



Town of Atoka
Atoka BBQ Fest
334 Atoka-Munford Avenue
Atoka, TN 38004
www.townofatoka.com

January 1, 2024

Re: 2024 Atoka BBQ Fest Sponsorship Opportunities

Dear Prospective Sponsor,

The Town is extremely proud to announce, for the eleventh year, it will be hosting the *Atoka BBQ Fest* in 2024. The BBQ Fest will primarily feature a barbecue cooking contest sanctioned by the Memphis Barbecue Network, which will bring more than 60 of the top BBQ competition teams from the region to Atoka.

The 2024 event will be held on Friday April 5th & Saturday April 6th at Nancy Lane Park located at 118 Atoka Park Avenue in Atoka. In addition to the championship barbecue cooking contest, the BBQ Fest will feature activities for families and children, a variety of vendors and concessions, bounce houses, and more. The Family Fun Zone, Mayor's Pie Challenge, Grilled Cheese Challenge, Corn Hole Tournament, and the Kids Cook-Off all offer opportunities for the community to participate. This year we are also working to expand our BBQ taste testing for the public.

The success of this event has always depended heavily on sponsorships from local businesses. In 2023, area businesses contributed nearly \$28,000 in sponsorships in funds and in-kind donations. We invite you to take advantage of this exceptional advertising and networking opportunity as a sponsorship participant. We have created a variety of sponsorship levels to meet the needs of your business or organization. Please review the attached document for details on the benefits associated with each of the different levels. Your contribution will produce exposure for your company and strengthen your ties to this great community. With your help, we can continue to grow the Atoka BBQ Fest into a spectacular event. Please submit the enclosed Sponsorship Letter of Agreement as soon as possible to ensure your inclusion in all promotional material. You can also register for your sponsorship online at www.atokaparksandrec.com with a Credit Card.

Thank you in advance for considering a sponsorship for this year's BBQ Fest. We look forward to the opportunity to work with you in coordinating a showcase event for the Town of Atoka. Please do not hesitate to contact us via phone or e-mail if you have questions about the event or sponsorships.

P.S., if you have decided to sponsor, make sure to mark your calendar for our Sponsor Dinner on Thursday April 4th at 6:00pm located at Nancy Lane Park. An invitation and tickets will come at least 2 weeks prior to the dinner.

Sincerely,

Dorothy Isbell
Town of Atoka
Parks and Recreation Director
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