



Come See What It's Like to Get the Right Deal From the Right Guys

[www.toyotasmd.com](http://www.toyotasmd.com)



Come See What It's Like to Get the Right Deal From the Right Guys

[www.teamhyundaimd.com](http://www.teamhyundaimd.com)

presents

1st Annual **SOUTHERN MARYLAND Festival**  
**BREW & BBQ**

**TOYOTA** OF SOUTHERN MARYLAND PRESENTS  
July 31 – August 2<sup>nd</sup> 2015

*Leonardtown, Maryland*  
[www.somdbrewbbq.com](http://www.somdbrewbbq.com) #somdbrewbbq

National Pro BBQ Competition  
Amateur BBQ Competition  
Live Music featuring KIX  
Craft Beer & Wine Garden

**Full Effect LIVE!**  
Entertainment Group

2<sup>nd</sup> Annual Southern Maryland Brew & BBQ Festival powered by



# 2<sup>nd</sup> Annual Southern Maryland Brew & BBQ Festival

presents

- Full Effect Live! Entertainment Group is pleased to bring to the Southern Maryland peninsula a nationally sanctioned BBQ competition as featured on the Food Network and Destination America's BBQ Pitmasters.
- Southern Maryland Brew & BBQ is a three day festival featuring a variety of events, attractions, food and entertainment for all ages. The weekend is highlighted by a Mid-Atlantic BBQ Association, Maryland State Championship and Kansas City Barbeque Society (KCBS) nationally sanctioned BBQ competition, craft beer garden and music festival.
- The setting is the St. Mary's County Fairgrounds situated just sixty miles south of our Nation's Capital on Maryland's middle peninsula in Historic Leonardtown. Join us for a weekend packed with live music, unique craft vendors, delicious food and cold beverages.



**Food > Fun > Entertainment**



# 2014 Festival Results



- Attendance: 6,000+ over three days
- Vendors: 12 Food & 50 Retail/Craft vendors
- BBQ Competitors: 20 Backyard Amateur teams and 60 KCBS Professional teams including Diva Q from Ontario, Canada. Diva Q's Pitmaster Danielle Bennett Dimovski is the host of Travel Channel's BBQ Crawl.
- Cornhole Tournament: 38 teams
- Firefighter Skills Challenge: 4 teams
- Economic Impact: Boosted tourism bringing tens of thousands of dollars to the local economy.
- Charitable Partners: Donated \$20,000 to local non-profit and charitable organizations.



**Donated \$20,000 to local non-profit and charitable organizations!**

# 2015 Festival Facts

- Date: July 31<sup>st</sup> - August 2<sup>nd</sup>, 2015
- Location: St. Mary's County Fairgrounds
- Hours: Friday, July 31<sup>st</sup> – 4PM to 10PM  
Saturday, August 1<sup>st</sup> – 12PM to 10PM  
Sunday, August 2<sup>nd</sup> – 12PM to 6PM
- Tickets: 3 Day Pass: \$30 Online only  
General Access Friday: \$10 Online/ \$15 at Gate  
General Access Saturday: \$20 Online/ \$25 at Gate  
General Access Sunday: \$5 Online/ \$5 at Gate
- VIP Day Pass(Saturday Only): \$90 online, \$100 at the gate -Limited supply!  
VIP Package Includes: VIP parking and festival admission with exclusive access to the VIP Zone offering the best views of the main stage and front row access! Full Effect Live! Lounge with bar, seating, live music, air conditioned restrooms, cooling tents, BBQ buffet for 5-8PM, goodie bag, soft drinks, snacks, and more!



2014 Amateur Champions Far-B-Que

**Boosted tourism bringing tens of thousands of dollars to local economy!**

# 2015 Festival Projections

- Attendance: 8,000+ 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
- National Media: We are submitting requests to be a location for an episode of Destination America's BBQ Pitmasters and Travel Channel's BBQ Crawl.



2014 Pro Grand Champions Big Ugly's BBQ



Professional BBQ competition sanctioned by Kansas City BBQ Society!

# New for 2015!

- Three days!!!
- BBQ cooking demonstrations
- Kids BBQ competition
- Expanded beer and wine garden



Check us out online at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)!



# Site Plan



# 2014 Main Stage



Professional Stage & Sound with national, regional & local talent!





2015

Music & Entertainment  
including No Green Jelly Beenz, Surreal,  
Great Train Robbery, Drivin Muzzy and Kix!



# National Barbeque Competition

- \$15,000 Competition Prize Purse
- \$1,500 People's Choice Purse
- Nationally Sanctioned by Kansas City BBQ Society
- Maryland State Championship
- Mid-Atlantic BBQ Association Championship
- Jack Daniels World Championship BBQ Invitational Qualifier
- American Royal World Series of BBQ Invitational Qualifier
- Las Vegas World Food Championship Qualifier



Competitors from around the country slice, season and sizzle for cash prizes & braggin' rights!



# Beer Garden

- 30 domestic and craft beers on tap!
- Craft beer tastings & discussion
- Home brew demonstrations & how-to's



Twelve domestic and eighteen delicious craft beers on tap!



# Other Attractions

- Amateur Backyard BBQ Competition \$1500 purse
- Kids BBQ Competition \$500 purse
- Cornhole Tournament \$1500 purse
- Firefighter Skills Competition \$1500 purse
- Shop over 60 commercial, retail & craft vendors
- Food court with local favorites and world class barbeque
- Barbeque cooking demonstrations
- GXW Wrestling



The festival offers fun & entertainment for all ages!



# Sponsor Opportunities

- Booth space at the festival allowing for face-to-face exposure with 8,000+ attendees.
- Name or logo recognition in official festival news releases, television/radio commercials and print ads.
- Name or logo on festival website.
- Logo on festival banners.
- Logo on festival t-shirts.
- Logo on signage at festival.
- VIP Zone access for sponsors.
- For sponsorship information email [sponsorships@somdbrewbbq.com](mailto:sponsorships@somdbrewbbq.com) or call 240-538-1984.

**Pick a sponsor package that works for you!**



## Event Sponsor - \$14,500

- Branding on \$30,000 worth of advertising and marketing material as the exclusive event sponsor. Toyota of Southern Maryland presents the 2<sup>nd</sup> Annual Southern Maryland Brew & BBQ Festival will be on all of the advertising and marketing material.
- Branded marketing material includes –
  - Full Effect Live! Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Total estimated impressions – 50,000+
  - Radio – 250 spots on three local radio stations three weeks prior to the event date.
  - Newspaper – Full page ads in three local newspapers the two weeks prior to the event.
  - Road Signs – 4'x8' road signs set thirty days prior to the event date at seven locations throughout Southern Maryland. Combined daily traffic volume – 100,000+
  - Website – Banner advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 500,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 50 square foot banners on the main stage.
- Twelve (12) banners throughout the event area.
- Twenty (20) VIP tickets.
- Private tent within the VIP Zone.

**Highest level of visibility with branding on all event material!**



# Main Stage Sponsor - \$7,500

- Branding on \$15,000 worth of marketing material as the main stage sponsor.
- Branded marketing material includes –
  - Full Effect Live! Girls Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Estimated impressions – 50,000+
  - Newspaper – Full page ads in three local newspapers the two weeks prior to the event.
  - Road Signs – 4'x8' road signs set thirty days prior to the event date at seven locations throughout Southern Maryland. Combined daily traffic volume – 100,000+
  - Website – Prominent advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 400,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 30 square foot banners on the main stage.
- Six (6) banners throughout the event area at key locations.
- Ten (10) VIP tickets.
- Private tent within the VIP Zone.



**Marketed and branded as the Main Stage Sponsor with national talent!**

# Pro KCBS Competition Sponsor - \$4,500

- Branding on \$10,000 worth of marketing material as the pro competition sponsor.
- Branded marketing material includes –
  - Full Effect Live! Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Estimated impressions – 50,000+
  - Newspaper – Full page ads in three local newspapers the two weeks prior to the event.
  - Website – Prominent advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 150,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 20 square foot banners on the main stage.
- Three (3) banners at key locations throughout the event area.
- 100 square feet of banners at the entrance to the Pro KCBS Competition area.
- Six (6) VIP tickets.
- Sponsor tent access in VIP Zone.

**Your branding prominently displayed at the entrance to the Pro Pits!**



# Backyard Competition Sponsor - \$4,500

- Branding on \$10,000 worth of marketing material as the Backyard Competition sponsor.
- Branded marketing material includes –
  - Full Effect Live! Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Estimated impressions – 100,000+
  - Newspaper – Full page ads in three local newspapers the two weeks prior to the event.
  - Website – Prominent advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 150,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 20 square foot banners on the main stage.
- Three (3) banners at key locations throughout the event area.
- 100 square feet of banners at the entrance to the Backyard Competition area.
- Six (6) VIP tickets.
- Sponsor tent access in VIP Zone.

**Your branding prominently displayed at the entrance to the Backyard!**

# VIP Zone Sponsor - \$4,500

- Branding on \$10,000 worth of marketing material as the Backyard Competition sponsor.
- Branded marketing material includes –
  - Full Effect Live! Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Estimated impressions – 100,000+
  - Newspaper – Full page ads in three local newspapers the two weeks prior to the event.
  - Website – Prominent advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 150,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 20 square foot banners on the main stage.
- Three (3) banners at key locations throughout the event area.
- 100 square feet of banners at the entrance to the Backyard Competition area.
- Six (6) VIP tickets.
- Sponsor tent access in VIP Zone.

**High visibility just off the main stage field for our VIP's!**

# People's Choice Competition Sponsor - \$2,500

- Branding on \$5,000 worth of marketing material as the People's Choice sponsor.
- Branded marketing material includes –  
Full Effect Live! Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Estimated impressions – 25,000+
- Website – Prominent advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 50,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 10 square foot banners on the main stage.
- Three (3) banners at key locations throughout the event area.
- 100 square feet of banners at the entrances to the VIP Zone area.
- Four (4) VIP tickets.
- Sponsor tent access in VIP Zone.

**Branding all over the People's Choice tent!**



# Firefighter Skills Challenge - \$2,500

- Branding on \$5,000 worth of marketing material as the People's Choice sponsor.
- Branded marketing material includes –  
Full Effect Live! Promotional Team – Our promotional team will be attending major events across Southern Maryland between April and August with a static display that includes a trailer wrapped with an event advertisement, 2015 Toyota Corolla S to be raffled at the event and banners. The team will be selling raffle tickets, handing out event fliers and giveaway promotional items. Estimated impressions – 25,000+
- Website – Prominent advertisement at [www.somdbrewbbq.com](http://www.somdbrewbbq.com)
- Your company name/logo will be branded with our event name/logo for impressions totaling over 50,000.
- Commercial vendor space at the event for face to face exposure. Estimated attendance – 8,000+
- Logo displayed on festival t-shirt. Estimated t-shirt sales – 500+
- Two (2) 10 square foot banners on the main stage.
- Three (3) banners at key locations throughout the event area.
- 100 square feet of banners at the entrances to the VIP Zone area.
- Four (4) VIP tickets.
- Sponsor tent access in VIP Zone.



**Support our local volunteer fire & rescue personnel!**

# Corporate Information

Full Effect Live! Entertainment Group Inc. is a corporation organized and existing under the laws of the State of Maryland, with its head office located at:

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Thank You!

