



Sponsorship Form

“Kings of Q”

BBQ Cook-off and Festival

May 20 & 21, 2022 in downtown Ayden, North Carolina

North Carolina State Barbecue Championship and KCBS Sanctioned Contest



Tiers and Packages

	BBQ Enjoyer	BBQ Enthusiast	BBQ Lover	BBQ Aficionado	BBQ Fanatic	BBQ King
Included in sponsor list on website	✓	✓	✓	✓	✓	✓
Festival website links to your website	✓	✓	✓	✓	✓	✓
Feature on social media		✓	✓	✓	✓	✓
Your corporate logo included in major advertising		✓	✓	✓	✓	✓
Inclusion of your logo on Downtown Sponsor Board			✓	✓	✓	✓
Standard ad space on Digital Event Bag			✓	✓		
Sponsor a KCBS Cook-Off Award (4 th to 10 th place, 28 available)			✓			
Sponsor a Venue or KCBS Cook-off Award (2 nd or 3 rd place, 8 available)				✓		
Sponsor the People’s Choice Pork (\$1500) or 1st place meat category (\$1500, 4 available).					✓	
Featured ad space on Digital Event Bag					✓	✓
Sponsor the band (at \$2500 level), Grand Champion (\$2500), or Reserve Champion (\$2000)						✓
Sponsor the Wi-fi at the 'Que Canteen for splash page ad (\$2000, 3 available)						✓

Tiers

BBQ Enjoyer:	< \$499	BBQ Aficionado:	\$1,000 - \$1,499
BBQ Enthusiast:	\$500 - \$749	BBQ Fanatic:	\$1,500 - \$1,999
BBQ Lover:	\$750 - \$999	BBQ King:	>\$2,000

This year the BBQ Festival is offering two new sponsorship package features: a **Digital Event Bag** and the **Wi-fi at the 'Que Canteen**. The Digital Event Bag is a virtual "swag bag" that features promotions, giveaways, and more options for you to promote your business. It will be open for 90 days before the festival, giving you nearly three full months of engagement time, and it will be shared over email and social media leading up to the event. Not only the does Event Bag allow you to design your own promotion, but you will also receive a summary report of how many people viewed your promotion, how many clicked on your link, and their contact information after the event is over. Please check out <https://tinyurl.com/2f747j83> to see an example of a Digital Event Bag. A standard ad space is included in the BBQ Lover's package and above, and a featured ad space is included in the BBQ Fanatic's package and above. Featured ad spaces will take precedence over standard ad spaces and be located first on the page.



We are also providing free Wi-Fi at the dining area (the 'Que Canteen) at the BBQ Festival. We are offering three advertising spaces on the splash page that all users must click through before accessing the Wi-Fi. This will be another capture point for contact information and allow you to see how many people your promotion has reached. This sponsorship option is unlocked at the BBQ King tier, and there are three spots available.

If you have other questions about sponsorship, please don't hesitate to contact Nina Yao at nyao@ayden.com or (252) 418-5124, email preferred.

Business Name _____
 Contact _____ Phone _____
 Address _____ E-Mail _____
 I will require an invoice before payment. I will require a receipt after payment.

A commitment to be a sponsor of this event is due by **March 31, 2022, to guarantee inclusion in all advertising opportunities.** Please email this form to nyao@ayden.com or mail to PO Box 219, Ayden NC 28513.

Payment Information:

I'm paying by check, payable to: **Ayden BBQ Festival, Inc., PO Box 219, Ayden, NC 28513. Write "Kings of Q" on the check.**

Credit Card: Visa MasterCard

Name on Card: _____

Card Number: _____ - _____ - _____ - _____

Expiration Date (mm/yyyy): ____/____

3 Digit VCode/Security Code (on back of card): _____