

INDEPENDENCE, MO

**FIRE & ICE**

BBQ

**EVENT SPONSORSHIPS**



# EVENT OVERVIEW



September 9<sup>th</sup> and 10<sup>th</sup>, 2016 will mark the 2<sup>nd</sup> Annual Independence Fire & Ice BBQ contest, hosted by Silverstein Eye Centers Arena (formerly Independence Events Center). Our arena is located 15 miles east of Kansas City on I-70 and I-470, viewed by approximately 80,000 vehicles per day and over 500,000 vehicles per week.

Our Amateur BBQ cook off is a Kansas City Barbeque Society sanctioned two day event starting Friday, September 9<sup>th</sup> from 5:00 PM – 11:00 PM for ticket holders and Saturday, September 10<sup>th</sup> from 10 AM – 3 PM.

The event is billed as a “feast for the senses” and will take place in the parking lot outside of the arena. It will feature an aroma-filled, festival atmosphere highlighting freshly grilled barbeque, local entertainment and family activities including complimentary ice skating at the Centerpoint Medical Community Ice Rink.

# GRAND CHAMPION SPONSOR



- Official Presenting Sponsor
- Logo inclusion in all TV, radio, print, website and social media campaigns ( Value: \$13,500)
- Sponsor mentions in press releases and BBQ related announcements
- One (1) complimentary competition entry (size of space mutually agreed upon)
- One (1) promotional booth
- Six (6) Banners in premium locations
- 100 tickets to event
- Stage presence and announcements during awards ceremony
- Company name on tickets and wristbands
- Logo on event map
- Name on trophies and ribbons
- Digital Marquee signage and arena ribbon board for 4 weeks leading up to event
  - Digital Marquee ( runs 8 slides at 8 seconds per slide)
  - 1,350 spots per day per slide
  - Over 25,000 impressions per day per slide
  - Located on 1-70 (East and West Bound)

# GOLD LEVEL SPONSOR



- Logo inclusion in website and social media campaigns
- One (1) complimentary competition entry
- One (1) complimentary promotional booth
- Four (4) banners in premium locations
- Logo on event map
- Fifty (50) tickets to event

# SILVER LEVEL SPONSOR

- Logo inclusion on website
- One (1) complimentary promotional booth
- One (1) complimentary team space
- Twenty – Five (25) event tickets
- Logo on event map
- Two (2) Banners in premium locations



# CORPORATE TEAM ENTRY

- Logo inclusion on Website
- One (1) competition entry
- One (1) Banner at the event
- One (1) Party Tent Package



# CLASS CHAMPION SPONSOR



## Class Champion Categories:

- Chicken
- Pork Ribs
- Pork Butt or Shoulder
- Beef Brisket
- Sausage
- Dessert

**Class Champion Sponsors will sponsor one of the Class Champion categories and will receive the following:**

- Logo on category banners
- 4 tickets to the Independence Fire & Ice BBQ
- Stage mentions during awards ceremony
- Logo on event map



**SARAH WEDEL**

Director of Corporate Sales  
Silverstein Eye Centers Arena  
Spectra Venue Management  
O: 816.442.6107 M: 816.209.4763  
Swedel@secarena.com

