



**May 6 & 7, 2022**  
**Logan Farm Park**  
**Acworth, Ga.**

## **2022 SPONSORSHIP OPPORTUNITIES**

This year marks the 12<sup>th</sup> Annual Smoke on the Lake BBQ Festival at Logan Farm Park. This is the largest fundraiser for the Rotary Club of North Cobb. Here are a few charities that benefit from this event: Broken Shackle Ranch (for Boys), (CCYA) Center for Children & Young Adults, Cobb Christmas, Cobb County Safety Village, Eagle Scout Projects, High School Special Education Students, Horizon Special Needs Field, Men's and Women's Extension, Mountain Top Boys Home, Modern Widows Club, Northwest YMCA Summer Feeding Program, Operation Snatch Back, Rescuing Hope, Rotary Interact Clubs in Local High Schools, S.H.A.R.E. Military Initiative, The Zone – Davis Direction Foundation, liveSafe Resources (formally YWCA), Friends of Green Meadows, Must Ministries, Sewell Mill Christian Academy, Cobb County Veterans Treatment and Accountability Court, Power of Peace Leadership Program at KMHS, Georgia Rotary Clubs Laws of Life Essay Contest at NCHS, KMHS and Allatoona HS, Georgia Viet Nam Veterans Alliance Holiday Food Program, Cobb Thanks You for Your Service Veterans Program, HERO-Health and Education Relief Program for Haiti, God's Eyes Eye Exam Equipment for NorthStar Church Haiti Mission Trip.

Join us for the 2-day BBQ competition with over 10,000 attendees. There will be BBQ teams which means plenty of food, concert Friday night, local entertainment, children activities and more.

### **Title Sponsor**

- Industry category exclusivity
- On-site display space (up to 20'x20' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in all contracted print promotion
- Logo placement on Archway entrance to festival
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 8, 2022)
- Logo on festival t-shirt (must have high-res logo by April 8, 2022)
- Six (6) tables of six for the Friday night concert
- Six (6) VIP Parking Passes (both days).

**INVESTMENT: Beginning at \$15,000**

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## **Presenting Sponsor**

- Industry category exclusivity
- On-site display space (up to 10'x50' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in select contracted print promotion
- Logo placement on Archway entrance to festival
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high res logo by April 8, 2022)
- Logo on festival t-shirt (must have high res logo by April 8, 2022)
- Four (4) tables of six for the Friday night concert
- Four (4) VIP Parking Passes (both days).

**INVESTMENT: Starting at \$7,500**

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## **Premier Sponsor**

- Industry category exclusivity
- **Concert Sponsor or Patron Bench Sponsor** (32 signs on 16 patron benches scattered throughout the event site)
- On-site display space (up to 10'x40' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in all contracted print promotion
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 8, 2022)
- Logo on festival t-shirt (must have high-res logo by April 8, 2022)
- Four (4) tables of six for the Friday night concert
- Four (4) VIP Parking Passes (both days).

**INVESTMENT: \$5,000**

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## **Platinum Sponsor**

- Industry category exclusivity
- On-site display space (up to 10'x30' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Naming rights to one (1) asset (asset opportunities – circle one: **BBQ Competition | Lord of the Wings Competition | Beer Garden Tent | VIP Tent**)
- Logo placement in select contracted print promotion
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 8, 2022)
- Logo on festival t-shirt (must have high-res logo by April 8, 2022)
- Three (3) tables of six for the Friday night concert
- Three (3) VIP Parking Passes (both days).

**INVESTMENT: \$3,500**

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## **Gold Sponsor**

- On-site display space (up to 10'x20' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Naming rights to one (1) asset (asset opportunities – circle one: **Ground Act | Kids Zone | Stage | Taster Tickets | Chill Zone Tent | ATM**)
- Logo placement in select contracted print promotion
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 8, 2022)
- Logo on festival t-shirt (must have high-res logo by April 8, 2022)
- Two (2) tables of six for the Friday night concert
- Two (2) VIP Parking Passes (both days).

**INVESTMENT: \$2,500**

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## **Silver Level**

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Listed on festival flyers (20,000 printed – April 8, 2022)
- Logo on festival t-shirt (must have high res logo by April 8, 2022)
- One (1) table of six for the Friday night concert
- One (1) VIP Parking Pass (both days).

**INVESTMENT: \$1,500**

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## **Bronze Level**

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Listed on festival T-shirt and festival signage

**INVESTMENT: \$750** (Rotary Club Members: \$500)

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# May 6 & 7, 2022

## Logan Farm Park Acworth, GA

### 2022 Sponsorship Form

Title \$15,000	Presenting \$7,500	Premier \$5,000	Platinum \$3,500	Gold \$2,500	Silver \$1,500	Bronze *\$750
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(\*Rotary Club Members: \$500)

If you are interested in participating in the 2022 Smoke on the Lake, please fill-out this form completely and mail it to us with your payment. Please make check payable to: JRM Management Services, Inc. Any sponsor above Silver Level may require a separate detailed agreement.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_ Title: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office: \_\_\_\_\_ Cell: \_\_\_\_\_ E-mail: \_\_\_\_\_

List Product / Promotion (anything not listed may not be permitted) \_\_\_\_\_

If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below. Signing this contract will authorize JRM Management to charge the amount specified in the CCA, if your application is accepted. If you are not accepted, you will not be charged, and your application will be returned. **No refunds will be given for cancellation of the event due to inclement weather or circumstances beyond our control.** I have read and fully understand all the details as set forth and agree to abide by all exhibit rules and regulations, which are part of this contract. I hereby agree to indemnify and hold harmless the City of Acworth, Rotary Club of North Cobb, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2022 Smoke on the Lake, from any loss, claim, penalty or lawsuit in any way arising from my operation or involvement in the festival. **APPLICATION MUST BE SIGNED.**

SIGNATURE: \_\_\_\_\_ DATE \_\_\_\_\_

Circle one:	VISA	MASTERCARD	AMEX
Credit Card Number:	_____		Billing Zip: _____
Exp Date:	_____	3-digit security code on back (4 - digit front for AMEX): _____	Amt: _____
I _____ (print name of card holder) hereby represent that I have the authority to execute the credit card authorization and agree that this authorization will be effective for the amount (above) and on the date signed (below). I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original, and this Credit Card Authorization (CCA) cannot be revoked.			
Cardholder's Signature:	_____		Date: _____

Attn: Bill Watson | Sponsorship Manager | [billwatson@jrmmanagement.com](mailto:billwatson@jrmmanagement.com)  
 JRM Management Services, Inc. | P.O. Box 777 | Kennesaw, GA 30156  
 770-423-1330 | Fax: 770-293-0047