



## 9th Annual Bob Sykes Bbq & Blues Festival

**Bessemer, Alabama** Barbecue and Blues are a great combination so start planning for the 9th Annual Bob Sykes Bbq & Blues Festival set for Saturday, April 28, 2018. The event will combine the best of both music and bbq at the beautiful DeBardeleben Park located in historic downtown Bessemer, Alabama from 12-8pm. Gates open at 11am. You can expect to hear talented award winning local and national blues musicians. Be sure to bring a chair or blanket and set-up your spot for the day.

2nd generation owner of Bob Sykes Bbq Restaurant Van Sykes says “Each year the festival grows and we couldn’t do it without our sponsors and the support of the community. Patrons come from all over the Southeast.” The festival has been chosen for numerous years as one of the top food festivals in Alabama. There is something to do for the entire family including a large kids corner with activities and games. Children twelve and under are free with a ticketed adult. Besides great music the festival offers a variety of booths including arts and crafts, outdoor exhibits, legendary Bob Sykes Bar B Q, and a diverse selection of vendors selling tempting offers. The festival is a great way for businesses to promote their brand and company in front of thousands.

General admission tickets can be purchased at [www.bobsykesblues.com](http://www.bobsykesblues.com) or visit Bob Sykes Bar B Q Restaurant. Since 2010, the festival has provided funding for local charities including Children’s of Alabama, Bessemer Education Enhancement Foundation, Clay House, Hands On Birmingham, and Ady’s Army.

Expect a fun time for the entire family!

### **Event Information:**

DeBardeleben Park  
1623 2nd Avenue North  
Bessemer, AL 35020  
[www.bobsykesblues.com](http://www.bobsykesblues.com)  
205-426-1400



## Sponsorship Opportunities

### **Presenting Sponsorship.....\$5,000**

*Commitment must be confirmed by March 1, 2018 to ensure delivery of all designated benefits.*

#### **Pre-Event Marketing:**

- Promotion and marketing as a presenting sponsor of the festival. Limited to TWO sponsors.
- Company name included in press release
- Company name included in media coverage including television and radio interviews
- Included in print advertisements and promotional items

#### **Social Media/Website/Online Marketing:**

- Included in event social media posts with over 36,000 followers on Facebook, Twitter and Instagram. (4 minimum mentions)
- Link to corporate website from logo on [www.bobsykesblues.com](http://www.bobsykesblues.com)
- Included in email blast campaigns

#### **On-Site Recognition:**

- Company logo/banner can be hung next to the stage for high exposure
- Company logo and message on LED Wall next to the stage
- **20x20 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons or product samples. The festival will provide standard electricity. Sponsor will be responsible to bring their own 20x20 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Company logo included on festival t-shirt
- Company name and logo featured in festival program on numerous pages
- Mentioned in every stage announcement (minimum of 7 mentions)
- Company receives six (6) festival t-shirts
- Exhibitors working the festival will receive a limit of eight (8) General Admission Vendor wristbands.



**Official Sponsorship.....\$2,500**

*Commitment must be confirmed by March 1, 2018 to ensure delivery of all designated benefits.*

**Pre-Event Marketing:**

- Promotion and marketing as an official sponsor of the festival
- Logo on promotional flyers

**Social Media/Website/Online Marketing:**

- Included in event social media posts with over 36,000 followers on Facebook, Twitter and Instagram (3 minimum)
- Link to corporate website from logo on [www.bobsykesblues.com](http://www.bobsykesblues.com)

**On-Site Recognition:**

- Company banner near main stage
- Company logo and message on LED Wall next to the stage
- **10x20 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons or product samples. Festival will provide standard electricity. Sponsor will be responsible to bring their own 10x20 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Company logo on festival t-shirt
- Company name and logo recognition in festival program
- Mentioned in stage announcements (minimum of 3 mentions)
- Company receives four (4) festival t-shirts
- Exhibitors working the festival will receive a limit of six (6) General Admission Vendor wristbands.



**Patron Sponsorship.....\$1,500**

*Commitment must be confirmed by March 1, 2018 to ensure delivery of all designated benefits.*

**Pre-Event Marketing:**

- Promotion and marketing as patron sponsor of the festival

**Social Media/Website/Online Marketing:**

- Included in event social media posts with over 36,000 followers on Facebook, Twitter and Instagram (1 minimum)
- Link to corporate website from logo on [www.bobsykesblues.com](http://www.bobsykesblues.com)

**On-Site Recognition:**

- **10x10 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons, or product samples. Festival will provide standard electricity. Sponsor will be responsible to bring their own 10x10 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Company name on festival t-shirt
- Company name recognition in festival program
- Mentioned in stage announcements (minimum of 1)
- Company receives four (2) festival t-shirts
- Exhibitors working the festival will receive a limit of four (4) General Admission Vendor wristbands.

# 2018 SPONSOR FORM

Circle Sponsorship level:    Presenting Sponsor \$5,000                      Official Sponsor \$2,500  
   Patron Sponsor \$1,500

**In-Kind Contribution:** \_\_\_\_\_

Sponsor confirmation must be received no later than March 1, 2018, in order to be included in all advertising campaigns. In Kind sponsorship value is determined by the Bob Sykes Bbq & Blues Festival.

**In-Kind Sponsorship Value:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Sponsor Contact Person:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Amount:** \_\_\_\_\_ **Accept Checks and Credit Card payments**

**Need sponsor space?**                      Yes    No

**Need electricity in space?**              Yes    No

**T-shirt sizes (Please enter number of each according to your sponsorship level) Event Sponsorship levels do not receive t-shirts.**

**Adult SM    Med    LG    XL    2XL    3XI**

• **To be included in sponsor advertising, please email your company JPEG logo by March 5, 2018 to [elaine.lyda@gmail.com](mailto:elaine.lyda@gmail.com)**

• **Please mail this form with checks payable to:**  
V&J Enterprises  
1724 9th Avenue North  
Bessemer, Alabama 35020