



Sevierville's 14th Annual Bloomin' BBQ & Bluegrass is scheduled for **May 18 & 19, 2018**. This is an award-winning event, with multiple Pinnacle Awards from the International Festival & Events Association, and a GRAND PINNACLE AWARD in 2015, as well as THE SOUTHEAST TOURISM SOCIETY FESTIVAL OF THE YEAR (att. under 100,000) in 2012 and many others over the past several years! Bloomin' BBQ & Bluegrass is a FREE COMMUNITY EVENT that draws approximately 35,000 guests from nearby and far away.

There are a variety of new sponsorship opportunities available for Sevierville Chamber Members. While we certainly don't require our members to sponsor any event, we do ask that members consider an event sponsorship as a means of supporting Sevierville events *and* advertising their business or service. Please consider becoming a Bloomin' BBQ & Bluegrass sponsor for 2018. More information concerning sponsorship opportunities is available on the following pages.

About the Event: Bloomin' BBQ & Bluegrass is a Tennessee State Championship Barbeque Competition that is sanctioned by the Kansas City Barbeque Society and draws the top cook teams and 65+ judges from all across the United States. In addition to barbeque, this event also showcases artists and crafters demonstrating their skills and selling their wares. Kids can play in our "Kids' Zone" on both Friday and Saturday and mom and dad can browse arts and crafts throughout the event. Finally, every hometown festival should honor its hometown girl. So we're once again presenting the "Mountain Soul Vocal Competition" in which vocalists must perform their best rendition of a Dolly Parton song (there are over 3,000)!

THE 2018 BLUEGRASS LINEUP will include Salt & Light Bluegrass, Jimbo Whaley & Greenbrier, Russell Moore and IIIrd Tyme Out, Mountain Ruckus presented by Dolly Parton's Stampede, Trey Hensley & Rob Ickes, Highland Travelers, The Cleverlys and many others!



**To sponsor this incredible event, contact Amanda Maples
Marr, Marketing Director at
(865) 919-5385 or email amarr@scoc.org**

Sponsorship Packages

NEW OPPORTUNITIES & EVENT FAVORITES

Pre-Event

BBQ Button Wearing Campaign – Pig Bank Sponsor - \$500

There are six (6) \$500 cash-only sponsorships available

The BBQ Button Wearing Campaign is a Haas & Wilkerson International Festival and Events Association Pinnacle Award Winning program that encourages the community to become involved in the promotion of Bloomin' BBQ & Bluegrass.

How it works: BBQ Button Wearing Campaign Pig Bank Sponsors will have their logo included in four (4) newspaper ads which will appear once a week during the 4 weeks prior to Bloomin' BBQ & Bluegrass. In addition, a total of \$3000 (or the amount of sponsor dollars collected for this campaign) will be given away to people who are caught wearing their Bloomin' BBQ & Bluegrass button by the "Pig Patrol".



During Event

Kids & Families



Bounce House Sponsor - \$500

There are three (3) \$500 cash-only sponsorships available. Sponsor one (or more) of the three (3) inflatable bounce houses in the Kids' Zone for \$500 each. These are part of the free activities in which children can participate. A sponsor banner will be placed at the inflatable.

Event Presence:

Logo on event materials (site map / schedule)
Sponsor banner placed at the inflatable

Days Gone By Presenting Sponsor - \$2,500

Days Gone By is an opportunity for children to enjoy fun games and toys from the past, including see-saws, stilts and more. This is a free activity that children may do during the event. Sponsor banners will be placed at the entrance to Days Gone By and the area will be officially presented by your business. i.e. Days Gone By presented by ABC business.

Pre-Event:

Inclusion of logo on printed advertising (newspaper ads, rack card, posters, etc.)
Logo Placement with link on www.bloominbbq.com

Event Presence:

Sponsor banners in the Days Gone By area (2 banners provided by sponsor)
Supply 2 judges for Friday night's "Anything Butt" cook off
Logo on event materials (site map / schedule)



Kids' Zone Presenting Sponsor- \$3,500

The Kids' Zone includes free and pay activities that children may participate in, including (tentatively) Bounce Houses, a Bluegrass Tent and more.

Pre-Event:

Logo Placement with link on www.bloominbbq.com
Inclusion of logo on printed advertising (newspaper ads, rack card, posters, etc.)

Event Presence:

Event signage (2 banners provided by sponsor) & naming rights in the Kids' Zone (ABC Company Kids' Zone)
Supply 2 judges for Friday night's "Anything Butt" Competition
Sampling rights at the event (meet and greet the crowd with your product) (10X10 event space)
Logo on event materials (site map / schedule)

Fun & Memories

DOWNTOWN SEVIERVILLE HISTORIC WALKING TOURS SPONSOR - \$500

2015 marked the first year for historic walking tours as part of Sevierville's Bloomin' BBQ & Bluegrass festival and it has proved to be an incredibly popular part of the event. Four tours will take place during the 2018 festival. Volunteer history buffs leading the tour will carry walking tour signs prominently featuring your color logo to stand out above the crowd.

Event Presence:

Sponsor Logo on Walking Tour Banner at the meeting location for the tours (in front of the Sevier County Heritage Museum)
Logo on event materials (site map / schedule)

Bluegrass Music & Entertainment



Main Stage Naming Rights - \$10,000

Claim the banner space across the top of the main stage at Bloomin' BBQ & Bluegrass – named for your company (i.e. ABC Company Main Stage) (approx. 30' wide banner)

Pre-Event:

Logo Placement on www.BloominBBQ.com

Inclusion of logo on printed advertising (newspaper ads, rack card, posters, etc.)

Sponsor mention in produced festival radio ads

Minimum of 6 mentions and links through VisitSevierville's official Facebook page (417,000 likes currently) between time of agreement and festival

Event Presence:

Main Stage Naming Rights

30' wide banner spanning top of Bloomin' BBQ & Bluegrass Main Stage

Opportunity to Supply 6 judges for Friday night's "Anything Butt" Competition

Sampling rights at the event (meet and greet the crowd with your product) (20X20 event space)

Logo on event materials (site map / schedule)

Main Stage Partners - \$2,750 (4 remaining)

Get your logo banner (6' maximum) on the lower portion of the main stage and promote your business to the crowd during four live spots throughout the event.

Pre-Event:

Logo Placement on www.bloominbbq.com

Inclusion of logo on printed advertising (newspaper ads, rack card, posters, etc.)

Event Presence:

Event Signage (1 Main stage banner provided by sponsor) (Banner no longer than 6' – 6'x2' are the preferred dimensions – banner may include messaging, etc.)

Supply 2 judges for Friday night's "Anything Butt" cook off

Sampling Rights at Event (meet and greet the crowd with your product) (10X10 event space)

Logo on event materials (site map / schedule)

Fan of Bluegrass Sponsor - \$1,000

Show your support for Bluegrass music and get your company logo (2'x2' square) alongside other Bluegrass supporters on a banner flanking the stage.

Event Presence:

Logo on event materials (site map / schedule)
Logo included on two vertical banners flanking the stage.

Community Stage Sponsor - \$3,500

Take the lead as naming rights sponsor on the Community Stage, located within the eating tent. Local and regional talent play the stage at various times throughout the event.

Pre-Event:

Logo Placement with link on www.bloominbbq.com
Inclusion of logo on printed advertising (newspaper ads, rack card, posters, etc.)

Event Presence:

Event signage (2 banners provided by sponsor) & naming rights of the Community Stage (ABC Company Community Stage)
Supply 2 judges for Friday night's "Anything Butt" Competition
Sampling rights at the event (meet and greet the crowd with your product) (10X10 event space)
Logo on event materials (site map / schedule)

More Festival Sponsorship Opportunities

"Just a Booth" - \$1,000

Event Presence: Sampling Rights at Event (meet and greet the crowd with your product or service) (10X10 event space)

Eating Tent – Five (5) \$1,750 Sponsorships Available

This 40x60 tent serves as the main area for eating at the event, seats 300 and turns over approximately every 20 minutes. (There will be live music in the Eating Tent as well as on the Community Stage.)

Pre-Event:

Logo placement on BloominBBQ.com

Event Presence:

Inclusion on the Eating Tent Sponsorship Banner
Your :30 second company commercial played (provided by sponsor) on a loop along with other eating tent sponsor commercials between band performances.
Logo on event materials (site map / schedule)





Junior BBQ Ambassador Program - \$3,000

Pre Event:

- One full page newspaper ad in The Mountain Press honoring Jr. BBQ Ambassadors and recognizing program sponsor.
- Logo Placement on www.BloominBBQ.com with Live Link
- Inclusion of logo on promotion of event through visual identification

Event Presence:

- Logo on event materials (site map / schedule)
- Sampling Rights at Event (meet and greet the crowd with your product) (10X10 event space)
- Logo on Jr. BBQ Ambassador name badges
- Logo on sleeve of Jr. BBQ Ambassador t-shirts

Golf Cart Sponsorship - \$750

Event Presence:

- Sponsor Logo on all five (5) Golf Carts in use at the event.
- Logo on event materials (site map / schedule)



Ice Sponsor - \$2,000 cash or product trade

Keep everyone cool by sponsoring the ice at Bloomin' BBQ & Bluegrass. This is a cash or trade sponsorship. Call for details.

Pre-Event:

Logo placement on BloominBBQ.com

Inclusion of logo on promotion of event through visual identification.

Event Presence:

Sponsor banners on site (2 banners provided by sponsor)

Supply 2 judges for Friday night's "Anything Butt" cook off

Logo on event materials (site map / schedule)

Pointing the Way Sponsor - \$500

There are four (4) \$500 cash-only sponsorships available.

The BBQ Fest ground logo located at the center of Court Ave. & Bruce Street will be flanked by four directional arrows, pointing the way to Crafts, BBQ Contest, Food & Music and Fun. Company logo will be included on the arrow you are sponsoring.

Event Presence:

Logo on event materials (site map / schedule)

Sponsor logo on your sponsored arrow image.



**On site sponsor activation spaces will require a Certificate of Insurance naming Sevierville Chamber of Commerce additional insured.*

**To sponsor this incredible event, contact Amanda Maples Marr,
Marketing Director at (865) 919-5385 or email amarr@scoc.org**