



2nd Annual Southern Maryland Brew & BBQ Music Festival

Full Effect Live! Entertainment Group presents a three-day festival featuring a nationally sanctioned BBQ Competition, and offering a variety of events, attractions, food and entertainment for all ages.

Each year's festival is bigger and better than the last, and will only continue to grow in size and popularity as time goes on. When you become a sponsor this year, we guarantee you the first opportunity to remain a sponsor next year and you may qualify for reduced pricing! So...

DON'T MISS THIS OPPORTUNITY TO PROMOTE YOUR COMPANY TO OVER 8,000 ANTICIPATED GUESTS!!

Your company will appear in over 8,000 printed programs and on the festival website receiving nearly 1.5 million hits over the past year

2015 Sponsorship Packages

FESTIVAL SPONSORS

| | | |
|----------------------|-------------------------|-----------|
| Event Sponsor | SOLD | \$ 14,500 |
| Stage Sponsor | | \$ 7,500 |
| Competition Sponsors | | \$ 4,500 |
| Zone Sponsors | | \$ 4,500 |
| Challenge Sponsor | | \$ 2,500 |

SUPPORTING SPONSORS

| | | |
|------------------------|-------|-----------------|
| Banner Sponsors | | \$ 300 |
| Wrist Band Sponsors | | \$ 300+ |
| Event Program Sponsors | | \$ 300 – \$ 600 |
| Media Sponsors | | \$ 400 / \$ 500 |

**This Brochure*

CONTRIBUTING SPONSORS

| | | |
|--------------------|-------|--------|
| Community Sponsors | | \$ 100 |
| Private Donors | | \$ 50+ |

i Event Details

July 31st – August 2nd, 2015

Friday: 4 – 10 PM / Saturday: 12 – 10 PM / Sunday: 12 – 6 PM

St. Mary's County Fairgrounds

Leonardtown, Maryland

General Admission Passes

Friday Passes: \$ 10 Online / \$ 15 at Gate

Saturday Passes: \$ 20 Online / \$ 25 at Gate

Sunday Passes: \$ 5 Online & at Gate

3-Day Weekend Passes: \$ 30 Online Only

Kids 10 & Under: Free

VIP Access Passes

Saturday VIP Pass: \$ 90 Online / \$ 100 at Gate

★ Highlights

- Professional, Amateur, & Kids *BBQ Competitions*
- Expansive *Beer & Wine Garden* with 30 domestic & craft beers, craft beer tastings, & home brew demonstrations
- Continuous *live music* featuring a variety of local & regional bands and national feature performers
- More than 60 *commercial, retail, & craft vendors*
- *Food Court* with over 15 local favorites & world-class BBQ
- *Cornhole Tournament, Firefighter Skills Competition, and Wing-Eating Contest*
- *GXW Wrestling* with celebrity appearances

© 2015 Projections

- *Attendance:* 8,000* guests over three days
- *Vendors:* 16 Food & 60 Retail/Craft vendors
- *BBQ Competitors:* 25 Backyard Amateur teams
75 KCBS Professional teams
- *Cornhole Tournament:* 40 teams
- *Firefighter Skills Challenge:* 8 teams
- *Charitable Contributions:* Over \$20,000 to be donated to local non-profit & charitable organizations

Supporting Sponsorship Opportunities

Media Sponsors

\$ 500 - Large Logo + 10 Full-Day Passes (12 Max)

\$ 400 - Small Logo + 8 Full-Day Passes (20 Max)

- ★ Company Logo featured on *Media Sponsors* group **Banner** and 30 Group **Posters** displayed throughout the fairgrounds
- ★ Company *Logo-Link* in stationary position on *homepage* of festival **Website** for up to one full year
- ★ $\frac{1}{8}$ Page Sponsor Space in **Event Program** (for Logo, Contact Info, or Coupon)
- ★ On-Stage Recognition during events
- ★ Opportunity to display Company banners or posters

Event Program Sponsors

\$ 600 - Back Cover (Full Color) of Event Program + 10 Full-Day Passes

\$ 500 - Center Fold Ad in Event Program + 10 Full-Day Passes

\$ 400 - $\frac{1}{2}$ Page Ad in Event Program + 8 Full-Day Passes

\$ 300 - $\frac{1}{4}$ Page Ad in Event Program + 6 Full-Day Passes

- ★ Large **Advertisement** printed in Event Program distributed to guests upon admission (8,000+ copies printed)
- ★ Company *Logo-Link* & Contact Information posted on *Sponsors Page* of festival **Website** for up to one full year
- ★ Company Sponsorship Listing in **Event Program**

Wristband Sponsors

\$ 300 - 1000 Wristbands + 6 Full-Day Passes (8 Max)

- ★ Single-Color Company Logo custom printed on **Wristbands** required to be worn by all attendees
- ★ Company *Logo-Link* & Contact Information posted on *Sponsors Page* of festival **Website** for up to one full year
- ★ $\frac{1}{8}$ Page Sponsor Space in **Event Program** (for Logo, Contact Info, or Coupon)

Banner Sponsors

\$ 300 - 6' x 3' Field Banner + 4 Full-Day Passes

- ★ One **Banner** with Company Logo prominently displayed in a key location
- ★ Company *Logo-Link* in scrolling position on *homepage* of festival **Website** for up to one full year
- ★ Company Sponsorship Listing in the **Event Program**

Sponsorship Benefits -

All Supporting Sponsors Enjoy -

Company inclusion in media promotion & advertising both prior to and following the event

Logo placement or company listing in print materials distributed and/or displayed at the event

Sponsorship recognition on festival website and/or social media sites for up to a full year

Why Sponsor this Event?

Multiple Avenues of Community Exposure -

- **Event Website**
 - Nearly 1.5 million hits in 2014
- **Facebook Page**
 - Over 2,400 Likes
- **Event Programs**
 - Over 8,000 copies printed and distributed at the event
- **Event Presence**
 - Visibility to over 8,000 anticipated attendees

Contributions to Local Charities & Non-Profits -

- \$ 20,000 donated in 2014
- Even higher donations expected this year

Contact Us -

Visit www.somdbrewbbq.com for detailed event information

Email us at sponsorships@somdbrewbbq.com to secure your sponsorship position or for information about other types of sponsorships, volunteer opportunities, & in-kind donations/sponsorships.