



## City of Kennesaw Pigs & Peaches BBQ Festival

**Friday; August 20, 2021**

**6:00 pm – 10:00 pm**

**Saturday; August 21, 2021**

**10:00 am – 10:00 pm**

### **2021 SPONSORSHIP OPPORTUNITIES**

It's time once again for festival fans and music lovers to converge in Kennesaw for two days of good eats, music, and family fun! Check out up-and-coming artists and established talent on three stages of entertainment while scarfing down some of the best festival food in the Southeast. Stroll around and savor the smells. Shop, eat, drink and interact with over 200 vendors and exhibitors.

Keep the little ones laughing and playing for hours in the Kids Zone—a family-friendly playground of inflatable jumpers, amusements and attractions. The festival will be capped off on Saturday with a spectacular fireworks finale at 9:30 PM.

The festival features a Kansas City Barbecue Society sanctioned competition, recognized as a Georgia State Championship event, as well as Backyard BBQ, Anything Butt and Peach Dessert Contests, and a Kids' Que Cook-off. Over \$16,000 in cash and prizes will be awarded to contest winners. Huge crowds are expected with over 50,000 of your friends and neighbors.

#### **Presenting Sponsor**

- Industry category exclusivity
- On-site display space (up to 20' x 60' and tent, table and chairs included)
- Presenting Sponsor in all facets of the ad campaign
- Company logo listed in all print material as Presenting Sponsor
- Exclusive ad space on digital board and logo as Presenting Sponsor on digital board
- Included in social media campaign as Presenting Sponsor
- Inclusion in no less than 20 stage announcements as Presenting Sponsor
- Logo on T-shirt as Presenting Sponsor (4- festival polo shirts and 8 T-shirts)
- Access to Hospitality Suite
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and hyperlink on festival website - [www.pigsandpeaches.com](http://www.pigsandpeaches.com)

**INVESTMENT: Starting at \$10,000**

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## **Gold Sponsor**

- Industry category exclusivity
- On-site display space (up to 20' x 40' and tent, table and chairs included)
- Naming rights to one (1) event asset (asset opportunities – circle one: **Concert | Fireworks**)
- Company logo listed in all print material
- Included in social media campaign
- Inclusion in no less than 10 stage announcements
- Logo on T-shirt as Gold Sponsor (2- festival polo shirts and 4 T-shirts)
- Access to Hospitality Suite
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and hyperlink on festival website - [www.pigsandpeaches.com](http://www.pigsandpeaches.com)

**INVESTMENT: \$7,500**

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## **Silver Level**

- Industry category exclusivity
- On-site display space (up to 20' x 20' and tent, table and chairs included)
- Naming rights to one (1) event asset (asset opportunities – circle one: **Entertainment Stage | Food Court | BBQ Competition**)
- Company logo listed in all print material
- Included in social media campaign
- Inclusion in no less than 5 stage announcements
- Logo on T-shirt as Silver Sponsor (2- festival polo shirts and 2 T-shirts)
- Access to Hospitality Suite
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and hyperlink on festival website - [www.pigsandpeaches.com](http://www.pigsandpeaches.com)

**INVESTMENT: \$5,000**

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## **Bronze Level**

- On-site display space (up to 10' x 20' and tent, table and chairs included)
- Sampling permitted (sample size and item must be approved)
- Naming rights to one (1) event asset (asset opportunities – circle one: **ATMs | Food Court | Kids Zone | Hospitality Area**)
- Company logo listed in all print material
- Included in social media campaign
- Inclusion in no less than 2 stage announcements
- Logo on T-shirt as Bronze Sponsor (1- festival polo shirts and 2 T-shirts)
- Access to Hospitality Suite
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and hyperlink on festival website - [www.pigsandpeaches.com](http://www.pigsandpeaches.com)

**INVESTMENT: \$3,000**

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### **Blue Ribbon Level**

- On-site display space (up to 10' x 10' and tent, table and chairs included)
- Listed on T-shirt (2- festival T-shirts)
- Access to Hospitality Suite
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and hyperlink on festival website - [www.pigsandpeaches.com](http://www.pigsandpeaches.com)

**INVESTMENT: \$1,000**

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### **Red Ribbon Level**

- Listed on T-shirt (2- festival T-shirts)
- Access to Hospitality Suite
- Opportunity to provide literature or promotional items in hospitality bags
- Logo and hyperlink on festival website - [www.pigsandpeaches.com](http://www.pigsandpeaches.com)

**INVESTMENT: \$250**

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## Sponsor Application

Presenting  
\$10,000

Gold  
\$7,500

Silver  
\$5,000

Bronze  
\$3,000

Blue Ribbon  
\$1,000

Red Ribbon  
\$250

If you are interested in participating in the 2021 City of Kennesaw Pigs & Peaches BBQ Festival, please fill-out this form completely and mail it to us with your payment. Please make check payable to: JRM Management Services, Inc. Any sponsor above Silver Level may require a separate detailed agreement.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_ Title: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office: \_\_\_\_\_ Cell: \_\_\_\_\_ E-mail: \_\_\_\_\_

List Product / Promotion (anything not listed may not be permitted) \_\_\_\_\_

If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below. Signing this contract will authorize JRM Management to charge the amount specified in the CCA, if your application is accepted. If you are not accepted, you will not be charged, and your application will be returned. **No refunds will be given for cancellation of the event due to inclement weather or circumstances beyond our control.** I have read and fully understand all the details as set forth and agree to abide by all exhibit rules and regulations, which are part of this contract. I hereby agree to indemnify and hold harmless City of Kennesaw, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2021 City of Kennesaw Pigs & Peaches BBQ Festival, from any loss, claim, penalty or lawsuit in any way arising from my operation or involvement in the festival.

### APPLICATION MUST BE SIGNED.

SIGNATURE: \_\_\_\_\_ DATE \_\_\_\_\_

Circle one:	VISA	MASTERCARD	AMEX
Credit Card Number:	_____		Billing Zip: _____
Exp Date:	_____ 3-digit security code on back (4 - digit front for AMEX): _____		Amt: _____
I _____ (print name of card holder) hereby represent that I have the authority to execute the credit card authorization and agree that this authorization will be effective for the amount (above) and on the date signed (below). I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original, and this Credit Card Authorization (CCA) cannot be revoked.			
Cardholder's Signature:	_____		Date: _____