



14th Annual Bob Sykes BBQ & BLUES Festival

Bessemer, Alabama The Bob Sykes BBQ & BLUES Festival presented by Coca Cola United is set for April 26, 2025 from 12-6 pm. Gates open at 11am. This event will combine the best blues music and legendary Bob Sykes Bar B Q at the beautiful DeBardeleben Park located in historic downtown Bessemer, Alabama. Be sure to bring your chair, or blanket and set-up your spot for the day to enjoy talented blues musicians.

Since 2010, the event has been a local favorite for 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. We're looking forward to many more great years of barbecue and blues music in downtown Bessemer."

The 2025 musical performances will soon be announced.

The festival has been chosen for numerous years as one of the top food festivals in Alabama by al.com. 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 for \$10 at www.bobsykesblues.com or visit Bob Sykes Bar B Q Restaurant. Day of the festival tickets are \$15.

Since the 2010, the festival has provided funding for Alabama local charities including Ady's Army, The Bessemer Education Enhancement Foundation, Bessemer Service League, Caring Men and Caring Women, Children's of Alabama Hospital, Clay House, Hands on Birmingham, Latch and Live Foundation and Red Mountain Grace. The 2025 charity beneficiary will soon be announced.



2025 Sponsorship Opportunities

Presenting Sponsorship..... \$8,000

Pre-Event Marketing:

- Promotion and marketing as a Presenting Sponsor of the festival
- Company name included in press release
- Company name included in media coverage including television and radio interviews and commercials.
- Company name included in print advertisements and promotional items including bill boards, banners, flyers, car magnetics and yard signs.

Social Media/Website/Online Marketing:

- Company name included in event Social Media Posts and Ads with over 50,000 followers on Facebook, Twitter and Instagram. (8 minimum)
- Company name website linked to festival logo on www.bobsykesblues.com
- Company name included in E-Blasts to 8,000 plus e-subscriber list beginning eight weeks leading up to the event.

On-Site Recognition:

- Company banner included on stage fencing in high exposed area
- Company logo featured on Festival banner that is hung on stage, main gates, sponsor tent and food tent.
- **20x20 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons or product samples. Sponsor will be responsible to bring their own 20x20 tent, signage, table, chairs and extension cords. Please no food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Company name and logo featured in festival program on front page. Festival program is given away at main gate and mailed out in the Western Star Newspaper.
- Company mentioned in every stage announcement.
- Company representative invited on stage to mention company and festival giveaway
- Company logo included on festival t-shirt in prominent space. Company receives ten (10) festival t-shirts
- Exhibitor receives 20 (20) Access Passes to Sponsor Hospitality Area includes complimentary Bob Sykes Bbq and drinks

Official Sponsorship.....\$2,800

Pre-Event Marketing:

- Promotion and marketing as the Platinum Sponsor of the festival
- Company logo on promotional flyers promoted online and given out at Bob Sykes Bar B Q

Social Media/Website/Online Marketing:

- Included in event social media posts with over 50,000 followers on Facebook, Twitter and Instagram (4 minimum) and Link to corporate website from logo on www.bobsykesblues.com
- Company name included in E-Blasts to 8,000 plus e-subscriber list beginning eight weeks leading up to the event. (minimum of 3)

On-Site Recognition:

- Company banner featured next to the sponsor tent located in high exposed area.
- Company logo included on Festival banners that are hung on front stage and main gates
- **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 name and logo recognition in festival program; given out at festival and in Western Star Newspaper
- Mentioned in stage announcements (minimum of 3 mentions)
- Company representative invited on stage to mention company and festival giveaway
- Company logo on festival t-shirt. Company receives four (4) festival t-shirts.
- Exhibitor receive twelve (12) Access Passes to Sponsor Hospitality Area includes complimentary Bob Sykes Bbq and drinks

Patron Sponsorship.....\$1,800

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 50,000 followers on Facebook, Twitter and Instagram (2 minimum) Link to corporate website from logo on www.bobsykesblues.com

On-Site Recognition:

- Company logo included on Festival banners that are hung on front stage and main gates
- **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 recognition in festival program; given out at festival and in Western Star News
- Mentioned in stage announcements (minimum of 2)
- Company name on festival t-shirt. Company receives two (2) festival t-shirts
- Exhibitor receive eight (8) Access Passes to Sponsor Hospitality Area includes complimentary Bob Sykes Bbq and drinks

Bob Sykes BBQ & BLUES Festival 2025 SPONSOR CONFIRMATION FORM

Circle Sponsorship level:

Presenting Sponsor: \$8,000

Official Sponsor: \$2,800

Patron Sponsor: \$1,800

Sponsor confirmation must be received no later than March 21, 2025 in order to be included in all advertising campaigns. In kind sponsorship value is determined by the festival.

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? Add \$50, limited number, first come first served. Yes No

T-shirt sizes (Please enter number of each according to your sponsorship level)

___ SM ___ Med ___ LG ___ XL ___ XXL

• To be included in sponsor advertising, please email your company JPEG logo by March 15, 2024 to elaine.lyda@gmail.com

• Please mail this form with checks payable to:

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