



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
Phone: (901) 837-5306
E-Mail: disbell@townofatoka.com

Town of
ATOKA



ATOKA

EST. BBQ FEST 2013

A SOUTHERN SOIREE

Kid's Cookoff

**Bounces
Houses & Yard
Games**

**Bloody Mary
Challenge**

**Signature
Cocktail
Challenge**

Food Trucks

NANCY LANE PARK

Vendors

**SAVE
THE DATE!**

APRIL

5TH & 6TH

2024

**Grilled Cheese
Challenge**

Pie Challenge

MBN Competition

**Corn Hole
Tournament**

**Registration for Teams, Challenges,
Vendors, & Sponsorship OPEN!**

REGISTER @ ATOKAPARKSANDREC.COM / 901-837-5306



EVENT SPONSORSHIP LEVELS

<p>The WHOLE HOG Title Sponsorship \$5,000</p>	<ul style="list-style-type: none"> ▪ Company logo prominently featured on the top back of the event t-shirt, all printed materials, and sponsor banner at event ▪ Placement of corporate banner at event main stage ▪ Company logo featured on event website ▪ Company logo featured on all press releases, media mentions, and other advertisements ▪ Option to have an exhibit space at the event ▪ 15 event t-shirts and 15 VIP Dinner invites ▪ Complementary FULL contest entry: 3 categories, 1 entry in all ancillaries, port-a-potty rental, and 40x40 site space.
<p>THE HALF HOG \$2,500</p>	<ul style="list-style-type: none"> ▪ Company logo included on the back of the event t-shirt and on THE HALF HOG sponsor banner at event ▪ Placement of banner near event entrance ▪ Company logo featured on event website ▪ Company mentioned on all press releases, media mentions, and other advertisements ▪ Option to have an exhibit space at the event ▪ 10 event t-shirts and 10 VIP Dinner invites ▪ Complementary contest entry for all 3 categories
<p>THE HAM \$1,000</p>	<ul style="list-style-type: none"> ▪ Company logo included on the back of the event t-shirt and on THE HAM sponsor banner at event ▪ Placement of banner near event entrance ▪ Company logo included on event website ▪ Option to have an exhibit space at the event ▪ 8 event t-shirts and 8 VIP Dinner invites ▪ Complementary contest entry for 2 categories
<p>THE SHOULDER \$500</p>	<ul style="list-style-type: none"> ▪ Company name included on the back of the event t-shirt and on THE SHOULDER sponsor banner at event ▪ Company name on event website ▪ ½ off an exhibit space at the event ▪ 5 event t-shirts and 5 VIP Dinner invites
<p>THE RIBS \$100</p>	<ul style="list-style-type: none"> ▪ Company name included on THE RIBS sponsor banner at the event. ▪ Company name on event website ▪ 2 event t-shirt and 2 VIP Dinner invites

Interested in becoming a sponsor, but have something different in mind? We will also take in-kind donations to supplement our needs for various supplies and services. Please contact Dorothy Isbell at 901-837-5300 or disbell@townofatoka.com if you would like to support in that manner. We will recognize your donation equal to your contribution.



Sponsorship Letter of Agreement

Atoka BBQ Fest
April 5th & April 6th, 2024
Nancy Lane Park
www.Atokaparksandrec.com



Company/Sponsor Name: _____

Agrees to provide a financial sponsorship for the 2024 Atoka BBQ Fest on Friday April 5th and Saturday April 6th, 2024. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described on the Sponsorship Levels information sheet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued and accepted by the Town of Atoka. As a sponsor, I agree to provide digital artwork for all promotional advertising.

- Sponsorship information must be received no later than March 15th to ensure you are printed on the promotional materials.

Please check appropriate sponsorship level and amount:

_____ The Whole Hog: \$5,000

_____ The Half Hog: \$2,500

_____ The Ham: \$1,000

_____ The Shoulder: \$500

_____ The Ribs: \$100

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____ Best Contact #: _____

Email Address: _____

Authorized Signature: _____ Date: _____

Mail Payment & Form to: Town of Atoka
Attn: Atoka BBQ Fest
334 Atoka Munford Avenue
Atoka, TN 38004

OFFICE USE ONLY:

Date Received: _____ Payment Received: _____
Confirmation E-Mail sent: _____ Logo Received: _____