



***6th Annual Red, White & BBQ
Competition and Festival***

Sanctioned by the Kansas City Barbeque Society

***2012
Sponsorship
Opportunity***

*Memorial Day Weekend
May 25 – 27, 2012*

*Ty Warner Park
Westmont, IL*

Hosted By: Westmont Lions Club

www.westmontbbq.com

EXECUTIVE SUMMARY

6th Annual Red, White & Barbeque Competition and Festival

Dates:

May 25 – 27, 2012

Times:

Friday May 25th – 4:00 PM to 10:00 PM

VIP Reception (Private Event for Sponsors and Guests)

Live Music, Carnival, Food Vendors and Beverages (Public)

Saturday May 26th – Noon to 10:00 PM

Amateur Barbeque Contest and Awards (Up to 60)

Cooking Demonstrations, Craft Vendors

Commercial Exhibitors

Live Music, Carnival, Food Vendors and Beverages

Sunday May 27th – Noon to 9:00 PM

Professional Barbeque Competition (Up to 100)

Awards

Cooking Demonstrations, Craft Vendors

Commercial Exhibitors

Live Music, Carnival, Food Vendors and Beverages

Features:

7,000 to 10,000+ people are expected to attend from all over the Chicagoland and Tri-State area, up to 100 Professional Competitors, Up to 60 Amateur Competitors, Cooking Demonstrations, Free Live Music, Beer Tent, Midwest's Best BBQ Vendors, Craft Vendors, Commercial Exhibitors and an All Ages Carnival.

Cost to Attend:

FREE to the Public

Contact:

Chris Svitak, General Chairman

Phone: 630-768-1619

Email: chrissvitak@comcast.net

Postal: 130 W. Naperville Rd., Westmont, IL 60559

6 FACTS TO WHY YOUR COMPANY SHOULD SPONSOR

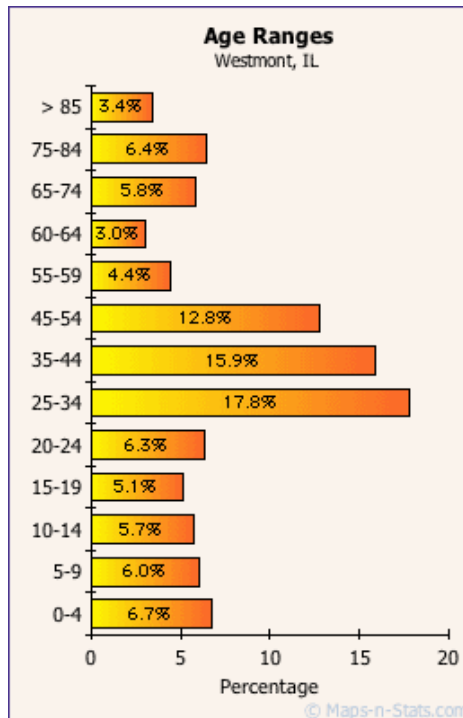
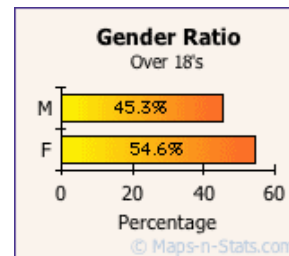
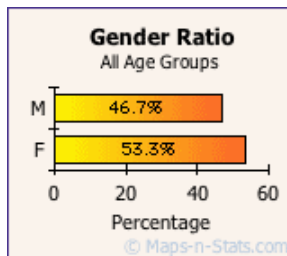
- ✓ Westmont's Slogan is "In the Middle of it All". This reflects having easy access to all major highways in the Chicagoland area.
- ✓ The Westmont Lions Club Red, White & Barbeque Competition and Festival is the largest sanctioned KCBS contest in Illinois.
- ✓ The Westmont Red, White & BBQ Competition and Festival is held at beautiful Ty Warner Park. The park is 36 acres and has multiple ball fields, a splash park and a large variety of recreational opportunities. Many large, well attended events are held in this park.
- ✓ The Governor of Illinois signs a State Proclamation to commemorate the event every year.
- ✓ This event is sanctioned by the Kansas City Barbeque Association (KCBS) which is the largest and most respected sanctioning authority of BBQ events. KCBS is nationally recognized. This is a great way to align your brand name with an event that grows yearly. Average annual growth is 22%.
- ✓ A survey conducted by the International Event Group (IEG), the worldwide authority in the sponsorship industry, revealed that local festivals have a higher audience loyalty than NASCAR. This survey concluded that 78% of the companies polled, agreed that participating in local festivals had a measurable impact in consumer sales of their product.



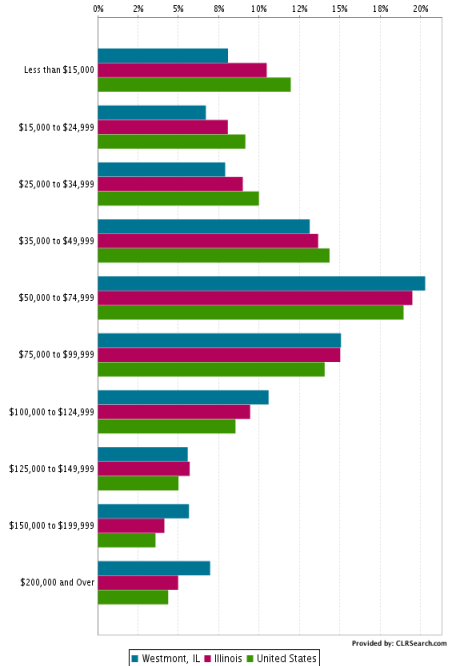
Market Demographics Westmont, IL (2010)

Westmont is a village in DuPage County, Illinois, United States. Westmont is a community of six square miles in area, with a 2010 population of 25,600. It is located approximately 18 miles west of the Chicago Loop in the southeastern portion of DuPage County, on the fringe of the Chicago Metropolitan Area

Westmont is home to such worldwide businesses such as Ty, Inc., SIRVA and Auto Nation. Several notable residents include Kara Salak (writer), Muddy Waters (father of Chicago Blues, d:1983) and Ty Warner (CEO: Ty Inc.).



2010 Household Income Statistics for Westmont, IL

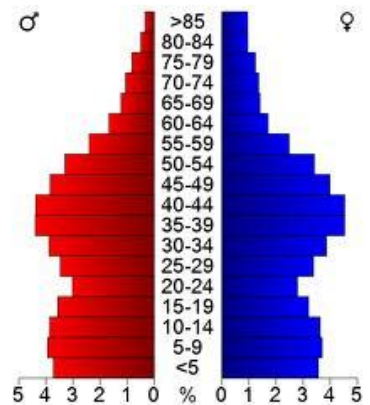
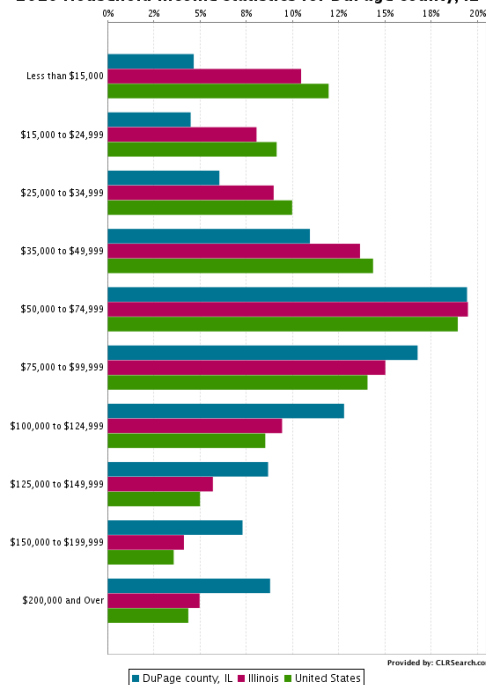


Market Demographics DuPage County (2010)

DuPage County is a county located in the U.S. state of Illinois. Its county seat is the city of Wheaton. This county is part of the Chicago metropolitan area. A special census in 2005 indicated the population to be 930,000, making it the second most populous county in Illinois after Cook County, which borders it to the north and east; the two counties account for half of the state's population. The population in 2010 is expected to reach 960,000. Adjacent counties of DuPage are Cook County with an estimated population of 5,294,664 and Will at an estimate of 681,097.

Long known as one of the nation's wealthiest counties, DuPage County has transformed itself from a primarily agricultural economy to one rich in many different types of commerce. Today, DuPage County boasts a personal per capita income which is the highest in the state. DuPage County's per capita income is also the highest in the Midwest; nineteen of the county's towns have average household incomes of over \$100,000.

2010 Household Income Statistics for DuPage county, IL



Sponsorship Opportunities

- ✓ The ability to brand your company to a captive audience
- ✓ Access to “piggyback” the festival’s marketing, promotion and PR campaigns, including printed media, television and radio. Included are sponsorship signage at the event
- ✓ Access to network your company at the festival in a prominent location
- ✓ Entertainment value for your employees and clients
- ✓ Exclusive access to all VIP events including the VIP reception on Friday evening
- ✓ Branding on “key” festival media including posters, radio and newspapers
- ✓ All sponsorship packages can be tailored to maximize the advantages for your company in order to meet your corporate objectives



LEVELS OF SPONSORSHIP

“Grand Champion Sponsor” (1 available) (\$10,000)

- The official name of the event would be “*Red, White & BBQ Competition and Festival Presented by...*”.
- Will be referred to in all advertising, print material and mentioned on stage throughout the event
- Logo displayed on all promotional material and website
- FREE promotional booth (up to a 20’ X 20’) during the festival event in a prominent location to promote your business
- Tickets to the Friday Night VIP Reception for your employees and important clients
- Individual webpage dedicated to your company with bio, logo and links to your company.
- Sole top banner ad on our website also.
- Vinyl banners printed with your choice of copy (i.e.: your logo, company motto, etc.) (up to 4) to be displayed in prominent locations
- Rights to use festival logo on your website and print material
- Your company name on all trophy’s awarded
- Complimentary beverage tickets
- Complimentary food tickets
- 10 Complimentary Red, White & BBQ t-shirts
- Public ½ page minimum thank you in our local newspaper

“Reserve Champion Sponsor” (\$5,000)

- Logo displayed on all promotional material and website
- FREE promotional booth (up to 10’ X 10’) during the festival event in a prominent location to promote your business
- Tickets to the Friday Night VIP Reception for your employees and important clients
- Webpage links dedicated to your company on the BBQ website.
Featured on rotating banner ads on our website
- Vinyl banners printed with your choice of copy (i.e.: your logo, company motto, etc.) (up to 2) to be displayed in prominent locations
- Rights to use festival logo on your website and print material
- Complimentary beverage tickets
- Complimentary food tickets
- Public ¼ page minimum thank you in our local newspaper

LEVELS OF SPONSORSHIP

“Professional BBQer Sponsor” (\$2500 to \$4999)

- Your logo displayed on all promotional material
- 10 tickets to the Friday Night VIP Reception for your employees and important clients
- Sponsorship of one of the Opening Entertainment acts (2 available)
- Public thank you from the main entertainment stage
- 1 Vinyl printed banner (i.e.: your logo, company motto, etc.)
- Right to use festival’s logo on your website
- Link to your website on our website with your logo
- Complimentary beverage tickets
- Complimentary food tickets
- Public thank you in our local newspaper“

“Amateur BBQer Sponsor” (\$1000 to \$2499)

- Logo displayed on all promotional material and website
- FREE promotional booth (up to 10’ X 10’) during the festival event in a prominent location to promote your business
- Tickets to the Friday Night VIP Reception for your employees and important clients
- Webpage links dedicated to your company on the BBQ website. Featured on rotating banner ads on our website
- Vinyl banners printed with your choice of copy (i.e.: your logo, company motto, etc.) (up to 2) to be displayed in prominent locations
- Rights to use festival logo on your website and print material
- Complimentary beverage tickets
- Complimentary food tickets
- Public ¼ page minimum thank you in our local newspaper

“Backyard BBQer Sponsor” (\$500 to \$999)

- Your logo displayed on all promotional material
- Invitation to the Friday night VIP Event
- Your logo on our sponsor boards at the event
- Right to use festival’s logo on your website
- Link to your website on our main web page with your logo
- Public thank you in our local newspaper

LEVELS OF SPONSORSHIP

“Sampler Sponsor” (\$250 to \$499)

- Invitation to the Friday night VIP Event
- Your logo on our sponsor boards at the event
- Your business logo displayed on our website

“Fire Starter Sponsor” (\$100 to \$249)

- Your logo displayed on sponsor board at event
- Your business name on our website



FESTIVAL PRODUCER

The 5th Annual Red, White and BBQ Competition and Festival is produced, managed and hosted by the Westmont Lions Club and the Westmont Jaycees. Both organizations are comprised solely of volunteers.

The Westmont Lions Club uses funds raised to assist the local blind and deaf with devices to aide them in being successful and productive in society. In 2011, the Westmont Lions Club helped over 60 people with vision care and 20 with hearing needs. The Lions Club has a worldwide network of over 1.3 million people.

The website to the Westmont Lions organization can be found at:

www.westmontlions.com

FESTIVAL PAST and FUTURE

The Westmont Red, White & BBQ Competition and Festival is celebrating it's 6th year in 2012. Each and every year since its inception, it has grown by an average of 25%.

In its inaugural year, 2007, there were 25 professional teams, 6 amateurs and an approximate 2500 visitors. In 2011, the event had grown over 60 professional competitors from across the United States, 40 amateurs competitors, a carnival, live music and was visited by well over 7000 people.

In 2012, we plan to invite several of the military bases (i.e.: Great Lakes Naval Training Center and other Reserve Installations) to the event to commemorate Memorial Day. We expect to see over 10,000 people during the weekend and are searching for well known music acts.

CONTACT INFORMATION

For all of your sponsorship questions and needs, please contact:

Chris Svitak, General Chairman

Email: chrissvitak@comcast.net

Phone: 630-768-1619

Visit the Red, White & BBQ website at:

www.westmontbbq.com

*****Sponsors (over \$2500) confirmed by March 1, 2012 will be placed into a drawing for a FREE 2nd promotional booth!***
(to be held on or about March 15, 2012)

*****All sponsorship packages can be customized to meet your promotional needs.***

*(Sponsorship benefits will not be "confirmed" until payment is received.)
(All sponsorship payments must be received o later than May 1, 2012)*



Westmont Red, White & BBQ Festival
May 25 – 27, 2012

Sign up now to maximize your exposure!

SPONSORSHIP REGISTRATION

Ty Warner Park in Westmont, Illinois www.westmontbbq.com

Festival Dates and Operating Hours:

Friday May 25, 2012 4PM –10PM
Saturday May 26, 2012 Noon –10PM
Sunday May 27, 2012 Noon – 9PM

Contact Information (please type or print legibly)

Event Contact Person: _____

Company: _____

Address: _____

City: State: Zip: _____

Phone: _____ Fax: _____

Email: Website: _____

Are you a Westmont Chamber Member? YES No

Method of Payment: Cash Check

Select Level of Sponsorship

<u>Sponsorship Category</u>	<u>Amount</u>
Fire Starter Sponsor: (\$100 -\$249)	\$ _____
Sampler BBQer: (\$250 -\$499)	\$ _____
Backyard BBQer: (\$500 -\$999)	\$ _____
Amateur BBQer: (\$1000 -\$2999)	\$ _____
Professional BBQer: (\$2500 -\$4999)	\$ _____
Reserve Grand Champion (\$5000)	\$ _____
Grand Champion (\$10,000 one available)	\$ _____

*(Sponsorship benefits cannot be "confirmed" until payment is received.)
(All sponsorship payments must be received no later than May 1, 2012)*