



2024 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. Expected attendance is 65,000.

Friday, August 16th, 6p-10p
Saturday, August 17th, 10a-10p

PRESENTING SPONSORSHIP - *(contact KPR for details)*

- Onsite display space up to 10'x20' (tent, table, and chairs included)
- Listed as Presenting Sponsor in all facets of ad campaign to include
 - Press Release
 - Social Media
 - Print
 - Billboards
- Opportunity to speak up to 10 minutes before Saturday night Headliner Performance Act
- Logo as Presenting Sponsor:
 - Digital Billboard (one month prior to event)
 - Informational/promotional banner
 - 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 announcements
- (10) Sponsor listed in PA announcements on all stages
- Logo as Presenting sponsor on festival 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 event website

PREMIER SPONSORSHIP - \$7,000

- Onsite display space up to 10'x20' (tent, table, and chairs included)
- Naming rights to one event asset: Shuttle, Pet Palace, Kids Zone, Cool Zone *(contact KPR for availability)*
- Inclusion in Press Release and Social Media post
- Logo on:
 - Informational/promotional banner
 - Main Stage Fly-by banners
 - A-frame signage for sponsors
- (6) :20 second announcements (provided by sponsor) included with PA announcements
- (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 promotional materials in Hospitality bags
- Logo and link on event website



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SUSTAINING SPONSORSHIP - \$1,600

- Onsite display space up to 10'x10' (tent, table, and chairs included)
- Company name listed:
 - A-frame signage about sponsors at event
 - Main Stage fly by banner
 - Festival T-Shirt
- Access to Hospitality Suite for 2 and 1 Parking Pass
- Opportunity to insert of promotional materials in Hospitality bags
- Logo on event website

SUPPORTING SPONSORSHIP - \$500

- Company name listed:
 - A-frame signage about sponsors at event
 - Event Website
 - Festival T-Shirt
- Access to Hospitality Suite for 2 and 1 Parking Pass

ADDITIONAL OPPORTUNITIES:

- VIP Tent - \$7,000
 - 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'x20' (tent, table, and chairs included)
- Fireworks sponsor - \$5,000
 - Company mentioned as Fireworks Sponsor:
 - Press Release
 - Social Media Post
 - PA Announcements on all performance stages
 - Onsite display space up to 10'x10' (tent, table, and chairs included)
- Festival Fan - \$2,500
 - Logo included on paper fan, 2500 distributed to festival goers
 - (4) PA Announcements on all performance stages
 - Onsite display space up to 10'x10' (tent, table, and chairs included)
- Additional 10x10 booth Space - \$750
- Product Sampling - negotiable