



*November 2-3, 2012
Sponsorship Proposal*

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Executive Overview

Collier County Fairgrounds

The Collier County Fair & Exhibition is a volunteer-based non-profit organization. For the last three decades our fair board and its volunteers have been supporting the community of Southwest Florida. Our events over the last thirty years have helped raise funds for numerous local charities and organizations including Collier County Public Schools, Make A Wish Foundation, American Cancer Society, Red Cross, Animal Shelter, and our own Collier County Fair scholarship.

Big Swamp Smoke Off

The first annual Big Swamp Smoke Off competition will be hosted November 2-3, 2012 at the Collier County Fairgrounds located 10 miles east of Interstate 75. During the two day competition professional Bar B Que teams will have to prepare and cook four different types of meats that will be judged based on taste, and appearance. With our event being sanctioned by the Florida Bar B Que Association we are expecting to draw teams and visitors from the entire state of Florida. This unique event allows the community to come out and interact with the top cooking teams in the state, while also enjoying a great event.

We expect our event to draw a large audience based on the unique attractions that we will have on site during the event. There will be live music, vendor booths, food, Swamp Buggy and Airboat displays, carnival rides for the kids, and arts & crafts. As a 501 (c)(3) corporation your donation to the event will be tax deductible as a charitable contribution.

Investment Opportunity

We would like to invite your company to become a sponsor of our first annual Florida State Bar B Que Association sanctioned "Big Swamp Smoke Off" scheduled for November 2nd and 3rd at the Collier County Fairgrounds. As a partner with the Big Swamp Smoke-Off your company will enjoy increase exposure within the community and onsite. Our sponsorship fees vary from our prominent title sponsor to our donors, depending on your companies' budget and marketing objectives.

Partnerships with the Big Swamp Smoke-Off will provide your company with an opportunity to reach your target markets while building brand loyalty. With our onsite marketing and advertising efforts you will be able to drive retail traffic to your products and stores. Sponsors will receive exposure throughout our event marketing and advertising including logo placement and recognition in radio, tv, print, social media, and online media. Sponsors will be provided vendor space and complimentary entry passes to the event in conjunction with their sponsorship level.

Sponsorship Levels

2013 Media Supplement Available Upon Request

Presenting Sponsor \$5,000

Our title sponsor will be given the exclusive title affiliation of the 2013 Big Swamp Smoke-Off. Your company will receive maximum exposure in our advertising and marketing plan for the event. Your companies brand and message will be visible to your customers through our tv commercials, tv billboards, radio advertisements, print media, social media, and on site marketing. As the title sponsor you will receive exclusive space onsite to distribute your marketing/sampling materials.

Television:

**Title sponsor recognition and logo placement in all TV commercials purchased on CBS, NBC, ABC, HGTV, TLC, Food Network, more available upon request.*

**Title sponsor recognition and logo placement in all TV bill boards placed on CBS, WINK, ABC, & NBC*

Radio:

**Title sponsor recognition in all radio ads purchased with Clear Channel, Renda Broadcasting, and Beasley Broadcasting.*

**Title sponsor recognition in all on air and onsite radio promotions*

Print:

**Title sponsor recognition and logo placement in all forms of print media including advertisements in the Naples Daily News, Florida Weekly, and Collier Citizen*

**Title sponsor logo prominently placed on event posters and flyers (500)*

**Title sponsor message and logo placed in press release portfolio*

Online:

**Title sponsors company logo will be placed prominently on event website homepage with link to company's website*

**Title sponsors logo placed on online ads featured on Naplesnews.com including pop-ups and banners*

Onsite:

**Exclusive space onsite to distribute your companies marketing and advertising materials (2 10x15)*

**Company signage placed in prominent locations throughout the event*

Sponsorship Levels

2013 Media Supplement Available Upon Request

Platinum Sponsor \$2,000

Our 2013 Platinum sponsors will receive a sponsorship package that fits their company's objectives and budgets. Platinum sponsors will receive major recognition through our advertising plans and onsite marketing.

Television:

**Platinum sponsor recognition and logo placement in all TV commercials purchased on CBS, NBC, ABC, HGTV, TLC, Food Network, more available upon request.*

Radio:

**Platinum sponsor recognition in all radio ads purchased with Clear Channel, Renda Broadcasting, and Beasley Broadcasting.*

Print:

**Platinum sponsor logo placement in all forms of print media including advertisements in the Naples Daily News, Florida Weekly, and Collier Citizen*

**Platinum sponsor logo placed on event posters and flyers (500)*

Online:

**Company logo will be placed prominently on event website homepage with link to company's website*

Onsite:

**Vendor space onsite to distribute your companies marketing and advertising materials (10x15)*

**Company signage placed in prominent locations throughout the event*

Sponsorship Levels

2013 Media Supplement Available Upon Request

Gold Sponsor \$1,000

Our 2013 Gold sponsors will receive a sponsorship package that fits their company's objectives and budgets. Gold sponsorships allow company's an opportunity to make a minimal investment to have an affiliation with the Big Swamp Cook-Off. Companies will still be presented with a professional marketing and advertising plan.

Radio:

**Gold sponsor recognition in all radio ads purchased with Clear Channel, Renda Broadcasting, and Beasley Broadcasting.*

Print:

**Company logo placed on event posters and flyers (500)*

Online:

**Company logo will be placed prominently on event website homepage with link to company's website*

Onsite:

**Vendor space onsite to distribute your companies marketing and advertising materials (10x10)*

**Company signage placed in prominent locations throughout the event*

Silver Sponsor \$500

Our 2013 Silver Sponsors will receive a sponsorship package that fits their company's needs. Our silver sponsorship allows companies to make a small investment to have an affiliation with the Big Swamp Smoke-Off.

Print:

**Company logo placed on event posters and flyers (500)*

Online:

**Company logo will be placed prominently on event website homepage with link to companies' page*

Onsite:

**Vendor space onsite to distribute your companies marketing and advertising materials (10x10)*

**Company signage placed in prominent locations throughout the event*