



11th Annual Bob Sykes Bbq & Blues Festival

Bessemer, Alabama Barbecue and Blues are a great combination so start planning for the 11th Annual Bob Sykes Bbq & Blues Festival presented by The City of Bessemer set for Saturday, April 25th, 2020. The event will combine the best of blues music and legendary Bob Sykes 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.

Since 2010, the event has been filled with thousands of festival goers. Attendees of the festival range from youth to adults. 2nd generation owner and pit master of Bob Sykes Bar B Q Van Sykes says "Each year the festival grows and we couldn't do it without our sponsors and the support of the community." City of Bessemer Mayor Kenneth Gulley says "The Bob Sykes BBQ and Blues Festival has been a great event for the city of Bessemer. It brings visitors to our city from across the state, southeast and even internationally. We're proud that this festival will continue to be held in Bessemer and we're looking forward to many more great years of barbecue and blues music in downtown Bessemer."

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 eight and under are free with a ticketed adult. Besides great music and bbq the festival offers a variety of booths including arts and crafts, outdoor exhibits, and a diverse selection of vendors selling tempting offers.

General admission tickets can be purchased at www.bobsykesblues.com or visit Bob Sykes Bar B Q Restaurant. The festival will give a portion of the proceeds to a local chosen charity. Since 2010, the festival has provided funding for local charities including Red Mountain Grace, Children's of Alabama, Bessemer Education Enhancement Foundation, Clay House, Hands On Birmingham, Ady's Army and Latch and Live Foundation.

Event Location:
DeBardeleben Park
1623 2nd Avenue North
Bessemer, AL 35020



Sponsorship Opportunities

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

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 37,000 followers on Facebook, Twitter and Instagram. (4 minimum mentions)
- Link to corporate website from logo on www.bobsykesblues.com
- Included in email blast campaigns

On-Site Recognition:

- Company logo/banner can be hung next to the stage for high exposure
- **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.
- Eight (8) Access Passes to Sponsor Hospitality Area includes complimentary Bob Sykes Bbq and drinks



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

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 37,000 followers on Facebook, Twitter and Instagram (3 minimum)
- Link to corporate website from logo on www.bobsykesblues.com

On-Site Recognition:

- Company banner near main 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 and
- Six (6) Access Passes to Sponsor Hospitality Area includes complimentary Bob Sykes Bbq and drinks



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

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 37,000 followers on Facebook, Twitter and Instagram (1 minimum)
- Link to corporate website from logo on 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 two (2) festival t-shirts
- Exhibitors working the festival will receive a limit of four (4) General Admission Vendor wristbands
- Four (4) Access Passes to Sponsor Hospitality Area includes complimentary Bob Sykes Bbq and drinks

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2020 SPONSOR CONFIRMATION 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, 2020 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 3XL

• **To be included in sponsor advertising, please email your company JPEG logo by March 6, 2020 to elaine.lyda@gmail.com**

• **Please mail this form with checks payable to:**

V&J Enterprises
1724 9th Avenue North
Bessemer, Alabama 35020