



Smoking In The Foothills Barbecue Competition And Festival October 14 & 15, 2016 Historic Downtown Lenoir, NC

This competition is a Kansas City Barbecue Society Sanctioned (KCBS) sanctioned event. This competition will offer some world class barbecue and also give the public a chance to see how a professional barbecue pitmaster cooks barbecue. World Champion Pitmasters will be in competition at the event. Prizes will be awarded in a variety of categories with dozens of opportunities to take home cash prizes and trophies. The festival will also offer a wide variety of activities for the public including; Live entertainment, arts & crafts, beer garden, 50/50 raffle, People's Choice Tastings, as well as kid's activities.

Event Profile

- Attendance Will Be In The Thousands
- Kansas City Barbecue Society (KCBS) Sanctioned Event
- North Carolina Governor's Proclamation designating this a North Carolina Championship Event
- Plenty of free parking
- Live Entertainment
- Arts & Crafts
- Beer Garden
- 50/50 Raffle
- A Poker Run featuring the Blue Knights and Red Knights
- Kid's activities and inflatables
- Souvenir sales
- Cornhole Tournament
- A variety of delicious Barbecue and other festival favorites

Sponsorship Levels And Benefit Summary

Named Sponsor of the Festival (Pitmaster) \$5,000

- Named the Official Title Sponsor for Smoking In The Foothills
- Banner At Stage During The Event-Will Be Prominent In Photos Of The Event
- Free Promotional Booth space at the festival
- Year Long Link To Your Website From Your Company Logo On The Festival Website
- Corporate Logo Prominently Featured On Official Festival T-Shirt
- 10 Tickets to the Cook's Lunch and Cook's Social on Friday
- 10 Tickets to both the People's Choice Tastings on Friday (Wing) and Saturday (Pork)
- Corporate Logo on All Printed Media (posters, magazine ads)
- Corporate tag included on all radio ads, PSA's and live interviews

Major Festival Sponsor (Whole Hog) \$2,500

- Identified as Whole Hog Festival Sponsor
- Year Long Link To Your Website From Your Company Logo On The Festival Website
- Prominent Display Of Your Company Banner on festival grounds
- Free Promotional Booth space at festival
- 5 Tickets to the Cook's Lunch and Cook's Social on Friday
- 5 Tickets to both the People's Choice Tastings on Friday (Wing) and Saturday (Pork)
- Corporate Logo Printed on Official Festival T-Shirts
- Corporate Logo on All Printed Media (posters, magazine ads)

Festival Sponsor (King Of The Brisket) \$1000

- Identified as King Of The Brisket Grill Sponsor
- Year Long Link To Your Website From Your Company Logo On The Festival Website
- Free Promotional Booth at the festival
- Company Printed on Official Festival T-Shirts
- Company listed on All Printed Media (posters, magazine ads)

Contributing Sponsor (King Of The Backyard Grill) \$500

- Identified as King Of The Backyard Grill Sponsor
- Free Promotional Booth at Festival
- Company Printed on Official Festival T-Shirts
- Year Long Link To Your Website From The Festival Website

Friend of the Festival (King Of Sauce) \$250

- Identified as King of Sauce Sponsor
- Free Promotional Booth at Festival
- Year Long Link To Your Website From Festival Website

Custom Sponsorships Are Available. We Will Work With You To Taylor A Sponsorship Just For You. This Festival Would Not Be Possible Without Our Sponsors.