



7th Annual Riverside Blues, Brews, & BBQ Festival

October 7th, 2017

Franklin County Fairgrounds, Greenfield, Massachusetts



August 22, 2017

Dear Sponsors,

The Greenfield Recreation Department are once again hosting the Riverside Blues, Brews, & BBQ Festival in Greenfield, MA on October 7th, 2017. In hopes to continue to grow the event, we are moving! This year's competition will be held at the Franklin County Fairgrounds, and we expect it to be bigger and better than ever!

This year's festival will once again feature two competitions, a Northeast Barbecue Society grilling contest along with an official state championship Kansas City Barbeque Society Barbeque contest. The one day event will feature a stage reverberating with the sounds of national Blues musicians, live cooking demos, themed competitions, lawn games, and a beer tent provided by Lefty's Brewing Company.

This event cannot be possible without the help of sponsors! Now is your chance to take advantage of a unique marketing opportunity that will give your company national exposure. Please review our sponsorship opportunities available for this event. With your help, we can continue to enhance an event that will draw contestants and spectators from many different regions of the country, which will not only benefit the Recreation Department, but will have a positive impact on our local economy.

Sincerely,

Christy L. Moore
Recreation Director

Sanctioned by:



SPONSORSHIP LEVELS

| | "Prime Cut" Platinum \$5,000 | "Choice Cut" Grillin' Gold \$2,500 | "Select Cut" Sizzlin' Silver \$1,000 | Burnin' Bronze \$500 | Bad to the Bone \$250 | Fired up Friend \$100 |
|--------------------------------|------------------------------------|--|--|----------------------------|-----------------------------|-----------------------------|
| Exclusivity | 🔥 | | | | | |
| Logo in national KCBS Ad | 🔥 | | | | | |
| BBQ Award Presenter | 🔥 | 🔥 | | | | |
| Live Recognitions | 🔥 | 🔥 | | | | |
| First Right of Refusal | 🔥 | 🔥 | | | | |
| Logo in all Print & Media Ads | 🔥 | 🔥 | 🔥 | | | |
| Logo on Banners & Site Signage | 🔥 | 🔥 | 🔥 | 🔥 | | |
| Vendor Space | 🔥 | 🔥 | 🔥 | 🔥 | | |
| Logo on T-Shirt | 🔥 | 🔥 | 🔥 | 🔥 | 🔥 | |
| Complimentary T-Shirts | 10 | 10 | 5 | 3 | 1 | |
| Banners Displayed at Event | 🔥 | 🔥 | 🔥 | 🔥 | 🔥 | |
| Website Advertising | Linked Logo | Linked Logo | Linked Logo | Logo | Listing | Listing |
| Company Info Contribution | 🔥 | 🔥 | 🔥 | 🔥 | 🔥 | 🔥 |

PLEASE SEE THE FOLLOWING PAGES FOR AN IN DEPTH LOOK AT WHAT YOUR SPONSORSHIP DOLLAR WILL DO FOR YOU!

Please Contact Christy Moore, Recreation Director with any questions:
413-772-1553 Fax 413-773-0115 christym@greenfield-ma.gov

Or mail this form to:

Greenfield Recreation Department, 20 Sanderson Street, Greenfield, MA 01301





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SPONSORSHIP OPPORTUNITIES

"PRIME CUT" PLATINUM PRESENTING SPONSOR

TOTAL INVESTMENT: \$5,000 (*only one available*)

The premier opportunity with the greatest brand exposure

- 🔥 Featured logo position in print ads, website, and other event promotional materials (banners, signage, advertising, etc)
- 🔥 Featured logo in the Kansas City Barbeque Society national publication, *The Bullshead*
- 🔥 Company website link from logo on event website and event Facebook
- 🔥 Multiple locations for company banners and signs during the event
- 🔥 Opportunity to contribute company information, product, etc to BBQ contestants
- 🔥 Vendor space for you to sell or display your company's product or service
- 🔥 Presenter of Grand Champion and Reserve Grand Champion BBQ awards
- 🔥 Live recognitions throughout the event
- 🔥 Sponsor logo on event T-shirt with 10 complimentary T-shirts
- 🔥 Sponsor to be given the first right of refusal at next year's event at the "Prime Cut" Platinum Presenting Sponsorship level

"CHOICE CUT" GRILLIN' GOLD SPONSOR

TOTAL INVESTMENT: \$2,500 (*only four available*)

- 🔥 Logo in print ads, website, and other event promotional materials (banners, signage, advertising, etc)
- 🔥 Space to display your company banners or logo on main stage
- 🔥 Company website link from logo on event website and event Facebook
- 🔥 Opportunity to contribute company information, product, etc to BBQ contestants
- 🔥 Vendor space for you to sell or display your company's product or service
- 🔥 Presenter of BBQ Competition individual category awards
- 🔥 Live recognitions throughout the event
- 🔥 Sponsor logo on event T-shirt with 10 complimentary T-shirts
- 🔥 Sponsor to be given the first right of refusal at next year's event at the "Choice Cut" Grillin' Gold Sponsor Presenting Sponsorship level



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“SELECT CUT” SIZZLIN’ SILVER SPONSOR

TOTAL INVESTMENT: \$1,000

- 🔥 Logo in print ads, website, and other event promotional materials (banners, signage, advertising, etc)
- 🔥 Space to display your company banners or logo at the event
- 🔥 Company website link from logo on event website and event Facebook
- 🔥 Opportunity to contribute company information, product, etc to BBQ contestants
- 🔥 Vendor space for you to sell or display your company’s product or service
- 🔥 Sponsor logo on event T-shirt with 5 complimentary T-shirts

BURNIN’ BRONZE SPONSOR

TOTAL INVESTMENT: \$500

- 🔥 Inclusion of logo on banners and on site signage
- 🔥 Space to display your company banners or logo at the event
- 🔥 Company logo on event website
- 🔥 Opportunity to contribute company information, product, etc to BBQ contestants
- 🔥 Vendor space for you to sell or display your company’s product or service
- 🔥 Sponsor logo on event T-shirt with 3 complimentary T-shirts

BAD TO THE BONE SPONSOR

TOTAL INVESTMENT: \$250

- 🔥 Space to display your company banners or logo at the event
- 🔥 Company listing on event website
- 🔥 Opportunity to contribute company information, product, etc to BBQ contestants
- 🔥 Sponsor logo on event T-shirt with 1 complimentary T-shirt

FIRED UP FRIEND

TOTAL INVESTMENT: \$100

- 🔥 Company listing on event website
- 🔥 Opportunity to contribute company information, product, etc to BBQ contestants

SMOKIN’ MEDIA SPONSOR

The benefits for media sponsors will be determined based on investment value and will be comparable to other sponsorships of similar investment. Please contact Christy Moore, Recreation Director, at (413)772-1553 or christym@greenfield-ma.gov to discuss specific media sponsor plans.



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Sponsorship Participation Form

Yes! I would like to support Riverside Blues, Brews, & BBQ Festival. Please sign me up for:

- "Prime Cut" Platinum Presenting Sponsor \$ 5,000
- "Choice Cut" Grillin' Gold Sponsor \$ 2,500
- "Select Cut" Sizzlin' Silver Sponsor \$ 1,000
- Burnin' Bronze Sponsor \$ 500
- Bad to the Bone Sponsor \$ 250
- Fired up Friend \$ 100
- Smokin' Media Sponsor \$ _____

Sanctioned by:



- Please accept my donation of \$ _____ to support the Riverside Blues & BBQ.
- I would like to sponsor the Festival in another way, please contact me.
- I would like to place an item in the BBQ contestants' goodie bags.
- I would like to volunteer at this festival.

CONTACT INFORMATION

Your Name: _____ Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

PAYMENT INFORMATION

I have enclosed \$ _____
Please make checks payable to the Greenfield Recreation Department

Signature: _____ Date: _____



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