

BLACKBERRY SMOKE

15th Annual

ROCK, RIBS,
AND RIDGES
FESTIVAL

JUNE 27 - 29, 2025

Sussex County Fairgrounds



JUNE 27 – 29, 2025
SUSSEX COUNTY FAIRGROUNDS
AUGUSTA, NJ

WELCOME TO RRR!

The Northeast's Best Party Weekend –
Southern Rock, Barbeque, Camping,
Good Friends & Good Vibes!!!

Rock, Ribs & Ridges celebrated its 14th edition in 2024, bringing great music and mouthwatering barbeque from the country's top "pitmasters" to The Sussex County Fairgrounds in northern New Jersey from June 28 – 30.

2024 Highlights:

- ✓ Total attendance of 20,250 for the three-day weekend festival;
- ✓ Eleven (11) music acts in an All-Star lineup;
- ✓ 165 RV's;
- ✓ Live promotional segments on CBS-2 on Sunday, June 16 (featuring Father's Day Grilling tips) and Wednesday, June 26.
- ✓ 121% growth in new users to the festival's web site.



The 2024 music lineup was a combination of legendary southern rock bands while introducing some "new blood" to attract a younger crowd.

Eleven bands performed over three days:

Friday, June 28: Sugar Mountain and Southside Johnny & The Asbury Jukes;

Saturday, June 29: The Matt Coffy Band, Sharp Dressed Band, Hannah Wicklund, Molly Hatchet and Blackberry Smoke;

Sunday, June 30: Six Gun Sally, Artimus Pyle Band, The Outlaws and 2024 Grammy Award Winners Larkin Poe.

HEADLINE ACTS FOR 2024 INCLUDED:



Rock, Ribs & Ridges 2024 showcased more than a killer music lineup. Our “pitmasters” also took center stage!

Barbeque teams are the festival’s main food concessionaires. This year patrons enjoyed regional tastes and flavors from these outfits:

- ✓ Cowboys BBQ – Fort Worth, TX;
- ✓ Chicago BBQ – Chicago, IL;
- ✓ Off The Bone BBQ – Columbus, OH ;
- ✓ Ribbins BBQ – Chambersburg, PA;
- ✓ Buck ‘Em BBQ – Forth Worth, TX.

The Sunday Showdown “pits” the teams in a head-to-head competition, as ribbers compete for bragging rights, prize money and trophies in three categories:

- ✓ Best Ribs;
- ✓ Best Sauce;
- ✓ Optimum People’s Choice Award.

In their first RRR appearance since 2017, Off The Bone BBQ and pitmaster Petey Marshall swept the Best Ribs and Best Sauce Awards, with Chicago BBQ receiving the coveted Optimum People’s Choice Award.



Rock, Ribs & Ridges is reaching and engaging more people than ever via social media and public relations.

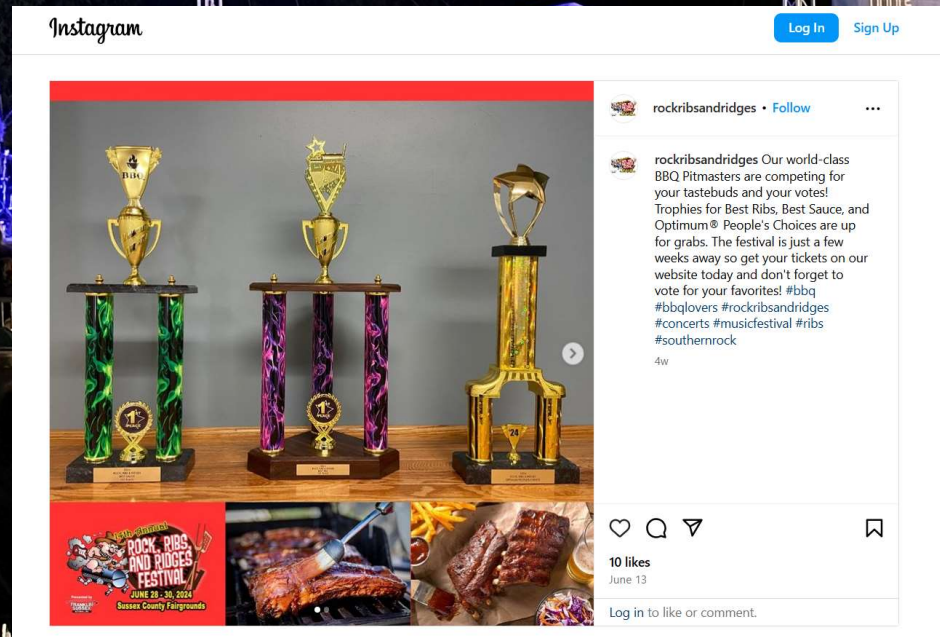
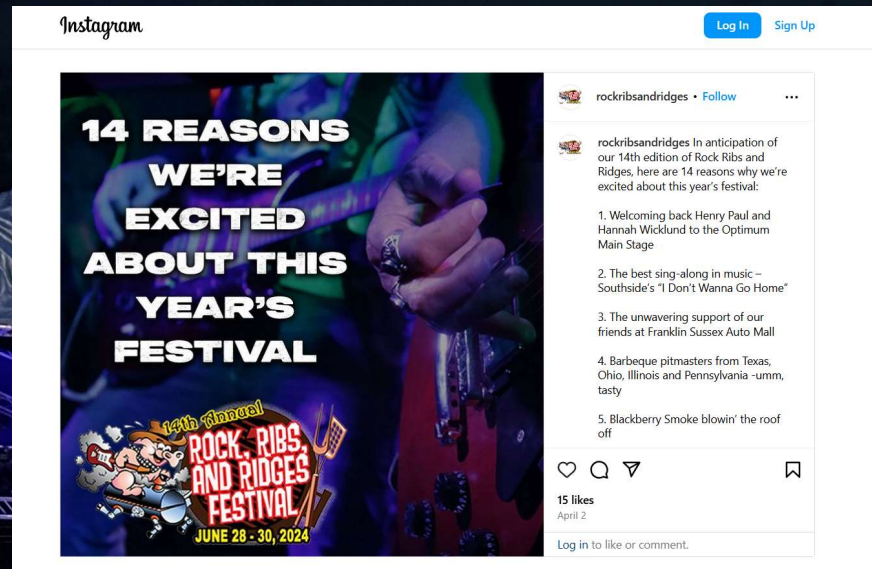
2 – 3 posts per week starting the first of the year gave us our strongest and earliest presence on social media.

Noteworthy facts from our social media campaigns and website:

- ✓ 201.9% increase in the reach of the paid media campaign on Facebook and Instagram;
- ✓ new users to the RRR website increase by 121% over 2023.
- ✓ Total followers on Facebook – our social media platform of choice for this event – increased 4.7%.
- ✓ More engaging content on Instagram led to an increase on content interaction by 53.5%.

The number of subscribers/followers on our major social media platforms currently includes:

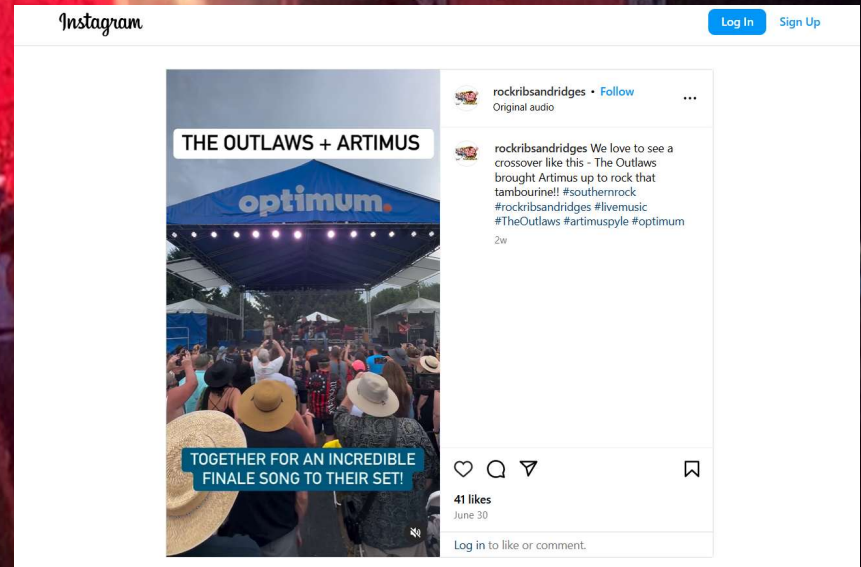
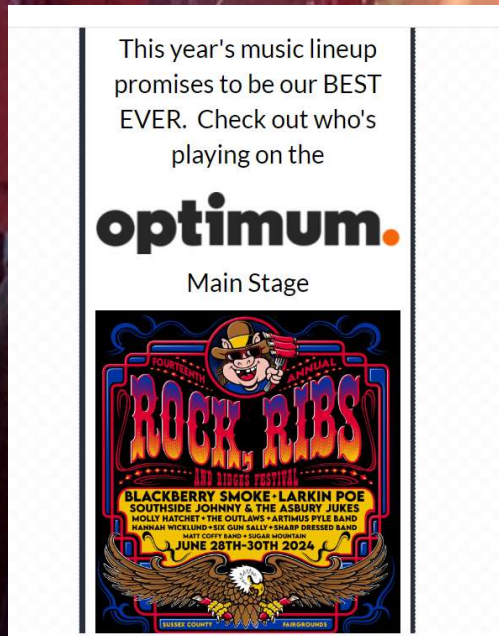
- ✓ Facebook: 11,492;
- ✓ Instagram: 3,337;
- ✓ X (formerly Twitter): 1,108;
- ✓ Email: 10,495.



2024 Festival
Poster



Screenshot from an
email blast



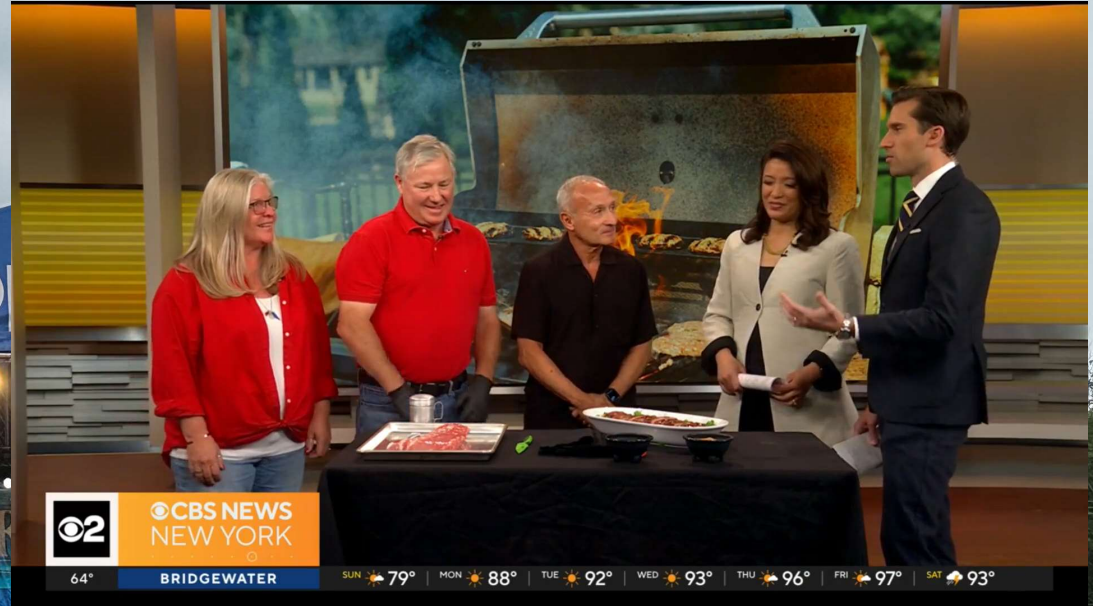
The public relations campaign for Rock, Ribs & Ridges was crafted by local boutique agency Reich Communications.

Their efforts resulted in twenty-eight (28) placements, capped off by an appearance by RRR Executive Director Howard Freeman and Kansas City Barbeque Society-accredited judges Pam and Kevin McGee, who offered Father's Day Grilling Tips, in a live segment on CBS2 on Sunday, June 16. Mr. Freeman made a return visit to CBS2 on Wednesday, June 26th with a live interview with Cindy Hsu and John Elliott.

Noteworthy media placements included:

- ✓ *Bergen Record*, May 17, 2024, "The top ten must-attend foodie events of the summer in New Jersey."
- ✓ *EdibleNewJersey*, June 5, 2024, "All Fired Up: 14th annual Rock, Ribs, & Ridges Festival."
- ✓ *Njmonthly.com*, April 25, 2024, "The Rock, Ribs, and Ridges Festival cooks up a star-studded music line up with winning BBQ ribs June 28-30 at the Sussex County Fairgrounds."
- ✓ *Asbury Park Press, app.com*, April 23, 2024, "Southside Johnny is ready to rock."

RRR Executive Director Howard Freeman and KCBS-accredited judges Pam and Kevin McGee on CBS-2 Sunday Edition.



Fun Facts about the Ribbers who will compete at the 2024 Rock, Ribs, and Ridges Festival

AUGUSTA, N.J., May 16, 2024--Four of the nation's best ribbers will be at the Rock, Ribs, and Ridges Festival, Sussex Fairgrounds, Augusta, N.J., June 28-30, serving their popular signature dishes to the public while competing for cash, trophies and the prestigious Optimum People's Choice Award.

- Pitmaster Petey Marshall, **Off The Bone BBQ**, Canal Winchester, Ohio, participates in some 25 BBQ competitions a year. He follows his mother and maternal grandmother's tradition of cooking ribs "low and slow." Although he lives in Ohio, he described his BBQ style as Alabama. "Hospitality is Alabama style," he says. "You don't need teeth to eat our meat." He cooks with dry rub and apple juice, then he grills the ribs and when they are 90 percent done, he puts on a little more dry rub before serving them. Asked what's most important, Petey responded: "The customers. We want to win trophies, of course, but the biggest accomplishment is our relationships with every customer." He travels with a team of 10.



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%

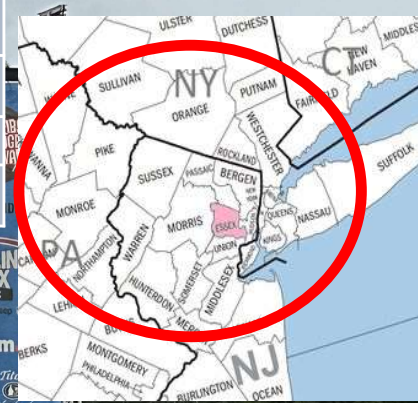
POPULATION DENSITY

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

NJ Counties	Attendance %
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%

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

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



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 Entrance
VIP Hospitality Areas
Shade/Misting Tents
Parking Lots
Campgrounds/Campers-only Activities including “Late Night Karaoke”

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...!



We'd love to have you join our impressive family of sponsors, partners and exhibitors.

So let's talk.

Howard Freeman, Executive Producer: (973) 534-5092 or hfreeman@promo1.info

The screenshot shows a web browser window displaying the website for the Rock, Ribs and Ridges Festival. The browser's address bar shows the URL rockribsandridges.com. The website header reads "ROCK, RIBS AND RIDGES FESTIVAL | JUNE 28 - 30, 2024". Below the header is a red button labeled "2024 SPONSORS". The main content area features a grid of nine sponsor logos: Franklin Sussex Automall, Inc., optimum., Miller Lite, New Jersey, Tito's Handmade Vodka, The Tri-State's Rock Station 103.7 NNJ, Stella Rosa, Rider Insurance, and yelp. The website background includes illustrations of a bass guitar, a speaker, and a tent. A small "wnj.iheart.com" logo is visible in the bottom left corner of the website screenshot.

See you June 27 – 29, 2025.