



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 - \$5,000

- 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



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

SUSTAINING SPONSORSHIP - \$1,200

- 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 - \$300

- 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 - \$5,000
 - 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 - \$2,500
 - 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 - \$500
- Product Sampling - negotiable



City of Kennesaw Pigs & Peaches BBQ Festival

Friday August 16, 2024

6:00 – 10:00 pm

Saturday August 17, 2024

10:00 am – 10:00 pm

2024 Sponsor Application

Presenting
\$10,000

Premier
\$5,000

Sustaining
\$1,200

Supporting
\$300

Additional Opportunities
\$Variable

If you are interested in participating in the 2024 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 2024 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 (AMEX 4 - digit front): _____	Amt (Sustaining +\$45/Supporting +\$12): _____
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@jrmanagement.com
JRM Management Services, Inc. | P.O. Box 777 | Kennesaw, GA 30156
770-423-1330 | Fax: 770-293-0047