



8TH ANNUAL MAULDIN BBQ COOK-OFF SEPT. 20 & 21, 2019

LIVE MUSIC × BEER & WINE × FREE ENTRY

The Mauldin BBQ Cook-off features more than 20 cookers from all over the Southeast, competing to bring the best BBQ to Mauldin. The festival opens Friday night with our Anything Butt competition, where participating cookers serve anything BUTT their BBQ to pique your tastebuds – the only way to know what’s cooking is to come try it for yourself. Saturday features the main event, a BBQ Cook-off with a panel of certified ‘cue Tasters from the South Carolina Barbeque Association. The public will also have a chance to cast their vote for the best BBQ and the winner of the People’s Choice Award. Paired with live music and family fun, this can’t-miss festival is the perfect pig-out.

Presenting Sponsor | \$10,000 | 1 Available

- Company banner displayed at festival - *provided by sponsor*
- Company logo on marketing materials and tasting pass
- Complimentary tasting passes, wristbands and parking for ten (10)
- Vendor opportunity at event - *materials and setup provided by sponsor*

Stage Sponsor | \$5,000 | 1 Available

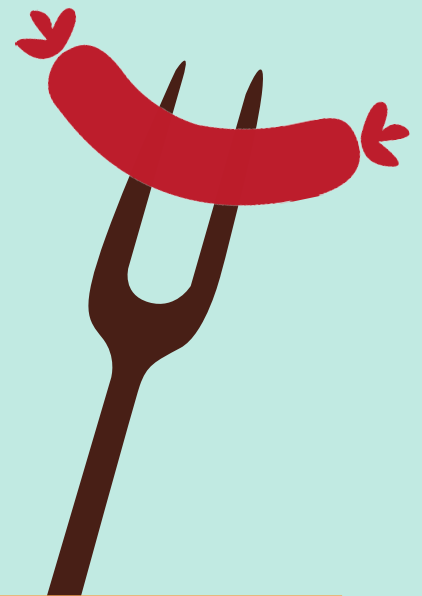
- Company banner displayed at festival - *provided by sponsor*
- Company logo on marketing materials
- Complimentary tasting passes, wristbands and parking for eight (8)

Anything Butt Sponsor | \$3,000 | 1 Available

- Company logo on marketing materials
- Company listed as sponsor on marketing materials
- Complimentary tasting passes, wristbands and parking for six (6)

Supporting Sponsor | \$1,000 | Unlimited

- Company listed as sponsor on marketing materials
- Complimentary tasting passes, wristbands and parking for two (2)



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BUTT WHAT'S IN IT FOR YOU?

Sure, you get some tasty 'cue, good tunes and a good time, but take a peek at the marketing value you're raking in.

PRINT MARKETING

- COMMUNITY JOURNALS
 - Greenville Journal
 - 6 ads/event
 - 62,556 readers/week
 - \$8,480 marketing value
 - TOWN
 - 1 ad/event
 - 6,166 readers/month
 - \$2,950 marketing value
- GREENVILLE NEWS
 - Greenville News (Sunday)
 - 5 ads/event
 - 302,133 readers/week
 - \$7,500 marketing value
 - eGreenville
 - 5 ads/event
 - 850 locations/week
 - \$7,000 marketing value
- THE SENTINEL
 - 3 ads/event
 - 20,000 readers/month
 - \$1,200 marketing value
- EDIBLE UPCOUNTRY
 - 1 ad + 1 e-blast/event
 - 5,250 readers/month
 - 4,000 e-blast subscribers
 - \$596 marketing value
- DIRECT MAIL
 - 25,000 homes
 - \$10,000 marketing value

- POSTERS/FLIERS
 - 150 distributed
 - 150 locations
 - \$300 marketing value

DIGITAL MARKETING

- BILLBOARDS & LED DISPLAY
 - 3 boards/event
 - 131,000+ views/week
 - \$3,500 marketing value
- EVENT CALENDARS
 - 30+ calendars
- CENTER SOCIAL MEDIA
 - Facebook
 - 50 posts/ads per event
 - 2,369 followers
 - \$500 marketing value
 - Twitter
 - 50 posts/event
 - 453 followers
 - Instagram
 - 20 posts/event
 - 387 followers
- CENTER WEBSITE
 - 12 months on website
 - 8,000 views/month

RADIO MARKETING

- iHEART MEDIA
 - 140 spots/event
 - 266,500 listeners/week
 - \$4,000 marketing value

- SALEM MEDIA
 - 140 spots/event
 - \$1,275 marketing value

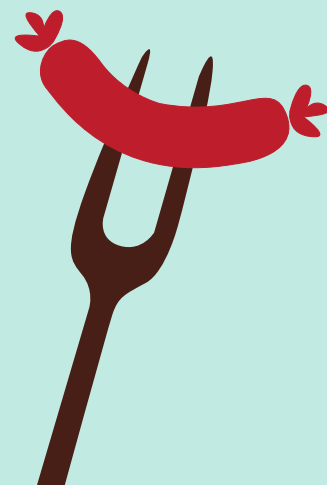
MATERIALS MARKETING

- EVENT BANNERS
 - 1 banners/event
 - 2,000+ views/week
- EVENT SWAG
 - 2 items
 - 2,000+ attendees/
event

TOTAL MARKETING VALUE

\$47,000+

PLUS countless exposure from social media, website views, event banners, and more.



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