

May 7 & 8, 2027
Logan Farm Park
Acworth, GA

2027 SPONSORSHIP OPPORTUNITIES

This year marks the 17th 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. Corn Hole tournament and Publix Chef Stage 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, 2027)
- Logo on festival t-shirt (must have high-res logo by April 1, 2027)
- 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

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, 2027)
- Logo on festival t-shirt (must have high-res logo by April 1, 2027)
- 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 $10,000

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, 2027)
- Logo on festival t-shirt (must have high-res logo by April 1, 2027)
- 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: $7,500

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, 2027)
- Logo on festival t-shirt (must have high-res logo by April 1, 2027)

- 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: $5,000

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, 2027)
- Logo on festival t-shirt (must have high-res logo by April 1, 2027)
- 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: $3,500

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)

Supporting

- 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.
- Two bottles of wine or six bottles of Fiji water or one wine and three waters
- Ten (10) Taster Tickets

INVESTMENT: $350 (+$10 Convenience Fee if paid with Credit Card)

Attn: Bill Watson | Sponsorship Manager | billwatson@jrmmanagement.com
JRM Management Services, Inc. | P.O. Box 777 | Kennesaw, GA 30156
770-423-1330 | Fax: 770-293-0047



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2027 Sponsorship Form

Title $15,000	Presenting $10,000	Premier $7,500	Platinum $5,000	Gold $3,500	Silver *$1,000	Support $350
SOLD	☐	☐	☐	☐	☐	☐

(*ABA & Rotary Club Members: $750)

If you are interested in participating in the 2027 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 2027 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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