



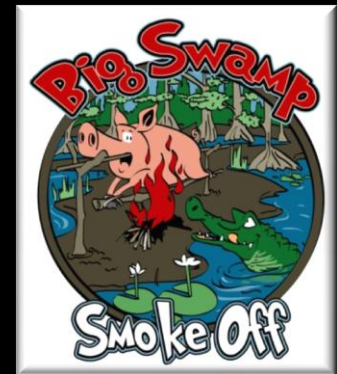
*October 17-18, 2014
Sponsorship Proposal*

*Hosted at:
Collier County Fairgrounds
Naples, FL*

Executive Summary

The second annual Big Swamp Smoke Off competition will be hosted October 17-18, 2014 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 United States. This unique event allows the community to come out and interact with the top cooking teams in the country, 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, championship BBQ, Swamp Buggy and Airboat displays, carnival rides for the kids, and arts & crafts. This year's event will include live bands performing Saturday October 18th. As a 501 (c)(3) corporation your donation to the event will be tax deductible as a charitable contribution



BBQ Festival Target Markets –

Event Demographics

Gender

Male – 55%

Female – 45%

Race

White – 65%

Hispanic – 20%

African American – 10%

Other – 3%

Age

14 & Under – 9%

15-20 – 7%

21-30 – 21%

31-40 – 23%

41-50 – 25%

51-70 – 11%

70 & Over – 2%

Family Income

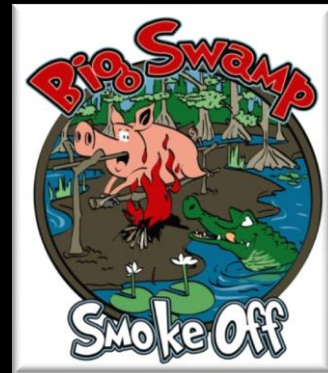
\$0-24,999 – 10%

\$25,000 – 49,999 – 30%

\$50,000 – 74,999 – 35%

\$75,000 – 125,000 – 20%

\$125,000 – 5%



Title/Presenting Sponsor

Exclusive naming rights to the 3rd Annual Big Swamp Smoke Off
-Maximum exposure in our marketing/advertising schedule

Television

Presenting sponsor recognition in TV commercials including TLC, HGTV, ESPN, Disney, ABC, NBC, FOX, and CBS.

Recognition as presenting sponsor in talk/show programs.

Radio

Presenting Sponsor recognition in all radio commercials (up to 700 spots). Media Groups include:
Clear Channel Media + Entertainment, Beasley Broadcasting, Renda Broadcasting, Glades Media, and others.

Recognition as presenting sponsor during talk/show interviews.

Print

- Logo/Name in display advertisement (up to 50 insertions) includes: Naples Daily News, Collier Citizen, Sun Times, D Latinos, Florida Weekly and others
- Name/logo on Full Page advertisement in Collier Citizen, Sun Times, and Florida Weekly
- Name/logo on street-boards (50)
- Name/logo on flyers and posters (200)
- Insert materials in press release portfolio

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Title/Presenting Sponsor, page 2

Online

- Presenting sponsor logo prominently placed on Big Swamp Smoke Off website
- Big Swamp Festival website link to sponsors website
- Name/Logo on online ads with Naplesnews.com, CatCountry1071.com and Others.
- Company Name link on BBQ Festival online ticket sale page

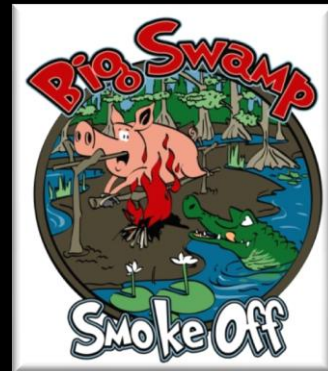
Onsite

- 20x10 Company space onsite to distribute marketing/sampling materials. (Pre-determined space, which will be determined by Fair Board only)
- Title sponsorship recognition in daily PA announcements (5)
- Company signage prominently located throughout the fairgrounds (5) Company must deliver banners no later than 1 week prior to start of Fair.
- Recognition on concert Presented by Cat Country 107.1 (additional Concert Title Sponsorship will be sold)

Incentives

- BBQ admission tickets and passes to use for promotional purposes (i.e. radio giveaways, employees, customers, etc.) (up to 50)
- In store promotions in conjunction with the BBQ Festival
- Promotions at location of business with media partners to giveaway tickets/passes – TBD/based on availability
- 1st right of refusal for the 2014 presenting sponsor title.

Price: \$5,000



Diamond Sponsor (2 Available)

Diamond Sponsor will be exclusive sponsor of the BBQ Festival

Television

Company name/logo in TV commercials
minimum including TLC, HGTV, ESPN, Disney, ABC, NBC,
FOX, and CBS.

Recognition as diamond sponsor in talk/show programs.

Radio

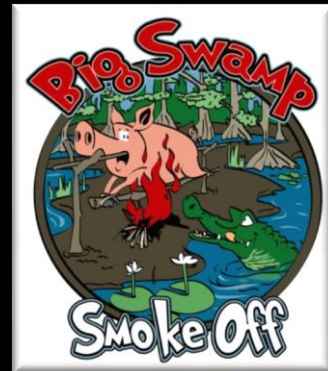
Sponsor recognition in all radio commercials
(up to 700 spots) Media Groups include:
Clear Channel Media + Entertainment, Beasley Broadcasting,
Renda Broadcasting, Glades Media, and others.

Recognition as diamond sponsor during talk/show interviews.

Print

- Logo/Name in display advertisement (up to 25 insertions)
includes: Naples Daily News, Collier Citizen, Sun Times,
D Latinos, Florida Weekly and others
- Name/logo in Newspaper advertisements
- Name/logo on flyers and posters (200)
- Name/logo in magazine advertisements
- Half Page ad company ad in fairs program book (10,000)
- Recognition in press release portfolio

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Diamond Sponsor, page 2

Online

- Sponsor logo placed on Big Swamp Smoke Off website homepage and sponsors page
- BBQ Festival website link to sponsors website
- Name/logo on online ads with Naplesnews.com, CatCountry1071.com, and others
- Company name link on BBQ online ticket sale page.

Onsite

- 10x10 company space tent to distribute marketing/sampling materials
- Diamond sponsorship recognition in daily PA announcements. (5)
- Company signage located throughout the fairgrounds. (4)
Company must deliver banners no later than 1 week prior to start of the event.

Incentives

- BBQ admission tickets and passes to use for promotional purposes (i.e. radio give-aways, employees, customers, etc.) (up to 20)
- In store promotions in conjunction with the BBQ Festival
- Promotions at location of business with media partners to giveaway tickets/passes.

Price: \$1,500



Gold Sponsorship, 3 (Available)

Company Signage at the main gate and entertainment stage

Radio

Gold Sponsor recognition in radio commercials

(up to 700 spots) Media Groups include:

Clear Channel Media + Entertainment, Beasley Broadcasting, Renda Broadcasting, Glades Media, and others.

Recognition as ticket sponsor during talk/show interviews.

Online

- Sponsor logo placed on BBQ Festival website homepage and sponsors page
- BBQ festival website link to sponsors website
- Name/logo on online ads with Naplesnews.com, CatCountry1071.com, and others

Onsite

- Sponsorship recognition in daily PA announcements (5)
- Company signage located throughout the fairgrounds (2)
Company must deliver banners no later than 1 week prior to start of the event

Print

- Logo/Name in print ads includes: Naples Daily News, Collier Citizen, Sun Times, D Latinos, Florida Weekly and others
- Name/logo in Newspaper advertisements
- Name/logo on flyers and posters (200)
- Recognition in press release portfolio

Incentives

- BBQ admission tickets and passes to use for promotional purposes (i.e. radio give-aways, employees, customers, etc.) (up to 10)
- Promotions at location of business to giveaway fair tickets/passess

Price: \$500



Supporting Sponsor, 5 available

Bronze Sponsor will receive a 4x8 sign at the front gate in addition to marketing inclusion

Print

- Logo/Name in print ads includes: Naples Daily News, Collier Citizen, Sun Times, D Latinos, Florida Weekly and others
- Name/logo in Newspaper advertisements
- Name/logo on flyers and posters (200)
- Name/logo in magazine advertisements

Incentives

- BBQ admission tickets and passes to use for promotional purposes (i.e. radio give-aways, employees, customers, etc.) (up to 5)

Online

- Sponsor logo placed on Big Swamp Smoke Off website homepage and sponsors page
- BBQ Festival website link to sponsors website

Onsite

- Bronze sponsorship recognition in daily PA announcements. (5)
- Company signage located throughout the fairgrounds. (1)
Company must deliver banners no later than 1 week prior to start of the event.
- 4x8 Signage located at the Front gate ~ welcoming guests to the BBQ Festival. Company must deliver banners no later than 1 week prior to start of Fair.

Price: \$250



Contact Information

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