



**May 10 & 11, 2024**  
**Logan Farm Park**  
**Acworth, GA**

## **2024 SPONSORSHIP OPPORTUNITIES**

This year marks the 14<sup>th</sup> Annual Smoke on the Lake BBQ Festival at Logan Farm Park. This is the largest fundraiser for the Rotary Club of North Cobb. All Net Proceeds are invested in our Community. Here are a few charities that benefit from this event: Hooked on Blue, Acworth Expanding Horizons Program, Acworth Police Community Foundation, (CCYA) Center for Children & Young Adults, Devereux Behavioral Health Georgia, Acworth Community Garden, Horizon Special Needs Field, The Men's and Women's Extension, Cobb Sheriff's Foundation, Pine Mountain Middle School, Kennesaw Public Safety Foundation, Forever Fed, Cobb County Senior Services, Mountain Top Boys Home, Northwest YMCA Summer Feeding Program, Rescuing Hope, Rotary Interact Clubs at North Cobb High School, Kennesaw Mountain High School and other local high schools, BSA Boy Scouts of America in Marietta, S.H.A.R.E. Military Initiative, LiveSafe Resources, Must Ministries Lunch Program, Cobb County Veterans Treatment and Accountability Court, Power of Peace Leadership Program, ServeComm, Georgia Viet Nam Veterans Alliance Holiday Food Program, Cobb Thanks You for Your Service Veterans Program and many others.

Join us for the 2-day BBQ competition with over 12,000 attendees. Thirty plus BBQ teams and great food vendors provide plenty of food choices, the concert Friday night featuring Highway 293, a local North Cobb group, featuring 60's, 70's and 80's hits. The West Cobb School of Rock entertains on Saturday along with local entertainment, children's activities and more.

### **Title Sponsor**

- Industry category exclusivity
- On-site display space (up to 20'x20' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in all contracted print promotion
- Logo placement on Archway entrance to festival
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 14, 2024)
- Logo on festival t-shirt (must have high-res logo by April 14, 2024)
- Six (6) tables of six for the Friday night concert
- Six (6) VIP Parking Passes

**INVESTMENT: Beginning at \$15,000**

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## **Presenting Sponsor**

- Industry category exclusivity
- On-site display space (up to 10'x50' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in select contracted print promotion
- Logo placement on Archway entrance to festival
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 14, 2024)
- Logo on festival t-shirt (must have high-res logo by April 14, 2024)
- Four (4) tables of six for the Friday night concert
- Four (4) VIP Parking Passes

**INVESTMENT: Starting at \$7,500**

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## **Premier Sponsor**

- Industry category exclusivity
- Naming rights to one (1) asset (asset opportunities – circle one:
- **Friday night Concert Sponsor/Meat Sponsor/Kids Zone Fun Fare/Patron Bench Sponsor** (32 signs on 16 patron benches scattered throughout the event site)
- On-site display space (up to 10'x40' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in all contracted print promotion
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 14, 2024)
- Logo on festival t-shirt (must have high-res logo by April 14, 2024)
- Four (4) tables of six for the Friday night concert
- Four (4) VIP Parking Passes

**INVESTMENT: \$5,000**

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## **Platinum Sponsor**

- On-site display space (up to 10'x30' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Naming rights to one (1) asset (asset opportunities – circle one: **BBQ Competition | Lord of the Wings Competition | Beer Garden Tent | Taster Tickets**)
- Logo placement in select contracted print promotion
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 14, 2024)
- Logo on festival t-shirt (must have high-res logo by April 14, 2024)
- Three (3) tables of six for the Friday night concert
- Three (3) VIP Parking Passes

## **INVESTMENT: \$3,500**

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### **Gold Sponsor**

- On-site display space (up to 10'x20' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Naming rights to one (1) asset (asset opportunities – circle one: **Ground Act | Stage | Chill Zone Tent | ATM**)
- Logo placement in select contracted print promotion
- One (1) Complimentary Cook Team
- Logo placement on festival flyers (20,000 printed – Must have high-res logo by April 14, 2024)
- Logo on festival t-shirt (must have high-res logo by April 14, 2024)
- Two (2) tables of six for the Friday night concert
- Two (2) VIP Parking Passes

## **INVESTMENT: \$2,500**

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### **Silver Level**

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Listed on festival flyers (20,000 printed – April 14, 2024)
- Logo on festival t-shirt (must have high-res logo by April 14, 2024)
- One (1) table of six for the Friday night concert
- One (1) VIP Parking Pass

## **INVESTMENT: \$1,500**

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### **Bronze Level**

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Listed on festival T-shirt and festival signage

**INVESTMENT: \$750** (ABA & North Cobb Rotary Club Members: \$500)

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**2024 Sponsorship Form**

|                          |                              |                           |                            |                          |                          |                          |
|--------------------------|------------------------------|---------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| <b>Title</b><br>\$15,000 | <b>Presenting</b><br>\$7,500 | <b>Premier</b><br>\$5,000 | <b>Platinum</b><br>\$3,500 | <b>Gold</b><br>\$2,500   | <b>Silver</b><br>\$1,500 | <b>Bronze</b><br>*\$750  |
| <input type="checkbox"/> | <input type="checkbox"/>     | <input type="checkbox"/>  | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(\*ABA & Rotary Members: \$500)

If you are interested in participating in the 2024 Smoke on the Lake BBQ Festival, please fill out this form completely and mail it to us with your payment or scan and email to Bill Watsson(email below) if using a credit card. Please make the check payable to: JRM Management Services, Inc. Any sponsor above Silver Level may require a separate detailed agreement.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_ Title: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office: \_\_\_\_\_ Cell: \_\_\_\_\_ E-mail: \_\_\_\_\_

List Product / Promotion (anything not listed may not be permitted) \_\_\_\_\_

If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below. Signing this contract will authorize JRM Management to charge the amount specified in the CCA, if your application is accepted. If you are not accepted, you will not be charged, and your application will be returned. **No refunds will be given for the cancellation of the event due to inclement weather or circumstances beyond our control.** I have read and fully understand all the details as set forth and agree to abide by all exhibit rules and regulations, which are part of this contract. I hereby agree to indemnify and hold harmless the City of Acworth, Rotary Club of North Cobb, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2023 Smoke on the Lake, from any loss, claim, penalty or lawsuit in any way arising from my operation or involvement in the festival. **APPLICATION MUST BE SIGNED.**

**SIGNATURE:** \_\_\_\_\_ **DATE** \_\_\_\_\_

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                                                                 |                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------------------------------------------|--------------------|
| Circle one:                                                                                                                                                                                                                                                                                                                                                                                                                                                        | VISA  | MASTERCARD                                                      | AMEX               |
| Credit Card Number:                                                                                                                                                                                                                                                                                                                                                                                                                                                | _____ |                                                                 | Billing Zip: _____ |
| Exp Date:                                                                                                                                                                                                                                                                                                                                                                                                                                                          | _____ | 3-digit security code on back (4 - digit front for AMEX): _____ | Amt: _____         |
| I _____ (print name of card holder) hereby represent that I have the authority to execute the credit card authorization and agree that this authorization will be effective for the amount (above) and on the date signed (below). I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original, and this Credit Card Authorization (CCA) cannot be revoked. |       |                                                                 |                    |
| Cardholder's Signature:                                                                                                                                                                                                                                                                                                                                                                                                                                            | _____ |                                                                 | Date: _____        |