



**3<sup>rd</sup> annual**  
**Eastern Carolina BBQ Throw Down**  
October 8 & 9, 2010

**Be a Part of the BBQ Throw Down by Becoming a Sponsor**

Does your company do business in Rocky Mount or North Carolina? Are you looking for cost effective opportunities to show your support of the community and promote your company?

If you answered yes, you should consider becoming a sponsor of the Eastern Carolina BBQ Throw Down. 2010 marks the third year for the national barbecue competition to be held in Rocky Mount at the 29<sup>th</sup> annual Down East Festival. Sanctioned by the Kansas City Barbeque Society, the BBQ Throw Down is proclaimed as a state championship by North Carolina Governor, Bev Purdue.

Cook teams and judges are traveling from all over North Carolina and as far away as Ohio, Kansas, Florida and New York to participate in the BBQ Throw Down. In addition to those that attend, thousands more are being exposed to our advertisements and public relation efforts via radio, newspapers, billboards, flyers and the Internet. Over \$40,000 is spent on advertisement, much of it in-kind sponsorships. We offer sponsors a wide array of advertising opportunities and benefits in exchange for your tax-deductible cash donation.

Best of all, sponsors of the Eastern Carolina BBQ Throw Down are invited to be a part of the awards ceremony on Saturday, October 9<sup>th</sup> at 4:00 p.m. Have your company name on an award or awards and present it to the winning cook team. (Sponsors may sponsor more than one award. See sponsorship levels for details.)

The [sponsor agreement](#) lists the many benefits and promotional opportunities available to sponsors. For more information on becoming an official sponsor of the Eastern Carolina BBQ Throw Down, please contact Debbie Julio at 252-972-1159.



**Sponsorship Opportunities**

(Cash contributions only)

Title Sponsor - \$15,000

Presenting Sponsor - \$7,500

Grand Champion Sponsor - \$5,000

Reserve Grand Champion Sponsor - \$2,500

1<sup>st</sup> Place Sponsor - \$1,000

2<sup>nd</sup> Place Sponsor - \$750

3<sup>rd</sup> Place Sponsor - \$500



# Eastern Carolina BBQ Throw Down

October 8 & 9, 2010

## Sponsorship Agreement



Business Name (as it is to appear in advertising): \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Sponsorship Level

(please check)

\_\_\_\_\_ Title (\$15,000)      \_\_\_\_\_ Presenting (\$7,500)

\_\_\_\_\_ Grand Champion (\$5,000)      \_\_\_\_\_ Reserve Grand Champion (\$2,500)

\_\_\_\_\_ 1<sup>st</sup> Place (\$1,000)      \_\_\_\_\_ 2<sup>nd</sup> Place (\$750)      \_\_\_\_\_ 3<sup>rd</sup> Place (\$500)

***Only one Title Sponsor. Only one sponsor for Grand Champion, and Reserve Grand Champion will have name on trophy.***

In order to receive recognition in printed materials, sponsorship agreement including payment must be submitted by **August 3, 2010**. I am authorized to enter into this agreement on behalf of the company/agency listed on this agreement and I understand that all conditions are tax deductible within the limits described by law.

Signature \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_\_ Check enclosed      \_\_\_\_\_ Send invoice

***Checks made payable to: City of Rocky Mount***

*Please send agreement to:*

Rocky Mount Parks & Recreation  
Eastern Carolina BBQ Throw Down  
P.O. Box 1180  
Rocky Mount, NC 27802-1180

252.972.1159

www.ecbbqthrowdown.com  
downeast.rockymountnc.gov

2010 Eastern Carolina BBQ Throw Down  
**Sponsorship Levels**  
(Cash contributions only)



**Title Sponsor - \$15,000** (one sponsor only)

- Event titled *"Your Business Name" Eastern Carolina BBQ Throw Down*
- Company name on all trophies
- All advertisement listed as *"Your Business Name" Eastern Carolina BBQ Throw Down*
- Participation in awards ceremony
- Company banner at awards ceremony and other locations at BBQ Throw Down
- Company logo prominently on all BBQ Throw Down and Down East Festival advertisement
- Company logo displayed on website with link to your site
- Company logo displayed on Down East Festival program/programs available to be distributed at your business
- Company coupons inserted in BBQ mailings and goody bags for cook teams & judges
- On-site promotional opportunities provided in prime locations, and may sell, or give away imprinted promotional materials
- Commemorative gift
- Company logo on BBQ t-shirt
- (10) complementary BBQ t-shirts
- (10) complementary tickets to Luncheon with BBQ Cook Teams

**Presenting Sponsor - \$7,500**

- All advertisement listed as follows unless there is a Title Sponsor:  
**Eastern Carolina BBQ Throw Down**  
presented by *Your Company Name*
- Participation in awards ceremony
- Company banner at awards ceremony and other locations at BBQ Throw Down
- Company logo prominently on all BBQ Throw Down and Down East Festival advertisement
- Company logo displayed on website with link to your site
- Company logo displayed on Down East Festival program/programs available to be distributed at your business
- Company coupons inserted in BBQ mailings and goody bags for cook teams & judges
- 20' x 40' vendor space at BBQ Throw Down and/or 10' x 40' vendor space at the Main Street Market at the Down East Festival
- Company name listed on BBQ t-shirt
- (8) complementary BBQ t-shirts
- (8) complementary tickets to Luncheon with BBQ Cook Teams

**Grand Champion Sponsor - \$5,000** (only one sponsor's logo on trophy – first come first serve)

- Company logo on Grand Champion Trophy
- Participation in awards ceremony
- Company banner at awards ceremony and other locations at BBQ Throw Down
- Company logo prominently on all BBQ Throw Down and Down East Festival advertisement
- Company logo displayed on website with link to your site
- Company logo displayed on Down East Festival program/programs available to be distributed at your business
- Company coupons inserted in BBQ mailings and goody bags for cook teams & judges
- 20' x 20' vendor space at BBQ Throw Down or 10' x 30' vendor space at the Main Street Market at the Down East Festival
- Company name listed on BBQ t-shirt
- (6) complementary BBQ t-shirts
- (6) complementary tickets to Luncheon with BBQ Cook Teams

Sponsorship Levels (continued) – 2010 Eastern Carolina BBQ Throw Down

**Reserve Grand Champion Sponsor - \$2,500** (only one sponsor's logo on trophy – first come first serve)

- Company logo on Reserve Grand Champion Trophy
- Participation in awards ceremony
- Company banner at BBQ Throw Down
- Company logo on all BBQ Throw Down and Down East Festival advertisement
- Company logo displayed on website with link to your site
- Company logo displayed on Down East Festival program/programs available to be distributed at your business
- Company coupons inserted in BBQ mailings and goody bags for cook teams & judges
- 10' x 30' vendor space at the Main Street Market at the Down East Festival
- Company name listed on BBQ t-shirt
- (4) complementary BBQ t-shirts
- (4) complementary tickets to Luncheon with BBQ Cook Teams

### **1<sup>st</sup> Place Sponsor - \$1,000**

(one sponsor for each 1<sup>st</sup> place category: chicken, pork ribs, pork & beef brisket)

- Company name on 1<sup>st</sup> Place Trophy
- Participation in awards ceremony
- Company banner at BBQ Throw Down
- Company logo on all BBQ Throw Down advertisement
- Company logo displayed on website with link to your site
- Company logo displayed on Down East Festival program
- Company coupons inserted in BBQ mailings and goody bags for cook teams & judges
- 10' x 20' vendor space at the Main Street Market at the Down East Festival
- Company name listed on BBQ t-shirt
- (3) complementary BBQ t-shirts
- (3) complementary tickets to Luncheon with BBQ Cook Teams

### **2<sup>nd</sup> Place Sponsor - \$750**

(one sponsor each category: chicken, pork ribs, pork & beef brisket)

- Company name on 2<sup>nd</sup> Place Trophy
- Participation in awards ceremony
- Company logo on all BBQ Throw Down advertisement
- Company logo displayed on website with link to your site
- Company logo displayed on Down East Festival program
- Company coupons inserted in BBQ mailings and goody bags for cook teams & judges
- 10' x 20' vendor space at the Main Street Market at the Down East Festival
- (2) complementary ticket to Luncheon with BBQ Cook Teams

### **3<sup>rd</sup> Place Sponsor - \$500**

(one sponsor each category: chicken, pork ribs, pork & beef brisket)

- Company name on 3<sup>rd</sup> Place Trophy
- Participation in awards ceremony
- Company name listed on some BBQ Throw Down advertisement
- Company logo displayed on website with link to your site
- Company name listed on Down East Festival program
- 10' x 10' vendor space at the Main Street Market at the Down East Festival
- (1) complementary ticket to Luncheon with BBQ Cook Teams

If your company sponsors more than one 1<sup>st</sup> through 3<sup>rd</sup> place trophy,  
your rewards go up accordingly by sponsorship amount.