



City of Kennesaw Pigs & Peaches BBQ Festival

**Friday; August 18, 2023
6:00 – 10:00pm**

**Saturday; August 19, 2023
10:00am – 10:00pm**

2023 SPONSORSHIP OPPORTUNITIES

Kennesaw's two-day BBQ festival with a BBQ cook-off, music on two stages, festival food, vendors and exhibitors, as well as a kids zone, games, and other attractions. The event concludes with fireworks. Stroll around and savor the smells. Expected attendance is 60,000.

Presenting Sponsor

- Industry category exclusivity (in Presenting level)
- Onsite display space up to 10' x 20' (tent, table and chairs included)
- Listed as Presenting Sponsor in all facets of the ad campaign
 - Press Release
 - Social Media
 - Print
 - Billboards
- Opportunity to speak up to 10 minutes at BBQ awards ceremony
- Logo as Presenting Sponsor
 - Digital Billboard (one month prior to event)
 - Informational/promotional banner
 - Backdrop and Fly-by banners on all Performance Stages
 - A-frame signage for sponsors and other event information
- (10) :20 second announcements (provided by sponsor) included with PA announcement
- (10) Sponsor listed in PA announcements on all stages
- Logo as Presenting Sponsor on t-shirt with 10 t-shirts included
- Access to Hospitality Suite for 10 and 4 VIP Parking Passes
- Logo on Festival Hospitality Bags and insertion of promotional materials (provided by sponsor)
- Logo and link on festival website

INVESTMENT: Starting at \$10,000

Premier Sponsor

- Industry category exclusivity (in Premier level)
- Onsite display space up to 10' x 20' (tent, table and chairs included)

- Naming rights to one (1) event asset (circle one: Shuttle, Pet Palace, Kids Zone or Cool Zone)
- Inclusion in Press Release and Social Media post
- Logo on:
 - Informational/promotional banner
 - Main Stage Fly-by banners
 - A-frame signage for sponsors and other event information
- (6) :20 second announcements (provided by sponsor) included with PA announcement
- (6) Sponsor listed in PA announcements on all stages
- Company listed on festival T-shirt and 5 t-shirts included
- Access to Hospitality Suite for 5 and 2 VIP Parking Passes
- Opportunity to insert of promotional materials in Hospitality bags
- Logo and link on festival website

INVESTMENT: \$5,000

Sustaining Sponsor

- Onsite display space up to 10' x 10' (tent, table and chairs included)
- Company name listed:
 - A-frame signage for sponsors and other event information
 - Main Stage Fly-by banners
 - Festival T-Shirt
- Access to Hospitality Suite for 2 and 1 parking pass
- Opportunity to provide literature or promotional items in hospitality bags
- Logo on festival website

INVESTMENT: \$1,200

Supporting Sponsor

- Company name listed:
 - A-frame signage for sponsors and other event information
 - Event Website
 - Festival T-Shirt
- Access to Hospitality Suite for 2 and 1 parking pass

INVESTMENT: \$300

VIP Tent

- Company mentioned as VIP Tent Sponsor:
 - Press Release
 - Social Media Post
- Logo on Tent Signage, Wrist Bands, and Plastic Festival Cups
- Onsite display space up to 10' x 20' (tent, table and chairs included)

INVESTMENT: \$5,000

Fireworks Sponsor

- Company mentioned as Fireworks Sponsor:
 - Press Release
 - Social Media Post
 - PA Announcements on all performance stages
- Onsite display space up to 10' x 10' (tent, table and chairs included)

INVESTMENT: \$2,500

Festival Fan

- Logo included on paper fan, 5000 distributed to festival goers
- (4) PA Announcements on all performance stages
- Onsite display space up to 10' x 10' booth space (tent, table and chairs included)

INVESTMENT: \$2,500

Additional 10' x 10' booth space- \$500

Product Sampling- negotiable



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Sponsor Application

Presenting
\$10,000

Premier
\$5,000

Sustaining
\$1,200

Supporting
\$300

Additional Opportunities
\$Variable

If you are interested in participating in the 2023 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 Premier 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 2023 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: _____