



6th Annual Riverside Blues, Brews, & BBQ Festival

October 8th & 9th, 2016
 Beacon Field, Greenfield, Massachusetts



March 28, 2016

Dear Sponsors,

The Franklin County Rotary Club and the Greenfield Recreation Department are once again hosting the Riverside Blues, Brews, & BBQ Festival at Beacon Field in Greenfield, MA on October 8th & 9th, 2016. Previous years have been a great success, and the festival is continuing to grow.

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. This two day festival will also include a stage reverberating with the sounds of national Blues musicians, as well as a Brew Fest Sampling Saloon featuring both local and national distributors.

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 economic 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	🔥					
Front Cover Event Program Logo	🔥					
BBQ Award Presenter	🔥	🔥				
Live Recognitions	🔥	🔥				
First Right of Refusal	🔥	🔥				
Logo in all Print & Media Ads	🔥	🔥	🔥			
Logo on Banners & Site Signage	🔥	🔥	🔥	🔥		
Vendor Space	🔥	🔥	🔥	🔥		
Sponsor Certificate	🔥	🔥	🔥	🔥		
Event Program Ad Page Size	Full Page	Full Page	Half Page	Quarter Page	Eighth Page	
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 (program, 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
- 🔥 Logo on the cover of event program
- 🔥 Full page ad premium location (choice of inside or back cover) in event program
- 🔥 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
- 🔥 Framed sponsor certificate to display at your company
- 🔥 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 (program, 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
- 🔥 Full page ad in event program
- 🔥 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
- 🔥 Framed sponsor certificate to display at your company
- 🔥 Sponsor to be given the first right of refusal at next year's event at the "Choice Cut" Grillin' Gold Sponsor Presenting Sponsorship level

“SELECT CUT” SIZZLIN’ SILVER SPONSOR

TOTAL INVESTMENT: \$1,000

- 🔥 Logo in print ads, website, and other event promotional materials (program, 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
- 🔥 Half page ad in event program
- 🔥 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
- 🔥 Framed sponsor certificate to display at your company

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
- 🔥 Quarter page ad in event program
- 🔥 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
- 🔥 Framed sponsor certificate to display at your company

BAD TO THE BONE SPONSOR

TOTAL INVESTMENT: \$250

- 🔥 Space to display your company banners or logo at the event
- 🔥 Company listing on event website
- 🔥 Eighth of a page ad in event program
- 🔥 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 and program
- 🔥 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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