



optimum.

ROCK, RIBS, AND RIDGES FESTIVAL
FRANKLIN SUSSEX AUTOMALL, INC.
optimum.
Tito's
A PROMO 1 PRODUCTION

16th Annual
ROCK, RIBS, AND RIDGES FESTIVAL

JUNE 26 - 28, 2026

Sussex County Fairgrounds

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CORPORATE SPONSORSHIP OPPORTUNITIES

OZARK TRAIL



The 2025 edition of Rock, Ribs & Ridges saw 20,500 passionate fans travel to the quiet town of Augusta, New Jersey, transforming it into a haven for music lovers and barbecue aficionados alike. Held at the Sussex County Fairgrounds, Rock, Ribs & Ridges was more than just an event—it was a full-blown sensory experience that blends the soul of Southern rock with the smoky allure of world-class barbecue.

The festival will return the weekend of June 26 – 28, 2026 for its 16th year, delivering another unforgettable weekend of legendary performances, mouthwatering eats, and community spirit.



Great STORIES

SATURDAY, JUNE 27



SUNDAY, JUNE 28



FRIDAY, JUNE 26



At the heart of Rock, Ribs & Ridges continues to be its stellar music lineup, which reads like a roll call of rock royalty.

And our 2026 promises to be our best ever, featuring eleven (11) bands over three (3) days!

What's a festival without food? At Rock, Ribs & Ridges, the barbecue is as much a headliner as the music. Each year festival organizers scour the country for a new and exciting group of, and 2025 lineup was a pitmaster's dream come true.

- ✓ Austin's Texas Lightning BBQ – Amarillo, TX;
- ✓ Chicago BBQ – Burr Ridge, IL;
- ✓ Bruiser's BBQ – South Hadley, MA;
- ✓ Rhythm & Ribz Smokehouse – East Orange, NJ;
- ✓ Smokin' Mo's Southern BBQ – Sandyston, NJ.

In only their second RRR appearance, Chicago BBQ swept the Best Ribs and Best Sauce Awards with their unique Midwestern-style flavorings. Local favorite Rhythm & Ribz Smokehouse won the coveted Optimum People's Choice Award.

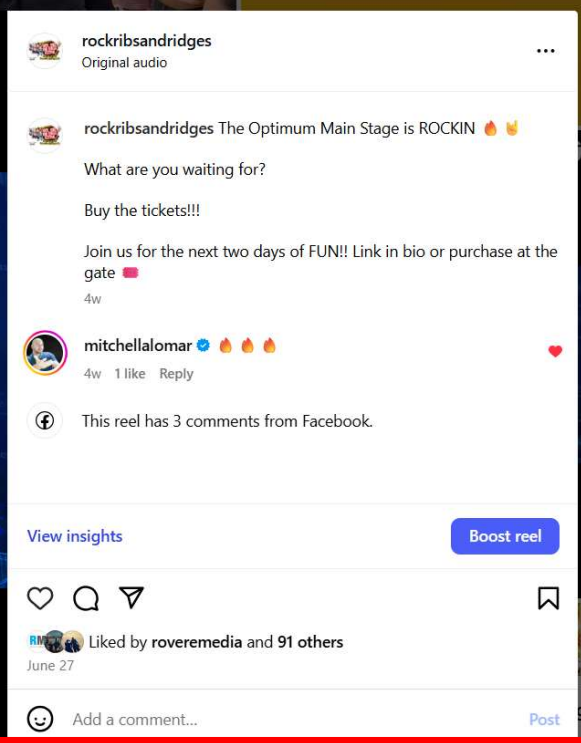
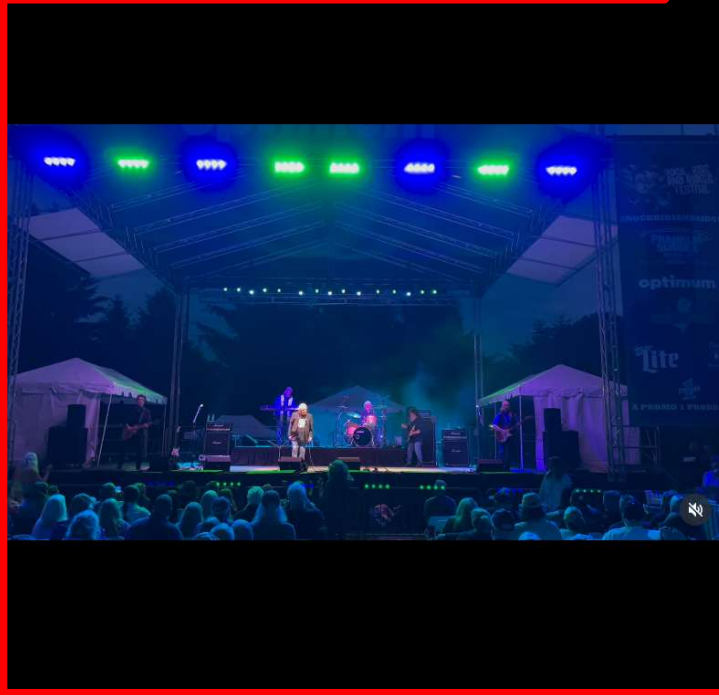


Rock, Ribs & Ridges is reaching and engaging more people than ever via social media and public relations.

2 – 3 posts per week gave us our strongest presence on social media throughout an extended six-month campaign.

Rock 'n roll trivia, interesting tidbits on each band, videos, contests, onsite pictures during the weekend of the festival, as well as other interactive content help the festival engage its passionate and loyal fans.

- Currently RRR boasts:
- ✓ 12,512 Facebook Followers;
 - ✓ 12,254 Instagram Followers;
 - ✓ 9,800-person email database.



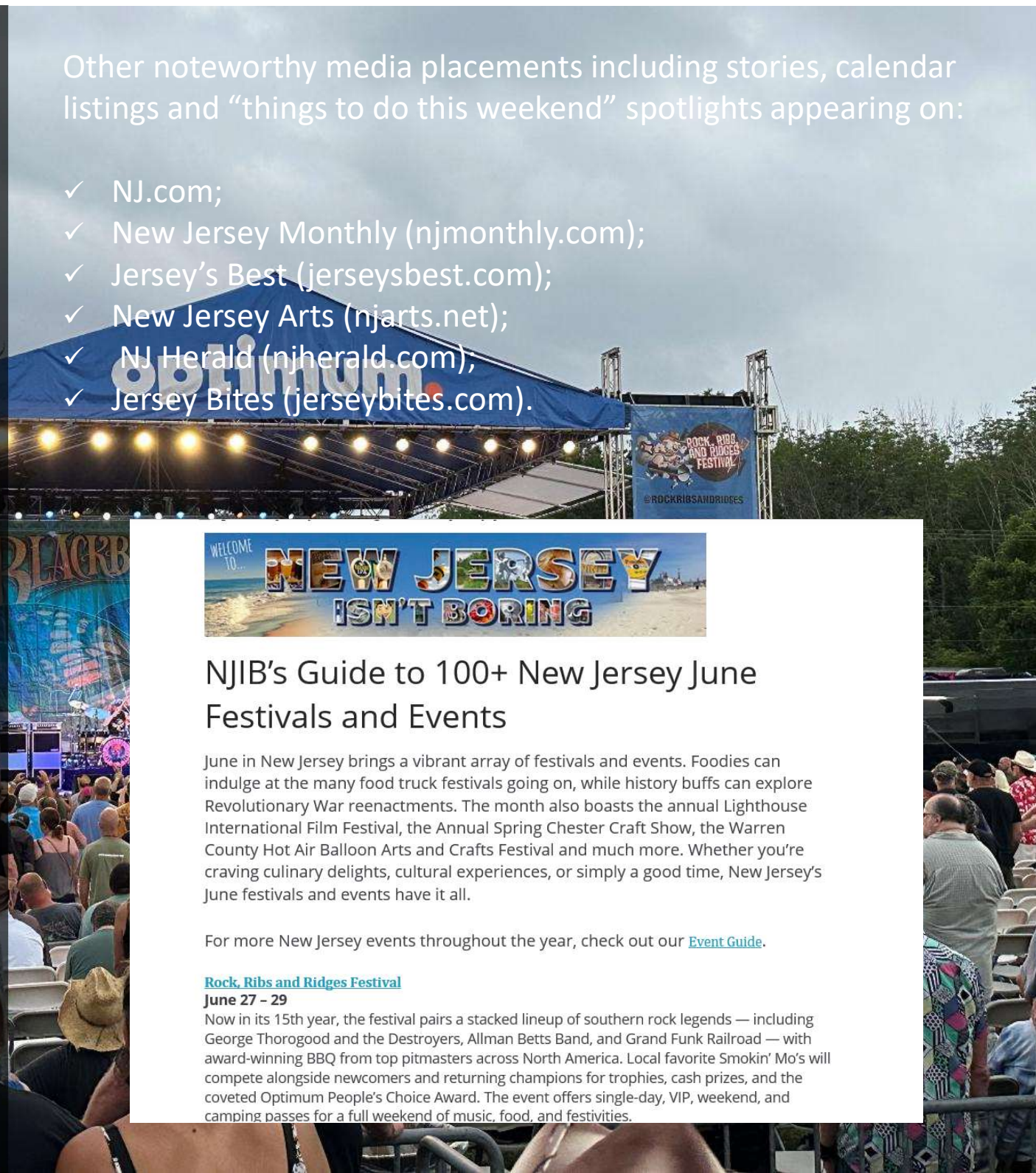
The 2025 public relations campaign for Rock, Ribs & Ridges was again crafted by local agency Reich Communications.

The highlight of the campaign was a live television appearance by RRR Executive Director Howard Freeman and Nick Chevalier, pitmaster from Rhythm & Ribz Smokehouse, who shared summertime grilling tips with WCBS 2 New York's Sunday edition hosts Elaine Quijano and Doug Williams.



Other noteworthy media placements including stories, calendar listings and “things to do this weekend” spotlights appearing on:

- ✓ NJ.com;
- ✓ New Jersey Monthly (njmonthly.com);
- ✓ Jersey's Best (jerseysbest.com);
- ✓ New Jersey Arts (njarts.net);
- ✓ NJ Herald (njherald.com);
- ✓ Jersey Bites (jerseybites.com).



NJIB's Guide to 100+ New Jersey June Festivals and Events

June in New Jersey brings a vibrant array of festivals and events. Foodies can indulge at the many food truck festivals going on, while history buffs can explore Revolutionary War reenactments. The month also boasts the annual Lighthouse International Film Festival, the Annual Spring Chester Craft Show, the Warren County Hot Air Balloon Arts and Crafts Festival and much more. Whether you're craving culinary delights, cultural experiences, or simply a good time, New Jersey's June festivals and events have it all.

For more New Jersey events throughout the year, check out our [Event Guide](#).

[Rock, Ribs and Ridges Festival](#)

June 27 - 29

Now in its 15th year, the festival pairs a stacked lineup of southern rock legends — including George Thorogood and the Destroyers, Allman Betts Band, and Grand Funk Railroad — with award-winning BBQ from top pitmasters across North America. Local favorite Smokin' Mo's will compete alongside newcomers and returning champions for trophies, cash prizes, and the coveted Optimum People's Choice Award. The event offers single-day, VIP, weekend, and camping passes for a full weekend of music, food, and festivities.

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%

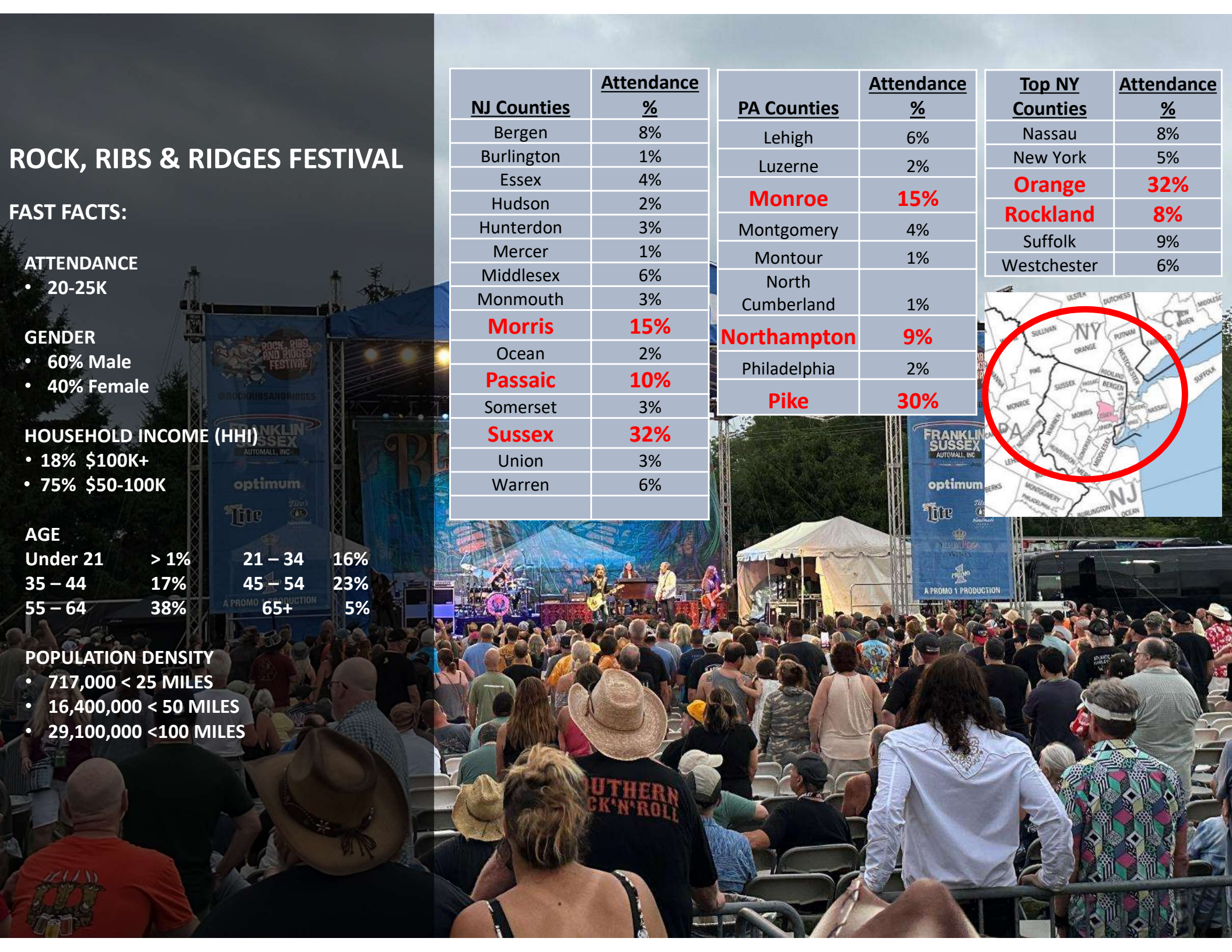
POPULATION DENSITY

- 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%

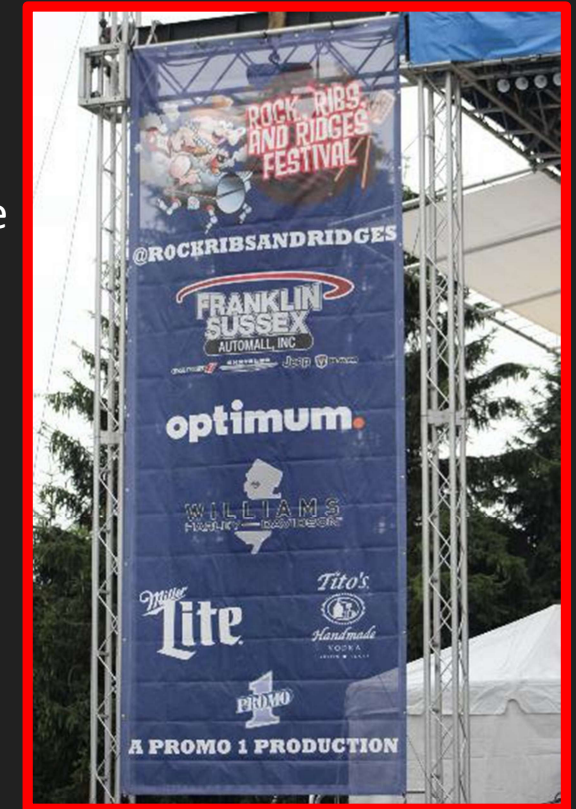


BRANDING & UNIQUE INTEGRATIONS

Expose and activate your brand to our 20,000+ attendees as well as our legions of active social media followers. We will work with you to create “out of the box,” customized programs to address 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



BRING YOUR ASSETS: EXPERIENTIAL, ACTIVATION & SAMPLING

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



SPONSOR DELIVERABLES

- ✓ Social media inclusion;
- ✓ Website exposure;
- ✓ Email blasts;

Please Support Our Sponsors



Rock Ribs and Ridges is at Rock Ribs and Ridges.

Published by Instagram · June 27 ·

WOW!! We're turning up the heat and kicking things off with classic hits and good vibes ~ Orleans took the stage at Rock, Ribs & Ridges! 🎸🔥 Get tickets ~ join us ~ danc... See more



See insights and ads

Boost post

Rock Ribs and Ridges is at Rock Ribs and Ridges.

★ Favorites · June 2 · Augusta, NJ ·

Thank you to our sponsors! We appreciate their continued support and rockin' along with us! 🎸🔥

F... See more



Three days of live music featuring rock 'n roll legends George Thorogood and The Destroyers, Grand Funk Railroad, The Artimus Pyle Band, Black Stone Cherry, The Allman Betts Band, Atlanta Rhythm Section, and many more.

Questions? Email kstaats@promo1.info.

[BUY TICKETS](#)

Appearing on the Optimum Main Stage

Sunday, June 29

Saturday, June 28



Black Stone Cherry



Mattie Schell



SPONSOR DELIVERABLES

- ✓ Official Festival Poster.

ROCK, RIBS & RIDGES

JUNE 27th-29th, 2025
SUSSEX COUNTY FAIRGROUNDS
AUGUSTA, NJ

SUNDAY JUNE 29th
GEORGE THOROGOOD AND THE DESTROYERS
THE ALLMAN BETTS BAND THE WEIGHT BAND + MATTIE SCHELL

SATURDAY JUNE 28th
GRAND FUNK RAILROAD SIX GUN SALLY
BLACK STONE CHERRY + ARTIMUS PYLE BAND MATT COFFY BAND

FRIDAY JUNE 27th
ATLANTA RHYTHM SECTION + ORLEANS

SCAN TO BUY TICKETS NOW!

ROCKRIBSANDRIDGES.COM
f x @ #ROCKRIBSANDRIDGES

Sponsors: 103.7 WJLZ, Garden State, Tilt's, New Jersey, Franklin Sussex, Anheuser-Busch, Williams, Lite, optimum.

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

Let's talk.

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

And in the words of the late great Allman Brother
Dickey Betts, we wish you nothing but
"blue skies and sunny days."

See you next June 26 – 28, and in the meantime,
"You chill while we grill."

Howard Freeman – Executive Producer
Ken Staats – Chief Operating Officer
Promo One of NJ, Inc.

