

SPONSORSHIP OPPORTUNITIES

HOLY SMOKES

A LOWCOUNTRY BARBECUE FESTIVAL

presented by **Sysco**

**SATURDAY
NOVEMBER 11, 2023**

Riverfront Park

1061 EVERGLADES AVE.
NORTH CHARLESTON, SC





FINE MEATS & NICE FOLKS

Aaron Siegel and Taylor Garrigan of Home Team BBQ, Anthony DiBernardo of Swig & Swine, and Robert Moss, the Contributing BBQ Editor for Southern Living, joined together back in 2021 to bring leaders of the barbecue community from around the country right here in Charleston for a festival celebrating the culture, history, and traditions of American barbecue.

NOVEMBER 11TH, 2023

With live music playing on stage against the backdrop of the Cooper River at Riverfront Park, guests will have a unique opportunity to sample a range of barbecue styles from a group of renowned pitmasters. Expect to taste slow-smoked whole hog, pork and beef ribs, Texas-style brisket, smoked sausage, BBQ tacos, and much more.

Stay tuned for the release of the full list of the guest chefs, which will include more than 20 of the most acclaimed pitmasters from around the country.

IN JUST TWO YEARS Y'ALL HELPED RAISE

\$200,000

FOR HOGS FOR THE CAUSE & RONALD MCDONALD HOUSE CHARITIES OF CHARLESTON

FOR MORE INFORMATION CONTACT
INFO@HOLYSMOKESCHS.COM



Holy Smokes continues the group's quest to raise funds and awareness for families affected by pediatric brain cancer through the support of Hogs for the Cause. All donations will stay in the Lowcountry to support local families.

Hogs for the Cause is a 501(c)(3) non-profit organization that believes EVERY child has the right to a healthy, happy childhood. They focus on helping children and their families who are fighting pediatric brain cancer. Hogs for the cause raises funds to help alleviate some of the emotional and financial strain associated with treating pediatric brain cancer.

Since 2009, Hogs for the Cause efforts have raised over \$1.5 Million in direct grants to families battling pediatric and another \$2.2 Million to hospital programs and charities nationwide. Please join us in helping our Lowcountry families battling pediatric brain cancer.



Since 1983, Ronald McDonald House Charities of Charleston has been a "Home-away-from-home" where families stay while their children undergo extensive medical treatment.

Over the years — and only because of the generosity of donors who have supported our cause — we have evolved. We continue to develop programs to meet families' needs as they face the medical uncertainty and financial stress of caring for their children.

At RMHC Charleston, parents and children lead a life as normal as possible during their traumatic times without the financial burden of costly hotel, meal, and travel expenses. Our home offers these families comfortable beds, hot meals, a caring staff, and a four-legged friend, Gardy, all just steps from MUSC Shawn Jenkins Children's Hospital.



FRIENDS OF HOLY SMOKES\$1,000

+ ADVERTISING & PUBLICITY

- Company logo placement on website

+ ON-SITE PRESENCE

- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 2 VIP tickets with 2 Sponsor parking passes

FRIENDS OF HOLY SMOKES\$2,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Social media mentions where appropriate and/or applicable

+ ON-SITE PRESENCE

- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 4 VIP tickets with 2 Sponsor parking passes

FRIENDS OF HOLY SMOKES\$5,000

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Social media mentions where appropriate and/or applicable

+ ON-SITE PRESENCE

- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 6 VIP Village Sponsor tickets with 2 Sponsor parking passes



VENDOR OPPORTUNITIES

OUR ON-SITE VENDOR ACTIVATIONS ARE THE PERFECT OPPORTUNITY TO SHOWCASE YOUR BRAND IN FRONT OF OUR 3000+ ATTENDEES. WITH DIFFERENT FOOTPRINT SIZES AND PRICE POINTS, WE CAN CUSTOMIZE THE BEST EXPERIENCE FOR YOU!

ON-SITE VENDOR ACTIVATION\$1,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Mention in appropriate social media promotions

+ ON-SITE PRESENCE

- Shared tent activation space with other vendors
- Festival signage with company name/logo
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 2 VIP tickets with 1 VIP parking pass

ON-SITE VENDOR ACTIVATION.....\$2,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Mention in appropriate social media promotions

+ ON-SITE PRESENCE

- 10' x 10' individual tent activation space dedicated to your brand/company
- Festival signage with company name/logo
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 2 VIP tickets with 1 VIP parking pass



PITMASTER VILLAGE TABLE SPONSORSHIPS

NEW TO 2023!

Opportunity to reserve your private table in one of the pitmaster villages with an upgradable option to gain access to this year's VIP Lounge.

PITMASTER VILLAGE TABLE.....\$2,750

+ ADVERTISING & PUBLICITY

- Company logo placement on website

+ ON-SITE PRESENCE

- Private table in one of the pitmaster villages
- Your table will be branded with your company name and/or logo
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 8 Village Sponsor tickets with 4 Sponsor parking passes
- Early festival access 30 minutes prior to General Admission
- All-inclusive food and beverages including village-exclusive chefs and special fully-stocked bar
- Access across all four villages including village-only lounge seating
- Volunteers and servers available to assist with anything you need - yes, they will even bring food and drinks right to your table!
- Separate restroom trailer inside your village area

UPGRADE TO ALL ACCESS.....\$5,000

Want to gain access to the VIP Lounge? Upgrade your table to include everything above AND VIP Lounge access.

***Only 8 tables available per village!**

*Please note: additional seats can be purchased for your table at \$300/person



PARKING/DIRECTIONAL SPONSOR\$2,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website

+ ON-SITE PRESENCE

- Signage with company name/logo in all festival parking lots
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 4 VIP tickets with 4 Sponsor parking passes

CHARGING STATION SPONSOR\$2,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Named official Charging Station Sponsor

+ ON-SITE PRESENCE

- Two (2) charging stations throughout festival footprint
- Company name/logo on charging station signage
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 4 VIP tickets with 4 Sponsor parking passes

GAME SPONSOR\$2,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Named official Game Sponsor

+ ON-SITE PRESENCE

- Company branding on games in dedicated area i.e. oversized Jenga, cornhole boards, etc.
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 4 VIP tickets with 4 Sponsor parking passes

WALKWAY ENTRY SPONSOR\$2,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website

+ ON-SITE PRESENCE

- Company name/logo on walkway signage spanning approx. 2000 ft of festival entrance with custom yard signs and decals
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards

+ HOSPITALITY BENEFITS

- 4 VIP tickets with 4 Sponsor parking passes



VOLUNTEER SPONSOR.....\$5,000

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Named official Volunteer Sponsor
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company logo on volunteer tent
- Company logo on all volunteer t-shirts
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 6 VIP Village Sponsor tickets with 3 Sponsor parking passes

FRIDAY NIGHT PITMASTER DINNER SPONSOR.....\$5,000

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Mention in appropriate social media promotions
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Branded signage as the Friday Night Pitmaster Dinner Sponsor
- Opportunity to provide a welcome gift to all chefs and pitmasters at the dinner that evening
- Logo placement on the Community Partner Wall at the festival
- Photography throughout the dinner
- Opportunity to provide a welcome gift to all chefs and pitmasters

+ HOSPITALITY BENEFITS

- 6 VIP Village Sponsor tickets with 3 Sponsor parking passes

SAUCE ACTIVATION\$5,000

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- 15' x 15' tent space for activation
- Branded event signage with logo
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 6 VIP Village Sponsor tickets with 3 Sponsor parking passes

FESTIVAL WRISTBAND SPONSOR\$5,000

+ ADVERTISING & PUBLICITY

- Company logo placement on website
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Logo placement on the Community Partner Wall at the festival
- Company name/logo on all festival attendee wristbands
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 6 VIP Village Sponsor tickets with 3 Sponsor parking passes



VEHICLE SPONSOR\$7,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website, poster and email newsletters
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Two (2) vehicles throughout festival footprint with accompanying branding and signage
- Logo placement on the Community Partner Wall at the festival
- Opportunity to have fleet of vehicles assist with transporting chefs/pitmasters/VIP guests to and from festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 8 VIP Village Sponsor tickets with 4 Sponsor parking passes

VETERANS LOUNGE\$7,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website, poster and email newsletters
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- 20 x 20 on-site branded lounge area for our Veteran guests
- Logo placement on all crew, sponsor and talent lanyards
- Logo placement on the Community Partner Wall at the festival

+ HOSPITALITY BENEFITS

- 8 VIP Village Sponsor tickets with 4 Sponsor parking passes

FAMILY AREA SPONSOR\$7,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website, poster and email newsletters
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo in family area
- Logo placement on the Community Partner Wall at the festival
- Opportunity to collaborate with the HS Team to curate appropriate family activities/engagement in space
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 8 VIP Village Sponsor tickets with 4 Sponsor parking passes

TAILGATE AREA SPONSOR\$7,500

+ ADVERTISING & PUBLICITY

- Company logo placement on website, poster and email newsletters
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo in Tailgate area
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 8 VIP Village Sponsor tickets with 4 Sponsor parking passes





PITMASTER VILLAGE SPONSOR\$10,000

*(4 VILLAGES AVAILABLE)

+ ADVERTISING & PUBLICITY

- Naming rights for one of the pitmaster villages
- Company logo placement on website, poster and email newsletters
- Inclusion in appropriate print and digital promotion
- Social media mentions where applicable in conjunction with posts regarding your specific village
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo at your pitmaster village
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 10 VIP Village Sponsor tickets with 4 Sponsor parking passes
- Private table for you and your guests in your pitmaster village

SPIRITS SPONSOR\$10,000

+ ADVERTISING & PUBLICITY

- Naming rights for Spirits beverage tents
- Company logo placement on website, poster and email newsletters
- Inclusion in appropriate print and digital promotion
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo at Spirits beverage tents
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 10 VIP Village Sponsor tickets with 4 Sponsor parking passes

BEER/WINE SPONSOR\$10,000

+ ADVERTISING & PUBLICITY

- Naming rights for Beer/Wine beverage tents
- Company logo placement on website, poster and email newsletters
- Inclusion in appropriate print and digital promotion
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo at Beer/Wine beverage tents
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 10 VIP Village Sponsor tickets with 4 Sponsor parking passes



VIP LOUNGE SPONSOR.....\$15,000

+ ADVERTISING & PUBLICITY

- Naming rights for VIP Lounge
- Company logo placement on website, poster and email newsletters
- Inclusion in appropriate print and digital promotion
- Social media mentions where applicable in conjunction with posts regarding VIP tickets/lounge
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 12 VIP Village Sponsor tickets with 7 Sponsor parking passes
- Private table for you and your guests in the VIP Lounge

MUSIC STAGE SPONSOR.....\$20,000

+ ADVERTISING & PUBLICITY

- Naming rights for music stage
- Company logo placement on website, poster and email newsletters
- Inclusion in appropriate print and digital promotion
- Social media mentions where applicable in conjunction with posts regarding festival music line-up
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Signage with company name/logo at the music stage
- Opportunity to announce all musical acts, greet the crowd, etc.
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- 12 VIP Village Sponsor tickets with 7 Sponsor parking passes
- Private table for you and your guests in pitmaster village of your choice



PRESENTING SPONSOR.....\$25,000

+ ADVERTISING & PUBLICITY

- Naming rights as presenting sponsor
- Company logo placement on website, poster and email newsletters
- Inclusion in all print and digital promotion
- Inclusion in all festival social media
- Dedicated post on festival social media

+ ON-SITE PRESENCE

- Inclusion on all festival signage, including entrance signs and music stage
- Logo placement on the Community Partner Wall at the festival
- Logo placement on all crew, sponsor and talent lanyards
- Opportunity to greet the crowd
- Opportunity for inclusion in pitmaster gift bags

+ HOSPITALITY BENEFITS

- Access to kick-off event Friday evening for all chefs/pitmasters
- 14 VIP Village Sponsor tickets with 7 Sponsor parking passes
- Private table for you and your guests in pitmaster village of your choice

SOLD



**LOOKING TO CREATE A PACKAGE TAILORED
TO YOUR COMPANY?**

**WE ARE HAPPY TO DESIGN A CUSTOM
SPONSORSHIP FOR YOUR BUSINESS.**

JUST LET US KNOW!

Join the cause!

INFO@HOLYSMOKESCHS.COM



SATURDAY, NOVEMBER 11, 2023 - HOLYSMOKESCHS.COM - INFO@HOLYSMOKESCHS.COM

