

## MAIN STREET

**\$750** (\$500 for Carolina Foothills Chamber members)

Make your mark on this year's Festival! Our Main Street area is growing each year. You get a 10 x 10 tent space to display your business, sell your products, give away samples and brochures, and talk with all the visitors you can attract! Some restrictions apply as to what you can sell or give away—so as not to be in competition with other aspects of the Festival.

A 10' x 20' tent space is available for **\$1,300** (\$900 for Carolina Foothills Chamber members). Electrical connection available for \$20.



## BANNER SPONSORS

Here's a low-cost way for you to advertise your business at the Festival. Let us put your logo on a handsome vinyl banner, 4' wide x 2.5' deep, and hang it on the fence for all our arriving guests to admire as they walk by on the way to and from the Main Gate. Cost includes the banner. We will hang the banner, but you will want to take it down after the Festival and use it again and again. (Banners not removed from the fence by noon on Sunday of Festival weekend will be discarded.)  
**Cost, including banner, \$150**

If you already own a banner, of reasonable size for the fence, you may bring it to the Chamber of Commerce building by Monday of Festival week and we will hang it for you for only **\$125**.

## OTHER SPONSORSHIPS AVAILABLE

### Cooking Demonstrations

If you are interested in participating as a cooking demonstrator, call the Blue Ridge Barbecue Festival office at 828-859-7427 and let's discuss how we can form a mutually beneficial partnership.

### Entertainment Sponsorships

As our lineup of entertainers becomes firm, there will be opportunities for sponsors to associate their corporate identity with an entertainer in our advertising and at the Festival. Let us know if this appeals to you. We'll keep you posted.

### Use Your Imagination

Do you have an idea of what you would like to sponsor at the Festival, or a role that might be just perfect for your company that we haven't thought of? Give us a call. Let's tailor a sponsorship that will promote your business AND fit your budget.



HOME OF THE NC STATE CHAMPIONSHIP • JUNE 8 & 9 2012



# Blue Ridge BBQ & MUSIC FESTIVAL

## 2012 SPONSOR PACKAGES

Nationally acclaimed  
KCBS-sanctioned  
event

Winner of the "Spirit of  
BBQ Award

15,000–20,000 guests

Public awareness  
campaign - TV,  
radio, newspaper,  
and much more

Official Festival  
merchandise

Links to our much  
visited website

At the 2010 Festival we had TouchPoll of Georgia conduct a marketing survey at the Festival. They said:

"What a marvelous Festival, a gem among the pebbles! Over the years we have been associated with festivals and events, we know what we will hear before we even get there. There's not enough toilets; the parking is horrendous, we had to walk a mile from the lot to get here; the price of food is too high; ...etc. We heard none of this, not one peep about any of it at the Blue Ridge BBQ & Music Festival!"



**Promote your  
company before  
our guests!**



## 2012 PRESENTING SPONSOR

Our proud presenting sponsor receives a host of benefits, not least of which is our experienced team helping you make the most of your investment in the Blue Ridge Barbecue and Music Festival, seeing that your name and logo becomes ever more familiar to our supporters and guests.

In addition to the benefits listed inside, our presenting sponsor's logo will be affixed to the top Main Stage banner, the most prominent view at the Festival. The logo will also appear on the back of 500,000 BBQ Bucks—the official currency of the Festival, used by all who attend.

Sponsorship inquiries please contact the  
BBQ Festival office at 828-859-7427, or  
email us at [brbbq@blueridgebbqfestival.com](mailto:brbbq@blueridgebbqfestival.com)

Visit our website: [www.blueridgebbqfestival.com](http://www.blueridgebbqfestival.com)

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# Sponsorship Levels

## Level 1

- **2012 State Championship**
- **Main Stage**  
In addition to benefits listed below, your logo will be affixed to bottom stage banner
- **Hog Heaven**



## Level 2

- **Fireworks**  
\$7,000 both nights  
\$4,500 one night
- **Riverside Stage**  
\$4,500
- **Volunteer T-shirts**  
Your logo on 1,000 volunteer shirts  
\$4,500

## Level 3

- **Foothills Craft Fair**
- **Hand Sanitizing Stations**  
Your logo on up to 50 stations throughout the Park



## Level 4

- **Kids, Teens Fun Park**  
Your banner at entrance  
10 x 10 tent adjacent,  
\$2,500
- **Classic Car Show - \$2,500**
- **Food Tents**  
One tent for 1,500  
Both tents for \$2,500
- **Trams**  
Your logo on trams



## Level 5

- **Automotive/Marine**  
Space for vehicles and boats
- **Recycling Stations**  
Your logo on up to 50 stations - \$100 each
- **Courtesy Golf Carts**  
(At least 2 in service)

Benefits:	Presenting \$20,000	Level 1 \$10,000	Level 2 \$4,500-\$7,000	Level 3 \$4,000	Level 4 \$1,500-\$2,500	Level 5 \$1,000
• Prominent corporate logo/name on all paid promotions (television, radio, newspaper)*	✓ Named as Presenting Sponsor	✓ Named as Major Sponsor	✓ Named as Sponsor on most ads			
• Tent space	✓ Prominent space for large tent	✓ Prominent space for large tent	✓ Space for 10 x 10 tent	✓ Space for 10 x 10 tent	Varies with sponsorship	
• Year-long link to your website from your logo on home page of Barbecue Festival website	✓	✓	✓	✓	✓	✓
• Prominent display of your corporate banners throughout Festival grounds	✓	✓	✓	✓	✓	✓
• Corporate logo printed on Festival posters and rack cards, circulated throughout Western North and South Carolina, (minimum 500 festival posters, 5,000 rack cards)*	✓	✓	✓ \$7,000 level only			
• Corporate logo printed on official Festival T-shirt	✓	✓	✓ \$7,000 level only			
• All-Access passes good for the duration of Festival including all special VIP accommodations	✓ 20 all-access Sponsor passes	✓ 16 all-access Sponsor passes	✓ 12 all-access Sponsor passes	✓ 10 all-access Sponsor passes	✓ 4 all-access Sponsor passes	✓ 2 all-access Sponsor passes
• Free additional admission passes for (good Friday OR Saturday)	✓ Admission for 20 of your guests	✓ Admission for 16 of your guests	✓ Admission for 12 of your guests	✓ Admission for 12 of your guests	✓ Admission for 4 of your guests	✓ Admission for 2 of your guests
• Festival T-shirts	✓ 20 shirts	✓ 16 shirts	✓ 4 shirts	✓ 4 shirts	✓ 4 shirts	✓ 2 shirts
• Free VIP parking	✓ 10 cars	✓ 8 cars	✓ 5 cars	✓ 5 cars	✓ 2 cars	✓ 1 cars

**\*NOTE:** In order for sponsors to be recognized in all paid advertising, contract must be finalized by February 15, 2012