



2017 Smoke & Soul Fest Sponsorship Opportunities

BBQ Competition and Music Festival

To benefit The Brain Injury Alliance of Wyoming

Smoke & Soul Fest is a Kansas City BBQ Society sanctioned competition. It will be a community event that includes live music, a BBQ competition, artist's booths and food and drink vendors. In addition to the sanctioned BBQ Competition, we will have a Kids-Q competition and a People's Choice Tasting tent. There will be a children's sports helmet giveaway including bike, skateboard and equestrian helmets. Our goal with this event is to raise awareness for brain injury prevention, host a unique annual community event and to raise money to benefit the Brain Injury Alliance of Wyoming.

Presenting Sponsor: \$8,000 – Naming Opportunity

- Event entitlement
 - Brand incorporated into name of the event (highest level of partnership)
 - Category exclusivity & protection
 - Event referred to as "Sponsor" presents Smoke & Soul Fest
 - Primary logo position within all internal and external branding and communication
- Posters
 - Distributed throughout Natrona County
- Digital – Social Media Advertising
 - Banner ad on festival website and Facebook Page
- All you can eat BBQ tickets in the People's Tasting Tent
 - 40 tickets
- Promotional Spot to be read during the Awards Ceremony
- Sponsor Banners to be displayed on the Music Stage and the People's Tasting Tent
- Paid entry for 1 team in the BBQ Competition
- Friday night Calcutta dinner with the teams
 - 10 tickets

Helmet Station Sponsor: \$5,000 – Naming Opportunity

- We will be fitting and giving away free helmets to children during the event.
- Our mission is to raise awareness for Brain Injury Prevention.
 - The Helmet Station will be referred to as “Sponsor” Helmet Station
 - It can be staffed by your employees and would be a special way to interface with the public
- Secondary logo position within all internal and external branding and communication
- Posters
 - Distributed throughout Natrona County
- Digital – Social Media Advertising
 - Banner ad on festival website and Facebook Page
- All you can eat BBQ tickets in the People’s Tasting Tent
 - 20 tickets
- Promotional Spot to be read during the Awards Ceremony
- Sponsor Banners to be displayed on the Music Stage and the People’s Tasting Tent
- Paid entry for 1 team in the BBQ Competition
- Friday night Calcutta dinner with the teams
 - 10 tickets

Smokin’ Hot & Saucy: \$3,000

- Third tier position within all internal and external branding and communication
- Posters
 - Distributed throughout Natrona County
- Digital – Social Media Advertising
 - Banner ad on festival website and Facebook Page
- All you can eat BBQ tickets in the People’s Tasting Tent
 - 10 tickets
- Promotional Spot to be read during the Awards Ceremony
- Sponsor logo to be displayed on the Music Stage and the People’s Tasting Tent
- Paid entry for 1 team in the BBQ Competition
- Friday night Calcutta dinner with the teams
 - 10 tickets

Getting' Piggy With It: \$2,000

- Fourth tier position within all internal and external branding and communication
- Posters
 - Distributed throughout Natrona County
- Digital – Social Media Advertising
 - Banner ad on festival website and Facebook Page
- All you can eat BBQ tickets in the People's Tasting Tent
 - 8 tickets
- Promotional Spot to be read during the Awards Ceremony
- Sponsor Logo to be displayed above the Music Stage and the People's Tasting Tent
- Friday night Calcutta dinner with the teams
 - 8 tickets

Kids Q: \$1,500 – Sponsored by Sinclair Oil

- Category entitlement
 - Category referred to as "Sponsor" Kid Q

Holy Smoke: \$1,000 – 4 Sponsors Needed

- Category entitlement - recognized as the Category Sponsor at the contest for the category selected
 - Chicken
 - Pork Ribs
 - Pork Butt
 - Beef Brisket
- Fifth tier position within all internal and external branding and communication
- Posters
 - Distributed throughout Natrona County
- Digital – Social Media Advertising
 - Banner ad on festival website and Facebook Page
- All you can eat BBQ tickets in the People's Tasting Tent
 - 4 tickets
- Friday night Calcutta dinner with the teams
 - 4 tickets

Just Blowin' Smoke: \$500

- Name within all internal and external branding and communication
- Posters
 - Distributed throughout Natrona County
- Digital – Social Media Advertising
- All you can eat BBQ tickets in the People's Tasting Tent
 - 2 tickets
- Friday night Calcutta dinner with the teams
 - 2 tickets

In-Kind Sponsorship:

- In-kind sponsorships will be accepted and greatly appreciated. If your product is related to the BBQ event, such as services, meat products, BBQ equipment, advertising media or other items suitable for event prizes, your contribution will be acknowledged appropriately. We need an electrician, ice, commercial generator, 2-3 yard dumpster, 50 gallon steel drums for ash and grease. Your suggestions are welcome.

Cooks Bag Donation – (30 Items)

Judge's Bag Donation – (30 Items)

- Your contributions will be announced at the Cook's & Judge's Meetings

Great Idea:

- Do you have another way to help us make the event memorable that you would like to participate in?
- We will work with you to include whatever works best for you as the Sponsor.
 - Contact Jennifer Deurloo or Dawn Lacko at BIAW 307.473.1767

