

Rotary Club of North Cobb



**May 9 & 10, 2025**  
**Logan Farm Park**  
**Acworth, GA**

**2025 SPONSORSHIP**  
**OPPORTUNITIES**

This year marks the 15<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. Proceeds go to charities and here are a few charities that benefit from this event: Acworth Police Community Foundation, KSU Cares Food Pantry, Center for Children & Young Adults (CCYA), Devereux Behavioral Health Georgia, Acworth Community Garden, Horizon Special Needs Field, The Men's and Women's Extension, Kennesaw Public Safety Foundation, Forever Fed, Children's Healthcare of Atlanta (CHOA), Mountain Top Boys Home, Rescuing Hope, Rotary Interact Clubs at North Cobb High School and other local high schools, Live Safe Resources, Must Ministries, Cobb County Veterans Treatment and Accountability Court, Cobb County Mental Health Court, Cobb Senior Citizens, Power of Peace Leadership Program, Serve Comm, and many others.

Join us for the 2-day BBQ competition with over 15,000 attendees. Twenty plus BBQ teams and great food vendors provide plenty of food choices. 293 Band entertains at the concert Friday night. Julz & Reid entertains on Saturday along with local entertainment, children's activities and more.

### **Title Sponsor (SOLD)**

- 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
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (Must have high-res logo by April 1, 2025)
- Logo on festival t-shirt (must have high-res logo by April 1, 2025)
- Six (6) tables of six for the Friday night concert
- Six (6) VIP Parking Passes
- Thirty-six (36) Passes to the Publix VIP Lounge on Friday night for complementary charcuterie, fruit and desserts.

**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
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (Must have high-res logo by April 1, 2025)
- Logo on festival t-shirt (must have high-res logo by April 1, 2025)
- Four (4) tables of six for the Friday night concert
- Four (4) VIP Parking Passes
- Twenty-four (24) Passes to the Publix VIP Lounge on Friday night for complementary charcuterie, fruit and desserts.

**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 (Must have high-res logo by April 1, 2025)
- Logo on festival t-shirt (must have high-res logo by April 1, 2025)
- Four (4) tables of six for the Friday night concert
- Four (4) VIP Parking Passes
- Twenty-four (24) Passes to the Publix VIP Lounge on Friday night for complementary charcuterie, fruit and desserts.

**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 | Taster Tickets | Beer Garden Tent | VIP Tent**)
- Logo placement in select contracted print promotion
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (Must have high-res logo by April 1, 2025)
- Logo on festival t-shirt (must have high-res logo by April 1, 2025)
- Three (3) tables of six for the Friday night concert

- Three (3) VIP Parking Passes
- Eighteen (18) Passes to the Publix VIP Lounge on Friday night for complementary charcuterie, fruit and desserts.

**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 | Chill Zone Tent | ATM**)
- Logo placement in select contracted print promotion
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (Must have high-res logo by April 1, 2025)
- Logo on festival t-shirt (must have high-res logo by April 1, 2025)
- Two (2) tables of six for the Friday night concert
- Two (2) VIP Parking Passes
- Twelve (12) Passes to the Publix VIP Lounge on Friday night for complementary charcuterie, fruit and desserts.

**INVESTMENT: \$2,500**

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### **Silver Level**

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

**INVESTMENT: \$1,000 (+\$35 Convenience Fee if paid with Credit Card)**

**ABA & Rotary Club Members: \$750 (+\$25 Convenience Fee if paid with Credit Card)**

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### **Supporting**

- Listed (print only) on on-site festival signage
- Listed (print only) on festival T-shirt.
- One (1) table of six for the Friday night concert
- One (1) VIP Parking Pass
- Six (6) Passes to the Publix VIP Lounge on Friday night for complementary charcuterie, fruit and desserts.

**INVESTMENT: \$250 (+\$10 Convenience Fee if paid with Credit Card)**

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

Rotary Club of North Cobb



SMOKE ON THE LAKE



BERCHER HOMES  
Great Homes. Great Life.



Publix.

B B Q  
FESTIVAL

Logan Farm  
Park



May 9 & 10, 2025

Logan Farm Park  
Acworth, GA

2025 Sponsorship Form

Title  
\$15,000

Presenting  
\$7,500

Premier  
\$5,000

Platinum  
\$3,500

Gold  
\$2,500

Silver  
\*\$1,000

Support  
\$250

**SOLD**

(\*ABA & Rotary Club Members: \$750)

If you are interested in participating in the 2025 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 2025 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 or 4-digit security code: _____	Amount (Silver +\$35/\$25 Support +\$10): _____
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: _____

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