



# “Kings of Q” BBQ Cook-off and Festival

May 19 & 20, 2023 in Downtown Ayden, North Carolina  
North Carolina State Barbecue Championship and KCBS Sanctioned Contest



Dear “Kings of Q” Friend,

On the behalf of the Town of Ayden, it’s citizens, and the 2023 “Kings of Q” BBQ Cook-off and Festival Committee, please allow me to thank you for all the good things that you have done for eastern North Carolina.

The purpose of this letter is to ask for your help in sponsoring the annual **“Kings of Q” BBQ Cook-off & Festival** on May 19 and 20 2023, in Downtown Ayden. The “Kings of Q” BBQ Cook-off has been declared a North Carolina State Barbecue Championship by the governor and is sanctioned by the Kansas City Barbeque Society (KCBS), the world's largest organization of barbeque and grilling enthusiasts with over 20,000 members worldwide. Competitors and KCBS judges from across the nation will come to Ayden to compete and judge in the categories of chicken, pork ribs, pork shoulder, and beef brisket, for \$10,000 in cash and prizes awarded Saturday afternoon. The festival is a family friendly event with nightly entertainment on the main stage, amusement rides and games, food vendors, commercial booths, and arts and crafts. The Cook-off and Festival will increase tourism for not only Ayden, but the surrounding communities and will have a positive economic impact with the potential of drawing more than 8,000 visitors to the area.

The BBQ Cook-off is named in honor of the two local “Kings of Q”, the late Latham “Bum” Dennis and the late Pete Jones. Both families run successful BBQ restaurants (Bum’s Restaurant and Skylight Inn) in Ayden and share family history as being descendants of Skilton Dennis. The Dennis family history stakes claim to the nation’s first commercial barbecue establishment. In 1830, Skilton Dennis is said to have started selling pit-cooked hog meat and cornbread out of a wagon in a community named Otter Town, the present town of Ayden. The Dennis clan is said to pass “that ‘gift’ with barbecue” from generation to generation.

A commitment to be a sponsor of this event is due by March 31, 2023 to guarantee inclusion in all advertising opportunities. We offer several levels of sponsorship shown on the reverse side, and for businesses/corporations needing tax advantages and interested in multi-year sponsorships please contact Pam Justice, Sponsorship Coordinator at [pam.justice@southernbank.com](mailto:pam.justice@southernbank.com) or (252)712-7204, emails preferred. We welcome your call, any questions about the event or the many sponsorship possibilities we offer. The event cannot be a success without the support from the businesses in the area. The committee and I look forward to the opportunity to work with you in making this event a success.

On the reverse side are some sponsorship levels for your review.

Best Regards,

*Stephen Smith*

Stephen Smith  
Event Organizer  
“Kings of Q” Committee



# Sponsorship Form

## “Kings of Q”

### BBQ Cook-off and Festival

May 19 & 20, 2023 in downtown Ayden, North Carolina

North Carolina State Barbecue Championship and KCBS Sanctioned Contest



Business Name \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ E-Mail \_\_\_\_\_

\_\_\_\_\_ I will require an invoice before payment. \_\_\_\_\_ I will require a receipt after payment.

**Please make checks payable to: Ayden BBQ Festival, Inc., P O Box 219, Ayden, NC 28513. Write “Kings of Q” on the check**

For questions please contact Pam Justice at [pam.justice@southernbank.com](mailto:pam.justice@southernbank.com) or (252) (252)712-7204, emails preferred.

A commitment to be a sponsor of this event is due by **March 31, 2023** to guarantee inclusion in all advertising opportunities.

#### \$ \_\_\_\_\_ PLATINUM - \$1,500 or more

- Your corporate logo appears in major advertising and recognized on Social Media and Festival Website with a link to your website.
- Inclusion of your firm on the Downtown Sponsor Board.
- Your choice of Venue, Band, or KCBS Cook-off Award to be sponsored: Band (at \$2500 level), Grand Champion (\$2500), Reserve Champion (\$2000), People’s Choice Pork (\$1500), 1<sup>st</sup> place meat category (\$1500, 4 available).

#### \$ \_\_\_\_\_ GOLD - \$1,000 - \$1,499

- Your corporate logo appears in major advertising and recognized on Social Media and Festival Website with a link to your website.
- Inclusion of your firm on the Downtown Sponsor Board
- Your choice of Venue or KCBS Cook-off Award to be sponsored (2nd or 3<sup>rd</sup> place Category, 8 available)

#### \$ \_\_\_\_\_ SILVER - \$750 - \$999

- Your corporate logo appears in major advertising and recognized on Social Media and Festival Website with a link to your website.
- Your choice of KCBS Cook-off Award to be sponsored (4<sup>th</sup> to 10<sup>th</sup> place Category, 28 available)

#### \$ \_\_\_\_\_ BRONZE - \$500 - \$749

- Your business name appears in advertising and recognized on Social Media and Festival Website with a link to your website.

#### \$ \_\_\_\_\_ BBQ Enthusiast - \$499 or less

- Medium typeface print mention on the Festival Website

#### Target Advertising Goals:

**Television and Print Media:** Television and Print Media ads across many media platforms

**T-Shirts:** Multicolored shirt with front and back print.

#### Payment Information, Check or Credit Card:

\_\_\_\_\_ I’m paying by check payable to: **Ayden BBQ Festival, Inc.**

Credit Card: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date (mm/yyyy): \_\_\_\_/\_\_\_\_

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