



#### \$5000 PRESENTING SPONSOR (exclusive)

- Top logo position as the official presenting sponsor of the Pitmaster Showcase.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: Logoed windscreen on event parameter fencing.
- Top exposure within:
  - Media exposure via event press release, media invitations & communications
  - Social Media Top Influencers, Food Critics & Bloggers
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Linked on the Events webpage
  - Tagged in related posts on the City of Roanoke social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space
  - Event Tickets (10)

#### \$4500 PITMASTER PITS (exclusive)

- Premiere logo position as the official sponsor of the Pitmaster Pits.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: Company logo added to Booth Signage at each Pitmaster Pit (up to 25).
- Top exposure:
  - Media exposure via event press release, media invitations & communications
  - Social Media Top Influencers, Food Critics & Bloggers
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Linked on the Events webpage
  - Tagged in related posts on the City of Roanoke social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space
  - Event tickets (8)

#### **\$4000 MAIN STAGE (exclusive)**

- Premiere logo position as the official sponsor of the Main Stage.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: VIP stage seating (8) plus refreshments.
- Top exposure within in:
  - Media exposure via event press release, media invitations & communications
  - Social Media Top Influencers, Food Critics & Bloggers
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Linked on the Events webpage
  - Tagged in related posts on the City of Roanoke social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space
  - Event tickets (6)

#### **\$3500 CULINARY LEGENDS Q&A SESSION (exclusive)**

- Tiered logo position as the official sponsor of the Culinary Legends Q&A.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: Choice of cookbook, recipe or meal from a Legends location (dependent on availability).
- Tiered exposure in:
  - Media exposure via event press release, media invitations & communications
  - Social Media Top Influencers, Food Critics & Bloggers
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Linked on the Events webpage
  - Tagged in related posts on the City of Roanoke social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space
  - Event tickets (4)

#### **\$3000 CULINARY BBQ COOKING CLASS (exclusive)**

- Tiered logo positioning as the official sponsor of the Culinary Cooking Class.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.

- Post event promotion via video.
- BONUS: Private cooking class with Pitmaster Pro.
- Tiered exposure within
  - Media exposure via event press release, media invitations & communications
  - Social Media Top Influencers, Food Critics & Bloggers
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Linked on the Events webpage
  - Announcements at other City events
  - 10 x 10 Sponsor booth space
  - Event tickets (2)

#### **\$2500 BBQ EVENT T-SHIRTS**

- Logo inclusion as the official sponsor of the Event T-Shirts.
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: Event Tees (10).
- Logo placement on:
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space

#### **\$2000 FOODIE TRAYS**

- Logo inclusion as the official sponsor of the showcase Foodie Trays.
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: Logo on event map placed on each tray (750).
- Logo placement on:
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space

#### **\$1500 DINING TENTS**

- Logo inclusion as the official sponsor of the Dining Tents (3).
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: Logo on table tent cards to be placed on all tent tables (30).

- Logo placement on:
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space

#### **\$1000 GAMING & AX THROWING AREA**

- Logo inclusion as the official sponsor of the Gaming Area.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- Logo placement on:
  - Multiple newspaper and/or magazine advertisements
  - Printed material, event banners, signage and all social media platforms
  - Digital way finder signs on Oak Street
  - Announcements at other City events
  - 10 x 10 Sponsor booth space