONSORS



SAN DIEGO COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019

GENDER

FEMALE
 50%

MALE
 50%

AGE

AGES 20-39
 31%

AGES 40-59
 25%

AGES 60-79
 16%

MARITAL STATUS

MARRIED
 50%

UNMARRIED
 50%

RACE

AFRICAN AMERICAN
 5%

NATIVE AMERICAN
 .2%

PACIFIC ISLANDER
 .4%

ASIAN
 12%

LATINO HISPANIC
 34%

WHITE ALONE
 45%

TWO PLUS
 4%

EDUCATION

HIGH SCHOOL AND PLUS
 88%

BACHELOR'S DEGREE OR
HIGHER
 40%

INCOME

\$40,389
per capita income

\$83,985
median household income

UNDER \$50,000
 29%

\$50,000 - \$100,000
 29%

\$100,000 - \$200,000
 29%

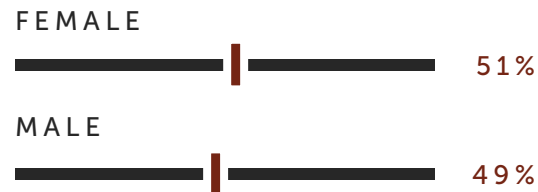
FOUNDING SPONSORS



LOS ANGELES COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019

GENDER



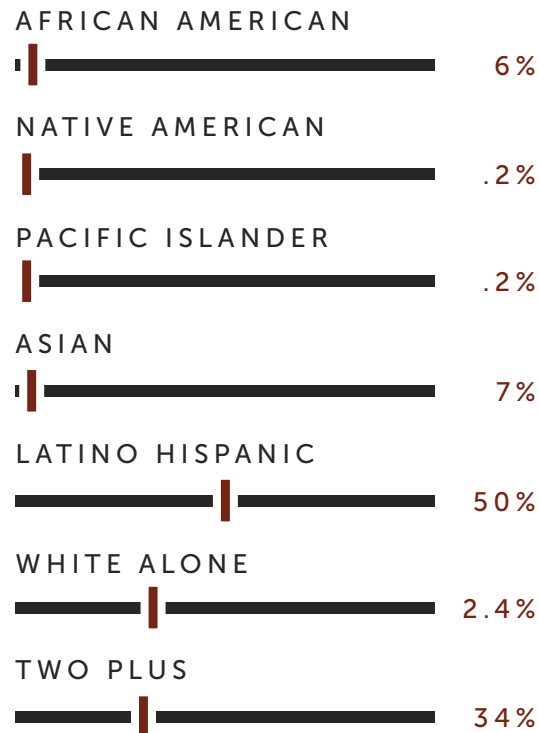
AGE



MARITAL STATUS



RACE



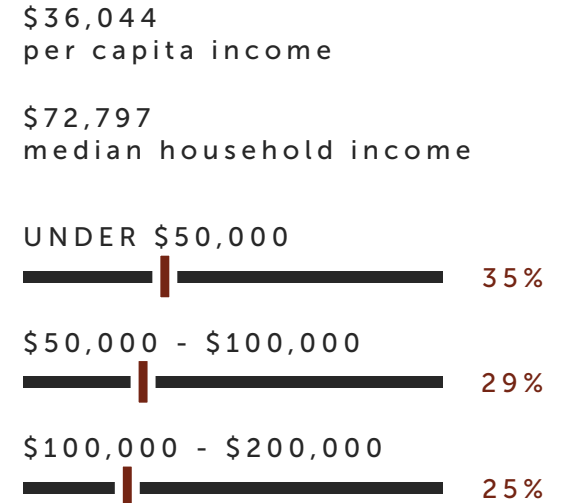
LGBTQ



EDUCATION



INCOME



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OUR REACH

MEDIA COVERAGE



Los Angeles Times

The San Diego
Union-Tribune

KOST
103.5

ORANGE COUNTY
BUSINESS JOURNAL

pandora

(SiriusXM)

CBS

LOS ANGELES
BUSINESS JOURNAL

Los Angeles
MAGAZINE

93.5XDAY
BACK IN THE DAY HITS

OurWeekly
Los Angeles

COMPTON
COURIER

SanDiego
MAGAZINE

INLAND EMPIRE
MAGAZINE

LOS ANGELES
SENTINEL

EBONY

ESPN

SMARTVALUE®

TIMES
of SAN DIEGO

102.3FM
Radio FREE
KJLH
kjhradio.com

BLACK
ENTERPRISE

ESPN
DEPORTES

Spectrum

shopify

LOCAL TEMECULA &
MURRIETTA STATIONS

UT
San Diego

SAN DIEGO'S #1
103.7 KSON
NEW COUNTRY

THE
Sun

KCAL 9

facebook



RIB FESTIVAL & FALL NIGHTS CONCERT | CORPORATE SPONSORSHIP

PIT MASTER/CONCERT MASTER

TWO AVAILABLE

\$ 2 5 , 0 0 0



- Company Name/Logo on all Major Banners on premises.
- Company Name presented on all Contestant Tents.
- Company Name on the Main Stage Area
- 10 x 20 Tent for your company use all day/Name and Logo attached.
- Courtesy Bar set up for up to 12 people in your tent. (Beer and Wine) *Limited Spirits
- Tasting opportunity tickets (includes concert tickets) for up to 12 people for the day.
- VIP Parking Passes for 5 Cars.
- Hotel accommodations for 4 persons for one evening (of concert)/2 hotel rooms at local 4- or 5-Star hotel in the area.
- Advertising Radio spots with your 15 second ad approx.spots a day for 30 days or 180 radio spots.
- Social Media advertising on Facebook and Instagram for a period of 30 days, your logo and name on our ads.
- Dellaria's Food Corporate Gift basket for 4 guests. Custom T-shirts for your group 12 each.

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PIT BOSS/STAGE MANAGER | \$ 1 0 , 0 0 0

SEVEN AVAILABLE



- Company Name/Logo on Main entrance of premises.
- Company name on banner at Main Stage Area.
- 10 X 20 Tent for your company use all day/Name and Logo attached.
- Courtesy Bar set up for 6 people in your tent. (Beer and Wine)
- Tasting opportunities tickets (includes concert tickets) for 6 people for the day.
- VIP Parking Passes for 3 Cars.
- Hotel accommodations for 2 persons for one evening (of concert) / 1 hotel room at local 4- or 5-Star hotel in the area.
- Advertising Radio spots name call out for 20 days 6 spots a day or 120 radios call out spots.
- Social media on Facebook and Instagram your name shown on Ads.
- Dellaria's Food Corporate Gift Basket for 4 guests.
- Custom T-shirts for your group of 6 each.

GRILL GURU/MUSIC GURU | \$ 5 , 0 0 0

FIVE AVAILABLE

- Company Name/Logo at Main entrance to premises.
- 10 x10 Tent for your company use all Day/Name and Logo attached.
- Tasting opportunity tickets (includes concert tickets) for 4 people for the day.
- Courtesy Bar set up for 4 people in your tent. (Beer and Wine)
- VIP Parking Passes for 2 cars.
- Social media on Facebook and Instagram your name shown for a period of 20 days on this platform.
- Dellaria's Food Corporate Gift Baskets for 2 guests.
- Custom T-shirts for your group of 4 each.

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RIB FESTIVAL VOLUNTEER EVENT

SPONSOR | **\$ 2 , 5 0 0** (100% Tax-Deductible)

TWO AVAILABLE



- 10 x 20 Tent for Volunteers with your name or Company Name/ Logo.
- These tents will be rest areas for volunteers.
- Food and Beverage area for volunteers.
- Check in area
- Assignment area
- Your donation will further give you the following:
 - 6 VIP passes to Rib Festival Area
 - 6 tasting opportunity tickets (includes concert tickets) for your use at Rib Festival eating area.
 - Dellaria's Food Corporate Gift Baskets for 2 guests.
 - Custom T-shirts for your group of 6 each.
 - VIP Parking Passes for 2 cars.

BARBECUE BUDDY-RIB FESTIVAL SPONSOR | **\$ 7 5 0**

SIX AVAILABLE

- Your company name and Logo on Special Signage in Cooking and Judging Area of Rib Festival.
- Your Logo on All T-Shirts produced.
- Your name and Logo on Special Aprons worn by Rib Teams 4 tasting opportunity tickets (includes concert tickets) for Rib Festival

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VENDOR BOOTH SPACE FOR RIB COOKING TEAMS



10 X 10 TENTED AREA FOR SERVING

\$ 2 0 0 Registration Fee*

- 1 8ft table; 2 chairs
- 1 water sink
- 1 light for nighttime
- 1 Sign with your team's name
- 1 Floor for sanitation purposes
- 4 concrete blocks 175 lbs. each for stability
- Area behind the tent is a 10 x 20-foot area. No tent for cooking area.

*Additional power supply, additional charge

10 X 20 TENTED AREA FOR SERVING

\$ 4 0 0 Registration Fee*

- 1 8ft table; 2 chairs
- 1 water sink
- 1 light for nighttime
- 1 Sign with your team's name
- 1 Floor for sanitation purposes
- 6 concrete blocks 175 lbs. each for stability
- Area behind the tent is a 20 X 20 area. No tent for cooking area.

*Additional power supply, additional charge



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VENDOR RETAIL SPACE FOR ARTISAN AND CRAFT MARKETPLACE



10 X 10 TENT

\$ 6 5 0 Rental Fee*

- 1 8ft table; 1 chair
- 1 light for nighttime
- 1 sign with your company name and logo
- 4 concrete blocks 175 lbs. each for stability

*Additional power supply, additional charge

10 X 20 TENT

\$ 8 5 0 Rental Fee*

- 2 8ft tables; 4 chairs
- 1 light for nighttime
- 1 sign with your company name and logo
- 6 concrete blocks 175 lbs. each for stability

*Additional power supply, additional charge

A portion of ticket proceeds will benefit One Thousand Cranes Foundation in support of their children's programs.



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Corporate Sponsorship, Cooking Team Booth Space, Vendor Booth Space SIGN UP FORM



Company: _____

Contact Name: _____

Phone: _____

Email: _____

Sponsor Level:

_____ Pit Master (\$25,000)

_____ Pit Boss (\$10,000)

_____ Grill Guru (\$5,000)

_____ Volunteer (\$2,500)

_____ Barbeque Buddy (\$750)

_____ Cooking Team 10x10 (\$200)

_____ Cooking Team 10x20 (\$400)

_____ Retail 10x10 (\$650)

_____ Retail 10x20 (\$850)

Payment Type:

Check: _____ Enclosed is a check for the amount of
\$ _____ Check # _____

Make Check Payable to: Coordinex

Credit Card*: ____ Visa ____ Mastercard ____ AMEX

Name on Card: _____

Card # _____

Exp Date _____ / _____ Sec# _____

Billing Address: _____

*By providing my Credit Card information I understand a 3% processing fee will be added to my total for any Credit Card transaction.

Please Mail this form to: RibFest - Coordinex
2506 Almaden Court
Los Angeles, California 90077-4520



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THE TEAM



MICHAEL D. CLARK | PRODUCER

Michael is a forty-five-year music industry veteran, a musician, songwriter, and executive. For the past thirty-five years, he has been the President and COO and co-producer of Weberworks Entertainment Group, a production company and record label founded by Jeffrey Weber. In addition, over the last twenty years, Michael has worked with companies such as THX Digital Mastering, Lucas Film Ltd., Pioneer Entertainment, Image Entertainment, Crow Plus, NuTech, Bandai Animation, Technicolor and Laser Pacific as an audio-video consultant for DVD and Blu-Ray production. Michael has also co-produced shows for the Los Angeles Soul Music Festival 2016, 2017, Habitat For Humanity Music Festival in Santa Barbara, Ca. 2018. Michael is also Co-CEO of a new R&B label called "FM R&B Entertainment".

FM R&B, is a new age music entertainment company that utilizes fan engagement to administer label services to recording artists assigned to the FM R&B label. The company is modeled after a traditional record label in the services it provides to the artist, but with FM R&B, the fans help in the decision-making process through the companies mobile application and fan engagement software. Utilizing online platforms for broadcasting and distribution, the company will be featured as a reality-styled show, to give the engaging fan the visual effects of the labels operations, the artists and their development.



JON DELLARIA JR. | FOUNDER

Jon J Dellaria Jr is the Chief Operating Officer at Coordinex LLC and Coordinex Entertainment Group, a boutique consultancy group based in Los Angeles, California. Mr. Dellaria is responsible for the firm's day-to-day operations, including marketing, strategic planning, client relations, events and concerts, fund raising consultation and secondary responsibilities of business development, presentations and team leadership/ motivations.

Prior to Coordinex LLC and Coordinex Entertainment Group, Jon Dellaria spent many years working in the senior level advancement areas for various health care and social agency institutions Shriners Hospitals for Children including Parents Television Council, Crohn's & Colitis Foundation of America, National Multiple Sclerosis Society, Father Flanagan's Girls and Boys Town, Pioneer Center McHenry and Buffalo Prairie Gang Camp.

Jon holds Bachelor of Arts Degree in Finance from DePaul University, Chicago. In 1995 he was recognized with the Scalabrinian Award by the Order of Scalabrinian Fathers for outstanding community work in the Chicago land area. Jon Dellaria lives in Los Angeles with his wife Gloria who is legal secretary and publicist. In his spare time, Jon likes to do volunteer work for his favorite children charity. Jon Dellaria Jr can be reached at JonDellaria@sbcglobal.net.

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JEFFREY WEBER | CO-PRODUCER

Jeffery is an internationally recognized music industry professional and record producer with over forty years experience, having produced and released over 200 CDs on every major label and numerous independent labels. His projects have won two Grammys Awards, while generating seven Grammy nominations, seventeen top ten albums, two number one albums and an assortment of other honors. Jeff has been a successful concert and event producer for over ten years with experience in concert management and production, staging, lighting, video and audio from the smallest of venues to large stadium shows.

He has produced shows for the Los Angeles Soul Music Festival, Habitat For Humanity, Atlantis Resort, NASCAR, the Breeder's Cup, Chicago White Sox, Cystic Fibrosis, Fallsview Casino and Resort, Ford, Harry Caray's, KTLA, Loehmann's Department Store, Lupus L.A., National Association of Music Merchants, National Cable and Telecommunications Association, Netflix, Orange County Flyers, Pebble Beach Pro-Am, AT&T, Dockers, Shore Club-South Beach, Taste Of Chicago, USAA, American Idol and The Tonight Show among many others.



TERRICK RAMSEY | CO-PRODUCER

"Eso" Terrick, a native of Los Angeles is a multi-faceted producer, programmer and song-writer who uses his unique blend of talents to help shape sound. He has worked with numerous award-winning artists including Emmy Award-winning Composer, Orchestrator and Songwriter, Glenn Jordan, as well as DJ Chilly Chill, Suga Free, Shaunta Montgomery, Radio3000, Diamond Lane Music Group, Major, Yuna, Ro James, Sezyn Streeter, August Alsina, K. Michelle, Kindred Family Soul, Slick Rick, Dougie Fresh and Anthony Hamilton.



AYESHA WOODFORD | FINANCIAL CONTROLLER

Ayesha has over a decade of experience in finance and asset management, including Internal Auditing, Budgeting and Forecasting, Financial Reporting and Treasury Management.



JAVON FRAZIER | MARKETING OFFICER

Digital strategist and serial techpreneur with experience in all areas of the media and entertainment industry including film, television, music, video games, publishing, subscription products, web and mobile media. Formerly the Vice President of Games Marketing at Marvel Entertainment, Javon designed, implemented and facilitated marketing programs that lead to the sales success of all Marvel interactive releases across all digital platforms worldwide. In addition, Javon oversaw over 40 games titles generating over \$600MM in gross revenue, as well as created new sales opportunities and lifted revenues of existing businesses through partnerships with internal departments, retailers, promotions and licensing partners.

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NANCY MEYER | CONCERTS & EVENTS SPONSORSHIPS

Nancy Meyer's expertise is in strategic fundraising, securing sponsorships, and event organization for nonprofits. Prior to her work in nonprofit, Nancy's creative, marketing and sales skills at studio and production company positions resulted in multiple television and film projects.



MELISSA V. RODRIGUEZ | PUBLIC RELATIONS

Melissa is a Senior Publicist for the LA-based firm, MVR PR. Not only is she ingenious in the way she uses her craft, Rodriguez is the ultimate brand ambassador. She has an uncanny knack for a strategy that enables her to lay the groundwork for an amazing overall customer experience.



HOLLY PETERS & JIAN HUANG | PR & MARKETING

pH Collective is a socially conscious creative agency based in Los Angeles with clients ranging from award-winning authors and creatives, to large-scale government agencies. Founded by Holly Peters and Jian Huang, we bring more than a decade of experience in branding, storytelling, design, digital advertising, and marketing in a variety of sectors including arts and entertainment, food and beverage, hospitality, and service industries. Our mission is to better our world by doing good communications for good brands. We collaborate, we think creatively, and we just also happen to have a ton of fun doing our job.



CHERYL J. KAGAN | PUBLIC RELATIONS & MARKETING

Cheryl J. Kagan has a multi-faceted career that incorporates: public relations, television series and specials, talent relations, events, charitable endeavors, sports, news, production, variety headliners and performers in country, rap, opera and contemporary music.



TIA BURNETT | ARTIST ACQUISITION

Tia has an extensive career in media, starting with co-founding a student run radio station in undergrad to working with A list musicians/artists and mentoring students getting their foot in the door of the entertainment industry. Working for and with the likes of Michael Clark, Ralph McDaniels, Karen Lee, Syreta Oglesby, Kirsten Savali and countless other entertainment execs, has afforded her a myriad of experiences making her extremely relatable and versed in different facets of entertainment.

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THE PRODUCTION TEAM

BOB SHERRY
Business Development

DAVID DE LARBRE
Santa Barbara Travel
Travel and hospitality

KERRY SULLIVAN (PRG)
Staging, lighting, audio, video rentals

CLARK GERMAIN
Wonderworld Studios
Supervising Festival Audio Engineer

DAMON SCHROTBERGER
Onsite WiFi, Internet Delivery, Streaming RFID

ERIC TOOPS
Digital Marketing, Concierge Team

BOB WYNNE
Bob Wynne Graphics
Festival collateral (signage, banners, program, logo)

ERIKA CONNOR
Concerts & Events Sponsorships

MIKE OUTMESGUINE
ITT Issues and Web Sites

DOUG KLUTHE
Content Director

GEORGE ACUNA
On-Stage Rentals
Production Creative

NICOLAS PAINE
Writer & Producer

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