

SIP & VIBE SLC PRESENTS

PUT YOUR MEAT WHERE YOUR MOUTH IS

BBQ Competition — Sponsorship Opportunity

Event Date: July 12, 2026

Location: 154 West Main St, American Fork, UT 84003 (Downtown American Fork)

Expected Attendance: 250–500 guests

Experience: Live BBQ cook-off • Music • Art • Culture • Vendors • Judges • Crowd voting • Family-friendly fun

About the Event

Now is your chance to be a part of **Utah’s biggest BBQ Competition!** Differentiate yourself from the competition by supporting this thrilling, action-packed day of BBQ, music, art, and culture.

Our mission is threefold:

1. Create a memorable experience featuring incredible local pitmasters and home cooks
 2. Support local small businesses and vendors
 3. Deliver high-impact sponsor visibility through on-site engagement + digital promotion
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Community Giveback — My First Business

Your sponsorship helps power **My First Business**, a kids entrepreneur training program that teaches youth confidence, business fundamentals, and how to launch their first ideas.

Call to Action (Sign-Up Push):

We’ll include a “**Support Youth Entrepreneurs**” **QR Code** on event signage and/or menus inviting attendees to **sign up their child** (or sponsor a student) through **My First Business**.

SPONSORSHIP LEVELS AND BENEFITS

JUDGES TABLE SPONSOR — \$500

10 sponsorships available

- **A seat to judge** the BBQ Competition
- Logo/name included on **website, social media, emails, and printed program**
- **2 VIP Passes**

FUEL THE FIRE SPONSOR — \$1,000

6 sponsorships available

- **A seat to judge** the BBQ Competition
- Logo/name included on **website, social media, emails, and printed program**
- **Vendor booth included (10x10)**
- **Activation: “Backyard Deal Drop”** — volunteers allocated to your booth to distribute coupons, samples, or flyers
- **Live emcee mentions** during event
- **2 VIP Passes**

PITMASTER SPONSOR — \$2,500

3 sponsorships available

- **A seat to judge** the BBQ Competition

- Logo included in **all marketing materials** (website, social media, emails, and **program cover**)
 - **Vendor booth included (10x10)**
 - **Activation: “Pitmaster Passport”** — guests visit your booth to get stamped/entered to win a prize (sponsor provides prize; Sip & Vibe promotes entry push)
 - Volunteers allocated to your booth to distribute coupons, samples, or flyers
 - **Live emcee mentions** during event
 - **5 VIP Passes** to the festival
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SMOKEHOUSE SPONSOR — \$5,000

2 sponsorships available

- **A seat to judge** the BBQ Competition
 - Logo included in **all marketing materials** (website, social media, emails, and **program cover**)
 - **Vendor booth included (10x10)**
 - **4 exclusive social mentions** (mix of posts + stories)
 - **Activation: “People’s Choice Voting Presented by [Sponsor]”** — your brand tied to crowd voting station/signage + callouts driving booth traffic
 - Volunteers allocated to your booth to distribute coupons, samples, or flyers
 - **Live emcee mentions** during event
 - **10 VIP Passes**
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TITLE SPONSOR — \$7,500

1 sponsorship available

- **A seat to judge** the BBQ Competition
 - Naming rights: “**Put Your Meat Where Your Mouth Is — Presented by [Sponsor]**”
 - **Premium signage placement** throughout event
 - Name and logo in **premium position** for all marketing materials as presenting organization (website, social media, emails, and **program cover**)
 - **Weekly** dedicated sponsor spotlight post + story feature
 - **Activation: “Main Stage Moment Presented by [Sponsor]”** — branded stage callout + dedicated 2–3 minute spotlight (giveaway, announcement, or sampling push)
 - Volunteers allocated to your booth to distribute coupons, samples, or flyers
 - **Vendor booth included (10x10)**
 - **Live emcee mentions** during event
 - **10 VIP Passes**
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HOT DOG EATING COMPETITION — \$1,250 (Exclusive)

1 sponsorship available

- “**Hot Dog Eating Competition Presented by [Sponsor]**” naming on signage + stage mention
 - Sponsor logo on bracket/contest sign
 - Optional product placement at stage (approved items only)
 - Social story feature + post mention
 - **Activation: “Winner Photo + Giveaway”** — sponsor-branded winner photo moment + QR entry giveaway announced during the contest
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Expected Event Demographic

- **Age:** 25–55
 - **Income:** \$55,000–\$155,000
 - **Racial Breakdown:** 50% Caucasian • 30% African American • 10% Latino • 10% Other
 - **Audience Mix:** 30% women • 65% men • 5% other
 - **Education:** 35% college grads • 45% attended college • 20% no college
 - **Housing:** 70% renters • 30% homeowners
 - **Employment:** 80% full-time • 15% employed • 5% unemployed
 - **Marital Status:** 35% single • 50% married • 15% divorced
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Sponsor ROI

Increase Brand Visibility

We put your brand directly in front of attendees with organic introductions, logo placement, press mentions, social media tags before/during/after, and placement on flyers/posters.

Build Consumer Perception

We don't just want guests to see your product—we want them to try it. Event Marketing Institute research has reported **74% of consumers are more likely to buy after exposure** to branded event experiences (2016).

Efficient Lead Generation

We'll generate a **proprietary sponsor QR code** placed on menus and marketing to drive traffic to your website/social pages. (Optional: lead capture or giveaway entry mechanics at your booth.)

Community Goodwill — My First Business

Your sponsorship helps power **My First Business**, a kids entrepreneur training program that teaches youth how to build confidence, develop business skills, and launch their first ideas. Supporting My First Business positions your brand as community-invested and family-forward.

Call to Action (Sign-Up Push):

We'll include a “**Support Youth Entrepreneurs**” QR code on event signage and/or menus inviting attendees to **sign up their child** (or donate/sponsor a student) through My First Business.

Content Strategy

Events generate shareable moments. Event Marketing Institute has reported **98% of consumers create social content at events**—we'll encourage organic user-generated content through photo moments, crowd voting, and giveaways.

Ready to Sponsor?

Reply with the sponsorship level you'd like to lock in. We'll follow up with a simple sponsor agreement, request your logo files, confirm booth needs, and schedule your activation details.

Contact: Sip & Vibe SLC | 801-953-5872