



THE BBQ BRETHREN
 PRESENTS THE 6TH ANNUAL
 2012 NY STATE
 CHAMPIONSHIP
 BBQ COMPETITION
 AND FUNDRAISER



Car
 Show
 Sat Aug 4th



Smokin' At The Maples



HOSTED AT THE MAPLES
 MANORVILLE, NY AUG 4-5, 2012
 SPONSORSHIP PROPOSAL

**Reach thousands of Long Islanders
 in a family friendly celebration of
 community, food and competition.**



The BBQ Brethren Fundraiser and NY State BBQ Championships

EVENT AT A GLANCE

Location: The Maples Bar, 10 Reyerson Road, Manorville NY **Date:** August 4-5, 2012
Fee: \$3 donation will be requested.

Type of Event

2 day BBQ Competition/Festival held at The Maples In Manorville. We will have live Entertainment, Craft Fairs, Food Vendors and a Custom Car Show Both Days. The contest is designed to bring in the local residents for participation in classes, demonstrations, possibly to compete in one of our championship cook-offs, and more importantly to view the showcased products of which yours may be one.

Fundraising

BBQ Brethren Events are always fundraisers. Previous events were to benefit organizations such as Breast Cancer Help, Cancer Sucks, The P.A.L Special Needs Children, Liberty USO, The Wounded Warriors, Make-A-Wish and we ALWAYS include Island Harvest in our events to feed those in need. **This years event will benefit the [John Thiesman Childrens Foundation](#). All net proceeds of sponsorships will be forwarded to JTCF. Your Sponsorship is tax deductible and you will receive a letter acknowledging your sponsorship. In the case of product or service sponsorships, the dollar value of your product will be acknowledged.**

Features:

The **Smokin' at The Maples** BBQ Contest is a NYS BBQ Championship, triple sanctioned by the Kansas City BBQ Society, The Mid Atlantic BBQ Association and The New England BBQ society, The BBQ Brethren Competition BBQ Federation and endorsed by the Governor's office in Albany with a signed proclamation by our Governor. Additionally we will have a custom car show on Saturday where some of Long islands hottest cars will be displayed. Both days will have BBQ vendors, Ice Cream and things for the kids.

What's this all about?:

The Battle of the BBQ Brethren Championship Contest series are identical to the ones seen on the TV Series BBQ Pitmasters, Best in Smoke, American Festivals and many others. Additionally, there will be a one day grilling challenge for a \$1500 prize pool and \$500 winner take all grilling shootout. The KCBS BBQ Championship should have a prize pool approaching \$10,000 depending on the number of teams to enter. Previous contests attracted from 35-50 teams from many states and local participation up to 15000 people.

The contest is a qualifier for the United States largest invitational championships as well as a member of the Empire State BBQ Championship. The winners of this Tri-Sanctioned NY State BBQ Championship will advance to the American Royal Nationals in Kansas City Missouri and The Jack Daniels Worlds Championship in Lynchburg Tennessee. The contest will have a prize pool of \$6000-\$10,000 depending on number of teams. It is not unusual for teams to come in from all over the country. We have hosted teams from the entire eastern seaboard as well as Texas, Missouri, California, and Florida.



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Who We Are:

The BBQ Brethren is the largest BBQ Federation in North America, with 30,000 members internationally, yet based out of Smithtown, Long Island. Known as the Heart of Long Island BBQ, The BBQ Brethren Events have driven a huge increase in interest by the general public in the world of Competition BBQ. This, in addition to the increased attention brought forth by network and cable television shows has driven steady growth to our BBQ events over the years. NY State alone now has 13 Sanctioned BBQ Contests, with 3 on Long Island. Our Goal is to grow to 5 in 2012, limited only by team saturation in the area. We have been featured several times in NY Newsday, Chicago Tribune, Los Angeles Times and have reached out on network TV to as far as the a popular Morning show, 'Good Morning Japan', to bring Traditional American BBQ to Japanese Culture.

Website: www.bbqbattleli.com, WWW.BBQ-Brethren.com

On behalf of The BBQ Brethren and its members we thank you for your consideration in making our event a great success. Should you have any questions please contact;

Phil Rizzardi

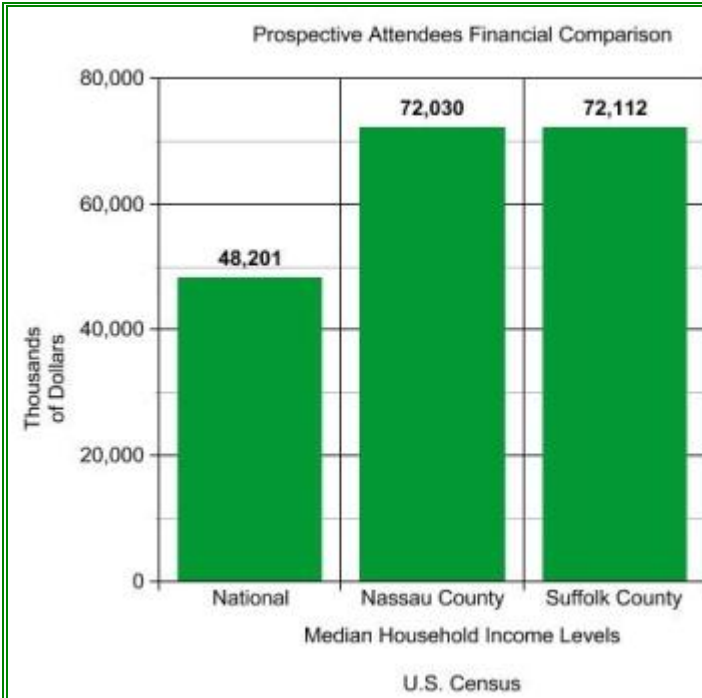
(631) 404-0866

PO box 58

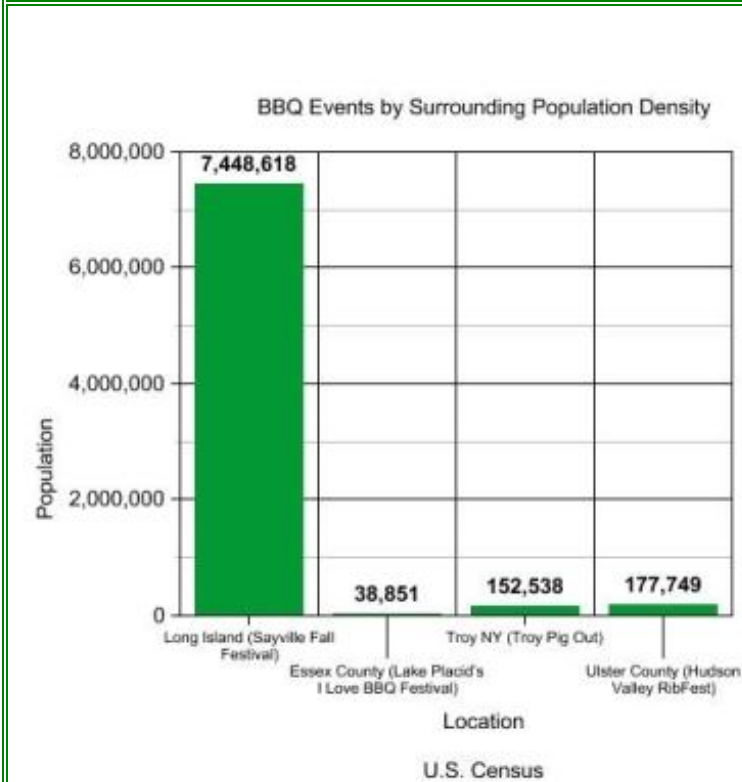
St. James, NY 11780

events@bbq-brethren.net

Statistics



This graph displays the median household income levels of homes in the areas surrounding Manorville's Smokin' at The Maples BBQ Competition as compared to the national median household income level.



This chart demonstrates the population density of the areas surrounding 3 of the most successful BBQ competitions in the NY area as compared to the event being run in the Long Island Areas.

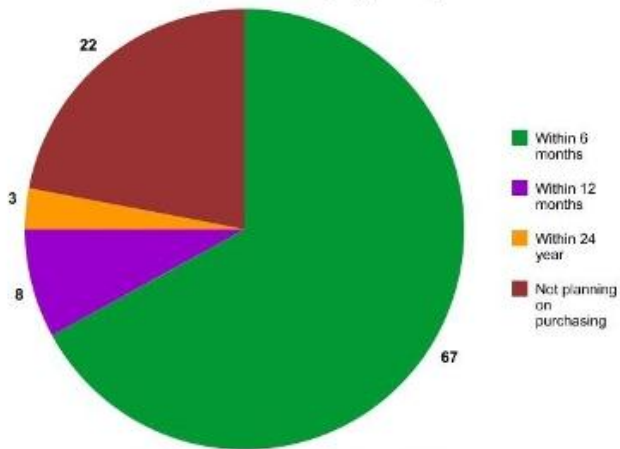
These events are all considered highly successful and their sponsors find significant value in their partnership and return yearly.

Due to our population density and marketing, the Manorville Contest offers our sponsors exposure that can eclipse many other events.

These charts represent an overview of the spending proclivities of BBQ enthusiasts. Each category represents a percentage of the respondents. The data was obtained via of polling and data sampling from the most prominent BBQ forums.

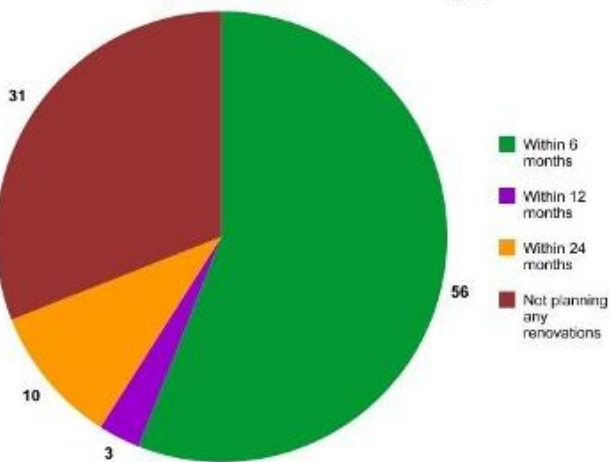
Vehicle purchases, vacation plans, home improvements, restaurant spending and BBQ competition equipment (cooking equipment, tents, utensils, etc.) are included.

Competitors Purchasing Equipment By %



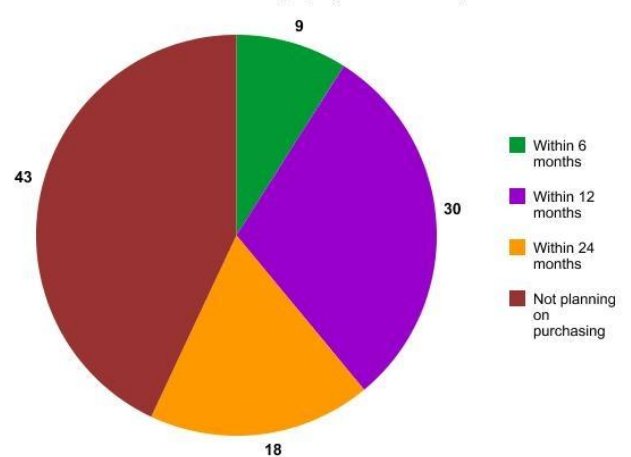
Polling and Data Sampling on BBQ Related Forums

Home Improvement Plans for BBQ Enthusiasts (by %)



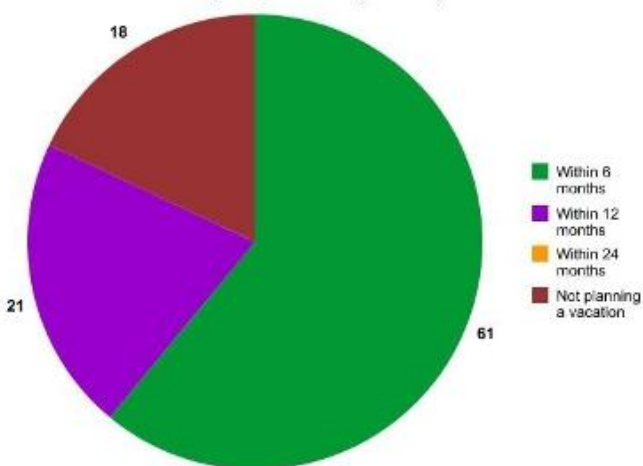
Polling and Data Sampling on BBQ Forums

Vehicle Purchasing By % (BBQ Enthusiasts)



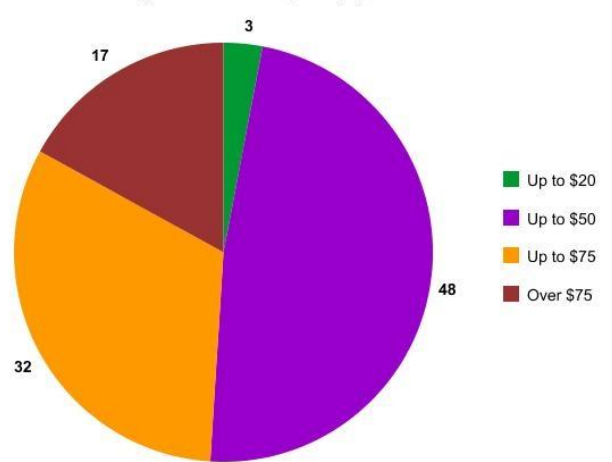
Polling and Data Sampling of BBQ Related Forums

Planning Family Vacations by % of Respondants



Polling and Data Sampling on BBQ Related Forums

Average Visit Restaurant Spending by BBQ Enthusiasts



Polling and Data Sampling from BBQ Forums



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Sponsor Value at a Glance

*Lots of varying size, starting at 10' by 10', Signage, Name placement on all advertisement and tee shirts, banners throughout event, sponsors announced by MC and band, etc. **All sponsors will get top billing in the cooks packet, encouraging the 300+ contest participants to use our sponsors products and services during the contest. Hotels, supplies, foods services all will be specified and utilized. Public attendance in 2011 exceeded 7,000 Long Islanders over the 2 days. Sponsors also receive access to the VIP area for a Sponsors Dinner on Saturday, and sampling of the competition BBQ supplied by the teams throughout the event.***

In addition:

*Prominent display of corporate banner
Listing and linking from event website
Top billing in contestants' package for local resources
Advertising in event booklet
Labeling on event tee shirts and inclusion in event advertising*

What companies have found value in repeated sponsorship of cook-offs?

Local Supermarket Chains (too many to list, but including Kroger and Hannaford)

Marriot

Budweiser, Coca Cola

Sam's Club

Geico

Tribune Media

Optimum Online

Ford Motor Company

Smith Barney

Who participates in BBQ Competitions?

The average competitor:

Has thousands of dollars invested in competition equipment and supplies

Is highly computer literate

Is solidly upper-middle class

Is willing to travel hundreds of miles for a contest

Has considerable epicurean knowledge

Is in their mid to late thirties

Has a nuclear family that includes children

Who attends a BBQ Competition?

Families that are interested in 'family friendly' events

Those who have a keen interest in food

People who are interested in culinary displays and seminars

Community members

Those that are attracted to 'Americana'



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Sponsorship levels: Your sponsorship donation is tax deductible. You will receive a letter from the foundation for your IRS records.

Presenting Sponsor: \$5000

The entire event will be PRESENTED BY your company and include all amenities of the Showcase Sponsorships below. Your company's name, as Presenting Sponsor, will be prominently displayed above the Contests Name in all promotions.

Showcase Sponsors: \$2500

- Your company's logo and/or name will be featured on our Smokin' at The Maples advertising promotions.
- A representative from your company will present the Grand Champion and Reserve Grand Champion awards.
- Your company's logo will share space with Smokin' at The Maples on the Smokin' at The Maples tee shirts.
- Your company's logo and website will be on the Smokin' at The Maples website.
- Your company will have a prime location of exhibit space of a size sufficient to feature your products.
- You may run live demos and will have exclusive rights to showcase your product category at the event.
- Your sponsorship will be mentioned in frequent announcements over a public address system during the event.
- Access to VIP area. 5 tickets

Gold Sponsor: \$800

- Your company's name will be printed on the back of the Smokin' at The Maples tee shirts.
- Your company's name will be included on the Sponsor banner on the back of the stage.
- Your company will be given a 15' x15' exhibit space.
- Your company's logo and website will be on the Smokin' at The Maples website.
- Your company's name will be mentioned in announcements on the public address system during the event.
- Access to VIP Area. 4 Tickets.

Trophy Category Sponsor: (2) \$600 and \$1200

- Your company's name will be featured at the trophy display and announced at the award ceremony.
- Your company's name will be engraved on a separate plaque on the trophies.
- Your company's name will be listed in all print media advertising promotions for this event.
- Your company's logo and website will be on the Smokin' at The Maples website.
- A representative from your company will make trophy award presentations for your category.
- Your company will be given a 20' x 20' exhibit location on the event grounds.
- Your company name will be printed prominently on the Smokin' at The Maples tee shirts.
- Your sponsorship will be mentioned in announcements on a public address system during the event.
- Access to VIP Area. 5 tickets



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Silver Sponsor: \$500

- Your company's name will be listed on the back of the Smokin' at The Maples tee shirts.
- Your company's name will be included on the Sponsor banner on the back of the stage.
- Your company's logo and website will be on the Smokin' at The Maples website.
- Your company will be given a 10' x 10' exhibit space.

Live Music Sponsor: \$250-\$400*

- Your company's name will be included on the Sponsor banner on the back of the stage.
- Your company's name will be announced before, (*during) and after a specific band performance
- Your company's logo and website will be on the Smokin' at The Maples website.

Bronze Sponsor: \$350

- Your company's name will be included on the Sponsor banner on the back of the stage.
- Your company's name will be announced before and after a specific band performs.
- Your company's logo and website will be on the Smokin' at The Maples website.

General Sponsor

- Any amount donated to be used for a Specific purpose.
 - Teams Breakfasts
 - Porta Potties
 - Fuels
 - Generator
 - Staff or Volunteers
 - Supplies for judging area
 - Judges Tent
 - BBQ Awards
 - Grilling Awards
 - Bandstand
 - Event Booklets (cover) and all print media
 - Demo Area
- Products, supplies or personnel (who can assist) during the event will be considered in lieu of monetary sponsorship.
- VIP area access dependent on sponsorship value.

Rights to Exclusivity. There will be vendors and sponsors of all types at the event, and there may be duplication of products by competing vendors. If you wish exclusive rights to a product category at our event, please discuss this with our representative.



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Official Sponsor's Application

Company Name _____

Address _____

City _____ State _____ Zip _____

Authorized Contact _____ Phone _____

Email: _____

Sponsorship Level (*circle one*):

Presenting \$5000

Showcase \$2500

Trophy Category \$1200

Gold \$800

Silver \$500

Bronze \$350

Live Music Sponsor \$400

General Sponsor \$ Any _____

Total amount committed: _____

Name _____

Signature _____ Date: _____

**Send check, payable to: John Theissen Childrens Foundation, along with this application to:
The BBQ Brethren, ATTN: Sponsorship
PO BOX 58, Saint James, NY 11780**

Exhibit set up begins at 12:00 PM on Friday, August 5th. Event opens at 6 a.m., Saturday, August 6th and goes thru Sunday, August 7th. Exhibit must be dismantled and site free of litter by 6:30 PM Sunday night.



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Waiver of Liability: In consideration of your accepting this entry, I the undersigned, intending to be legally bound, hereby for myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages I may have against The BBQ Brethren, The Maples, KCBS, NEBS or any individual or group responsible for the organization or management of Smokin' at The Maples. I hereby grant permission for Smokin' at The Maples Committee and or/agents authorized by them, to use any photographs, videotapes, motion pictures, recordings and any other record of this event for any legitimate purpose. I agree to abide by the rules and regulations of Smokin' at The Maples, KCBS, NEBS and The BBQ Brethren.

Signature of Authorized Contact: _____ Date _____



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PLEASE EMAIL LOGO FOR BANNER and/or T---shirts
To events@bbq-brethren.net

NO LATER than July 21, 2012

For information, call Phil Rizzardi

631 404 0866

Or email at Events@bbq-brethren.net

ADDITIONAL INFO

Sponsorship checks should be made out to 'The BBQ Brethren'. After our event, all remaining net proceeds plus ALL monies from fundraisers will be forwarded in one check to Make-A-Wish of Suffolk foundation with full accounting of sponsors contributions. Each sponsor will received acknowledgment from Make-A-Wish of Suffolk with details regarding the wish they are helping to make come true. Thank you for your generosity and help in making our event a success and raising funds for the Make-a-Wish foundation of Suffolk.

We are 10 weeks out from our contest and in need of equipment and supplies which we would graciously accept in lieu of monetary sponsorship. Please contact us to discuss equipment or supplies you may be able to furnish in lieu of monetary sponsorship.

Phil Rizzardi
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