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**Smoking In The Foothills**

**Barbecue Competition And Festival**

**October 20th & 21st 2017**

**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
* A Poker Run featuring the Blue Knights and Red Knights
* Kid’s activities and inflatables
* Cornhole Tournament
* A variety of delicious Barbecue and other festival favorites

**Sponsorship Levels And Benefit Summary**

**Title Sponsor of the Festival (King Of The Pitmaster) $7,000**

* Title Sponsor for Smoking In The Foothills
* Banner Above The Stage During The Event (The Most Prominent Placement of Any Banner and It Will Be Prominent In The Photos Of The Event.
* Several Banners On Festival Grounds
* Several Promotional Spaces At The Festival
* Year Long Link To Your Website From Every Page On The Festival Website
* Corporate Logo on All Printed Material (posters, magazine ads, business cards for the festival and any and all media for the festival)
* Corporate Tag Included On All Radio Ads, PSA’s and live Interviews
* Access to the Cook’s Lunch and Social Held on Friday of the festival

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

* Identified as Pitmaster 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 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
* 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 festiva
* 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
* 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.**