



Competition BBQ has grown in popularity over the last decade to become in many cases both a spectacle and a source of open competition where entrants from the locality of the event, and some from much farther afield, come together to cook the best BBQ possible in order to win a prize.

Competition entrants usually start to arrive at the event mid-afternoon the day prior to the judging of the event, and pay a fee to participate in the competition.

There is a great incentive to take part in a BBQ competition as many of them offer prizes that reach into thousands of dollars. Prizes aside, many of those who enter the competition do not necessarily do so for the money, but rather the feel of both camaraderie and the thrill of competing against other talented BBQ chefs.

Despite the competitive nature of BBQ competitions, the underlying feeling at one is often quite light-hearted in nature, and participants always end up having a great time socialising and taking part in an enjoyable atmosphere with like-minded people.

Barbecue is fun after all, and is rarely taken too seriously which is a good thing.

The great tradition of cooking American-style BBQ is rarely seen in a more focussed light, with hundreds, and in some cases, thousands of entrants and visitors from many different states of the U.S.A. resulting in new friendships that span the globe.

What this means to your company, depending on your sponsor level:

- Inclusion on all event materials and publicity
- Acknowledgement on the event website for entire year
- Acknowledgement in the KCBS National newsletter
- A unique opportunity to market your company while contributing to charitable efforts
- Increase your company's visibility in the community.

Branson's BBQ Throwdown 2010 Media Plan

Print Media

- One 2 x 5" Advertisement in Chicago Tribune on 7/30/2010
- Two 2 x 5" Advertisements in Freeport Journal Standard on 7/30/2010 & 8/3/2010
- Two 2 x 5" Advertisements in Beloit Daily News on 7/30/2010 & 8/3/2010
- One 2 x 5" Advertisement in Wisconsin State Journal on 8/30/2010
- Two 2 x 5" Advertisements in Oshkosh Northwestern week of 8/29/2010
- Three 1/4 Page Advertisements in Kansas City BBQ Society Bull Sheet 8/1/2010
- Two 4 x 9" Advertisements in Fond du lac Reporter 8/29/10 & 9/5/10
- Two 4 x 9" Advertisements in Action Advertiser 8/29/10 & 9/5/10

Radio

- 75-30 second spots on WTX 96.1 (FDL) to be run on week of 8/24 & 8/31
- 40 promotional mentions on The Wolf 96.1 to be run on week of 8/24 & 8/31
- Live 3 hour remote broadcast from 96.1
- 75 30 second spots on Sunny 97.7 to be run week of 8/24 & 8/31
- 3 live interviews on 97-7, 1170, 96-1

Media Packet

- Detailed Media Packet to be delivered to dozens of television, print, radio and other news agencies in North & South Eastern Wisconsin
- The KCBS National newsletter

Other

- Dedicated web page at bransonsbbq.com
- 500 11 x 17 Posters to be distributed to local businesses
- 500 11 x 17 Posters to be distributed to other competitions
- 500 entry forms to be distributed to other competitions

* The above Media Plan represents the current budgeted and expected

Presented By : \$10,000 +

- **Exclusive Sponsorship.** Other businesses that are competitive to yours will not be accepted
- Premium listing on event materials along with its logo (if desired) below the event title on all materials relating to the event. We will do press releases announcing the sponsorship. (i.e. Branson's BBQ Throwdown 2010 presented by *your company name*)
- Prominent listing (with logo) on the event T-shirt
- Your company name and logo displayed on Road Banners
- Your company name and logo displayed on park entrance Banner
- Your company name and logo displayed on Main Stage Banner
- Your company name and logo displayed on Cook-off Posters
- Link to your company's website on events website for one year.
- Constant recognition during announcements throughout show.
- Acknowledgement on the event website for a **full year**.
- Acknowledgement on all radio, TV and newspaper ads
- Acknowledgement in the KCBS National newsletter
- A corporate booth and use of company banner at the event, you **may showcase any or all of your products and services** at our event.
- **First right of refusal** to sponsor next years event.
- 10 Free event t-shirt
- 40 Event Wristbands
- Reserved VIP parking for 8 vehicles

Platinum Sponsor: \$5,000 - \$9,999

- Prominent listing with logo on printed materials, including the event brochures, Banners and event fliers;
- Recognition in any public service announcements and press releases
- Prominent listing (with logo) on the event T-shirt
- Your company name and logo displayed on Road Banners
- Your company name and logo displayed on Park entrance Banner
- Your company name and logo displayed on Cook-off Posters
- Your company associated with radio advertising
- A corporate booth and company banner to showcase your products or services
- Acknowledgement on the event website, for full year.
- Acknowledgement in the KCBS National newsletter
- 10 Free event T-shirts
- 20 Event wrist bands
- Reserved VIP Parking for 4 vehicles

Gold Sponsor: \$2,500 – \$4,999

- Sponsorship of a specific attraction at the event
- Inclusion on all event materials and publicity
- Recognition in all press releases
- Listing on the event T-shirt
- Your company name and logo displayed on Cook-off Posters
- Your company name associated with radio advertising.
- Acknowledgement on the event website for entire year.
- Acknowledgement in the KCBS National newsletter
- A corporate booth and use of company banner at the event
- 10 Event wrist Bands
- Reserved VIP Parking for 2 vehicles

Silver Sponsor: \$1,000 - \$2,500

- Inclusion on all event materials and publicity
- Listing on the event T-shirt
- Acknowledgement on the event website for entire year
- Acknowledgement in the KCBS National newsletter
- Your company name associated with radio advertising
- 5 Event wrist bands
- Reserved VIP Parking for 1 vehicle

Bronze Sponsor: \$500-

- Your Company name on the activity sponsored.
- Your Company will receive constant recognition during announcements throughout the show.
- Acknowledgement on the event website for entire year.
- 2 Event Entry Wrist Bands

Inaugural Branson's BBQ Throwdown 2010

A fundraiser benefiting

Sponsorship Entry Form

Please check the level of sponsorship that you have chosen :

- \$10,000 Presented By
- \$5,000 Platinum Sponsor
- \$2,500 Gold Sponsor
- \$1,000 Silver Sponsor
- \$500 Bronze Sponsor

BUSINESS NAME : _____

CONTACT NAME : _____

MAILING ADDRESS : _____

CITY : _____ STATE : _____ ZIP : _____

PHONE : _____ FAX : _____

EMAIL ADDRESS : _____

WEBSITE ADDRESS : _____

Please submit this form and your check by **June 1, 2010**. Make checks payable to "Branson's BBQ Throwdown" and mail to:

Branson's BBQ Throwdown

525 N Peters Ave. Suite 100

Fond du Lac, WI 54935

Competitors Schedule

THURSDAY September 9th

Set-up times available

FRIDAY September 10th

Set up: Begins 8:00 a.m.

Team Meeting: 4:00 p.m.

Project Grill

Live Music: 6:00 till midnight

SATURDAY September 11th

KCBS Judge's Registration 10:00 a.m.

KCBS Judge's Meeting 11:00 a.m.

Judging: 12:00 p.m.-2:00 p.m.

Turn In:

Chicken: 12:00

Ribs: 12:30

Pork: 1:00

Brisket: 1:30

Dessert: 2:00 p.m.

Awards Ceremony: 4:00 p.m