

April 6, 2009



The Great Aberdeen Pig Out hosts a BBQ contest each year but we felt it needed a shot to help grow it into what we know it has the potential to be. Therefore, **we became a Kansas City BBQ Society Sanctioned Cook-off.** Not only that, but we are one of three **official SD State Proclaimed BBQ Cook-offs!!** This opportunity provides many benefits to our competition such as national advertising, bringing in contestants from across the United States, and with being a SD official cook-off, our contestants are able to earn points for the right to compete in National Contests such as the American Royal Invitational and the Jack Daniels World Championships at the end of the contest year.

Growing this competition takes a dedicated team of certified judges, a trained coordinator, and national representatives from the Kansas City BBQ Society (KCBS) to over see the competition, and a large prize purse.

For us to do this, it takes sponsors. We have taken the contest to the next level to put Aberdeen and the event on the map. Now we are asking for you to be involved!

Sponsorship Options:

___ Grand Champion - \$1000 and Trophy.....**Total contribution \$1300.00**
You receive: Name and logo on all promotional materials with this level including trophy, website, printed material, radio mention, stage mention, banner, and present prize to winner, and photo with winner. Photo, name and logo will be used in K SBS Bullsheet National Newsletter and future marketing material.

___ Reserve Grand Champion \$500 and Trophy.....**Total Contribution \$800.00**
You receive: Name and logo on all promotional materials with this level including trophy, website, printed material, radio mention, stage mention, banner, and present prize to winner, and photo with winner.

___ Choose a Meat Competition.....**Total contribution \$800.00 per competition**

Meat Competitions

- ___ Chicken Competition
- ___ Pork Competition
- ___ Pork Ribs Competition
- ___ Brisket Competition
- 1st place Meat \$150 and Trophy
- 2nd place Meat \$125 and Trophy
- 3rd place Meat \$100 and Trophy
- 4th place Meat \$75 and Trophy
- 5th place Meat \$50 and Trophy
- 6-10th place Meat Ribbons

You receive: Name and logo on all promotional materials with this level including trophy, website, printed material, radio mention, stage mention, banner, and present prize to winner, and photo with winner. (4 sponsors are needed for this—1st come-1st choice of Meat Competition)

Sponsors also receive business and exposure in 2 ways! 1) Contests will be asked to purchase their supplies from our sponsors. Contestants will be given all our sponsors valuable information such as phone number, address, and website to make arrangements for their supplies prior to arriving and convenience while in our community. 2) Sponsors will also be given the option of a free 10X10 booth during Saturday's cook-off in the contestants' area.

Will you consider being a sponsor? If you have any questions, we would be happy to meet with you. Time is important as we are already receiving entries in the competition; therefore we need to hear from you soon. Our deadline to know if you want to be a part of this exciting new contest is March 20th. No need to send money now—we are only looking for your commitment to partner with us. We look forward to hearing from you soon.

Georgia Smith – ADA Events & Marketing Manager & Peri Erdmann –BBQ Contest Coordinator



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Additional Pig Out Sponsorship Opportunities

(North Stage) Sponsor \$2,000

Your (self provided) banner hung on stage
Logo & weblink on www.GreatPigOut.com
4 free passes to event (2-Friday & 2 Saturday)
1 free wristband to carnival
Name all event posters
Name on all event programs
Numerous name mentions during event entertainment breaks
Listed in thank-you sent to newspaper post event

Carnival Sponsor \$1,500

Your (self-provided) banner hung in Carnival District
Name &/or Logo on all posters
Logo on all Pig Out posters
Logo on all Pig Out programs
Named sponsor in all press releases – (pre-sales of tickets prior to event)
2 free wristbands to carnival
Logo & weblink on www.GreatPigOut.com
Numerous name mentions during event entertainment breaks
Opportunities to get your employees involved with event for additional business exposure
Opportunities to get your business involved prior to the Pig Out with lead-in events
Listed in thank-you sent to newspaper post event

Comfort Station Sponsor \$1000

Sign placed inside and outside of all **10** port-a-pots for **2** days stating *"This comfort station was thoughtfully provided for you by (company name w/ logo & business info)"*.
Logo & weblink on www.GreatPigOut.com
Name all event posters
Name on all event programs

(South Stage) 'Showmobile' Stage Sponsor \$1,000

Your (self provided) banner hung on stage
Logo & weblink on www.GreatPigOut.com
2 free passes to event (Saturday)
Name all event posters
Name on all event programs
Numerous name mentions during event entertainment breaks
Listed in thank-you sent to newspaper post event

Beer Tent Sponsor \$500 (per tent - 2 tents)

6-12 Employees manning gate wearing your corporate apparel per day
Self provided sign or banner hung at tent
Logo & weblink on www.GreatPigOut.com
Name on all event posters
Name on all event programs
Listed in thank-you sent to newspaper post event

Gate Sponsor \$250 (per gate-4 total)

6-12 Employees manning gate wearing your corporate apparel per day
Self provided sign or banner hung at gate
Logo & weblink on www.GreatPigOut.com
Name on all event posters
Name on all event programs
Listed in thank-you sent to newspaper post event