



# City of Kennesaw Pigs & Peaches BBQ Festival

**Friday; August 19, 2022**

**6:00 pm – 10:00 pm**

**Saturday; August 20, 2022**

**10:00 am – 10:00 pm**

## **2022 SPONSORSHIP OPPORTUNITIES**

It's time once again for festival fans and music lovers to converge in Kennesaw for two days of good eats, music, and family fun! Check out up-and-coming artists and established talent on three stages of entertainment while scarfing down some of the best festival food in the Southeast. Stroll around and savor the smells. Shop, eat, drink and interact with over 200 vendors and exhibitors.

Keep the little ones laughing and playing for hours in the Kids Zone—a family-friendly playground of inflatable jumpers, amusements and attractions. The festival will be capped off on Saturday with a spectacular fireworks finale at 9:30 PM.

The festival features a Kansas City Barbecue Society sanctioned competition, recognized as a Georgia State Championship event, as well as Backyard BBQ, Anything Butt and Peach Dessert Contests, and a Kids' Que Cook-off. Over \$16,000 in cash and prizes will be awarded to contest winners. Huge crowds are expected with over 50,000 of your friends and neighbors.

### **Presenting Sponsor**

- Industry category exclusivity (in Presenting level)
- Onsite display space up to 20' x 60' (tent, table and chairs included)
- Opportunity to sample product (sample size of 4 oz. or less)
- Listed as Presenting Sponsor in all facets of the ad campaign
  - MDJ Article- digital and print
  - Brightside Article
- Naming rights to BBQ competition and awards ceremony
- Opportunity to speak up to 10 minutes at BBQ awards ceremony
- Logo as Presenting Sponsor on digital billboard (runs for one month)
- Logo on informational/promotional banner for event
- Logo on backdrop banners on Main Stage, Local Stage, and Family Stage
- Logo on Main Stage fly by banners
- Logo on A-frame signage for sponsors and other event information
- Company included in Press Release as Presenting Sponsor (sent out 4-6 weeks out)
- Tags in social media campaign as Presenting Sponsor (we will provide a mock calendar of posts so when people sign on we can show them how they will be included)
- Up to 20 second announcement provided by sponsor included with PA announcements (9)

- Sponsor listed in no less than 15 PA announcements
- Logo as Presenting Sponsor on t-shirt
- 10 t-shirts
- Access to Hospitality Suite for 10 (negotiable)
- 3 parking passes
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and link on festival website

**INVESTMENT: Starting at \$10,000**

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### **Gold Sponsor**

- Industry category exclusivity (in Gold level)
- Onsite display space up to 20' x 40' (tent, table and chairs included)
- Opportunity to sample product (sample size of 4 oz. or less)
- Naming rights to one (1) event asset (circle one: Main Stage & Local Stage | Fireworks)
- Logo on Main Stage fly by banners
- Company included in Press Release (sent out 4-6 weeks out)
- Tags in social media campaign (we will provide a mock calendar of posts so when people sign on we can show them how they will be included)
- Up to 20 second announcement provided by sponsor included with PA announcements (6)
- Company mentioned in PA announcements (12)
- Logo as Gold Sponsor on t-shirt
- 8 t-shirts
- Access to Hospitality Suite for 8 (negotiable)
- 2 parking passes
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and link on festival website

**INVESTMENT: \$7,500**

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### **Silver Level**

- Industry category exclusivity (in Silver level)
- Onsite display space up to 20' x 20' (tent, table and chairs included)
- Opportunity to sample product (sample size of 4 oz. or less)
- Naming rights to one (1) event asset (circle one: Family Stage | Kids Zone | Kids 'Que Competition)
- Company listed on Main Stage fly by banners
- Company included in Press Release (sent out 4-6 weeks out)
- Tags in social media campaign (we will provide a mock calendar of posts so when people sign on we can show them how they will be included)
- Up to 20 second announcement provided by sponsor included with PA announcements (4)
- Company mentioned in PA announcements (9)
- Logo as Silver Sponsor on t-shirt
- 6 t-shirts
- Access to Hospitality Suite for 6 (negotiable)
- 1 parking pass
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and link on festival website

**INVESTMENT: \$5,000**

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## **Bronze Level**

- Onsite display space up to 10' x 20' (tent, table and chairs included)
- Opportunity to sample product (sample size of 4 oz. or less)
- Naming rights to one (1) event asset (circle one: Cool Zone| Shuttles | ATMs | Food Court)
- Company listed on Main Stage fly by banners
- Up to 20 second announcement provided by sponsor included with PA announcements (3)
- Company mentioned in PA announcements (6)
- Logo as Bronze Sponsor on t-shirt
- 4 t-shirts
- Access to Hospitality Suite for 4 (negotiable)
- 1 parking pass
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and link on festival website

**INVESTMENT: \$3,000**

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## **Blue Ribbon Level**

- Onsite display space up to 10' x 10' (tent, table and chairs included)
- Listed on t-shirt
- 2 t-shirts
- Access to Hospitality Suite for 2 (negotiable)
- 1 parking pass
- Opportunity to provide literature or promotional items in hospitality bags

**INVESTMENT: \$1,000**

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## **Red Ribbon Level**

- Listed on t-shirt
- 2 t-shirts
- Access to Hospitality Suite for 2
- Company name/link on festival website

**INVESTMENT: \$250**

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## Sponsor Application

Presenting  
\$10,000

Gold  
\$7,500

Silver  
\$5,000

Bronze  
\$3,000

Blue Ribbon  
\$1,000

Red Ribbon  
\$250

If you are interested in participating in the 2022 City of Kennesaw Pigs & Peaches BBQ Festival, 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 City of Kennesaw, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2022 City of Kennesaw Pigs & Peaches BBQ Festival, 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: _____