



From palmettos to long-leaf pines

Victoria Yards April 4 & 5 2025 Uptown, Charlotte, NC.

The Kickoff + Festival

Our Kickoff event takes place on Friday with a Pitmaster meet and greet, BBQ Party + more. On Saturday immerse yourself in the diverse barbecue traditions of the Carolinas. Premier pitmasters from across the Southeast will showcase their signature styles, smoking up whole hog, chicken, ribs, brisket, seafood + more. Each BBQ tasting pairs with chef-curated accouterments. Beyond the amazing eats, the festival features live music acts from local and national performers. Enjoy cooking demonstrations and learn best practices from our chefs. Families can enjoy kid-friendly activities. All in partnership with Charlotte SHOUT, an aspirational multi-week festival designed to celebrate creativity and innovation through art, music, food, and ideas.



Presented by
 Atrium Health  BANK OF AMERICA

Our Mission

Preserve and promote the rich barbecue culture of the Carolinas by showcasing acclaimed pitmasters, embracing varied cooking styles, supporting local charities, and bringing people together in an annual event. Festival Style.

Our Vision

To establish the Carolina BBQ Festival as the premier annual gathering for barbecue enthusiasts to experience the authentic flavors, techniques and camaraderie that define Carolina's whole hog barbecue legacy.



Divided by Sauce, United by Coal.

CAROLINABBQFEST.ORG

CAROLINA BARBECUE FESTIVAL

2024 Overview

Our Reach

443.4K

SOCIAL REACH

29.7K

WEBSITE VISITS

19.7K

EVENTBRITE VIEWS

The Festival

\$35k

Donations to both local & national charities.

1850

ATTENDEES

3.5K

Expected attendees for 2025

Based on year-over-year growth + SHOUT! Partnership

18

PIT MASTERS

Our Audience

NC, SC, VA, GA - as far as FL and NY

Media

The Local Palate (Regional)

A Culinary Event Celebrating
the Whole Hog Tradition

WBTV- QC LIFE (Local)

Carolina BBQ Festival coming to the QC next week

The Smoke Sheet (Community)

The Best Bites from the Carolina BBQ Festival

.....CAROLINA BARBECUE FESTIVAL.....

Our Charities

In the last three years, our festival has raised over \$35,000 for charitable causes. These funds have been donated to organizations (including Operation BBQ Relief, Hungry Heroes, and World Central Kitchen) dedicated to feeding and supporting communities in need. Through these contributions, we're proud to extend the spirit of BBQ beyond our festival, making a positive impact on food security and community support.



The Experience

The Carolina BBQ Festival Two-Day Event is a premier celebration of barbecue culture. Attendees enjoy tastings from some of the Southeast's most renowned Pitmasters, featuring an array of offerings like whole hog (cooked on site), brisket, ribs, chicken, seafood, hash & rice, and more. The barbecue tastings are complemented by unique accompaniments that showcase the chef-driven dishes. Live music entertainment sets the soundtrack throughout the day, while vendor activations provide opportunities to shop and experience brand activations, cooking demonstrations, and more. Craft beer, cocktails, and wine options are available for purchase to accompany the tastings. For those seeking an elevated experience, a VIP package offers early entry, a dedicated VIP area, a live DJ, drink tickets, complimentary oysters, specialty merch + more. The festival kick-offs Friday with Live Music and a Pitmaster Meet + Greet. Enjoy some of Charlotte's Local Favorites serving up their take on BBQ favorites + a live crawfish boil. This event celebrates the rich barbecue traditions of the South.



CAROLINA BARBECUE FESTIVAL

partnership tiers

high on the hog - presenting sponsor

\$50,000

- Presenting naming rights to Kickoff & Festival
- Company logo placement on the website, step & repeat, CBF event merchandise, and partner signage
- Partner promotion on social channels
- Mention in Press Release(s) pertaining to the event
- Name included in all contracted promotions
- Activation space in The Festival area
- 20x Tickets to The Kickoff (FRI)
- 20x VIP Passes to The Festival (SAT)

Plus: Naming rights to all additional pop-up events throughout the year

These curated events draw attention to the Carolina BBQ Festival brand + partners

Additions Include: The Pig Pickin' (Fall 2024) & BBQ Brunch (Early Spring 2025)

own the stage

\$30,000

- Naming / Branding rights to the music stage
- Company logo placement on the website, step & repeat, and partner signage
- Partner promotions on social channels
- Activation space in the Festival
- 16x Tickets to The Kickoff (FRI)
- 16x VIP Passes to The Festival (SAT)

the q-shack

\$22,000

- Branding rights to Victoria Yards area of The Festival (FRI + SAT)
- Company logo placement on the website, step & repeat, and partner signage
- Partner promotions on social channels
- Activation space in The Festival Area
- 14x Tickets to The Kickoff (FRI)
- 14x VIP Passes to The Festival (SAT)

welcome wagon

\$18,000

- Opportunity to design the entrance area with co-branding and pre-approval
- Branding rights to the entrance area of The Festival
- Branding rights for Raffle + Merch tent
- Company logo placement on the website, step & repeat, and partner signage
- Partner promotions on social channels
- Activation space in The Festival area
- 12x Tickets to The Kickoff (FRI)
- 12x VIP Passes to the Festival (SAT)

the prime cut

(vip area sponsor)

\$15,000

- Branding rights to VIP Area (SAT)
- Branding for VIP attendee gift
- Company logo placement on the website, step & repeat, and partner signage
- Partner promotions on social channels
- Activation space in VIP Area
- 10x Tickets to The Kickoff (FRI)
- 10x VIP Passes to the Festival (SAT)

.....CAROLINA BARBECUE FESTIVAL.....

partnership tiers

serving up the goods

items available to co-brand at cost to produce



Cutlery \$3500
Wayfinder Signage \$1500

Staff Shirts \$850
Festival Wristbands \$1900

Souvenir Cocktail Cups (Bars) \$2200
Volunteer Shirts \$850

pitmaster sponsor

\$4,500 (18 AVAILABLE)

*Sponsor our hardworking, dedicated pitmasters;
Supports the full experience for our pitmasters and their families to join us.*

- Company logo placement on the website, step & repeat, and pitmaster partner signage
- Mentioned and/or logo included wherever your Pitmaster is mentioned
- Opportunity to add gift for all Pitmaster Participation Thank You Bags
- Partner promotions on social channels
- We fill their cooler - compliments of you
- Activation space in The Festival Area next to your Pitmaster
- 8x Tickets to The Kickoff (FRI)
- 8x VIP Passes to The Festival (SAT)



All partnership tiers are customized to meet the needs for branding + marketing opportunities

.....CAROLINA BARBECUE FESTIVAL.....

partnership tiers

smokin swag

\$4,000

- Naming / Branding rights to the swag station (found near entrance)
- Rights to include up to 2 swag items
- Company logo placement on the website, step & repeat, and partner signage
- Partner promotions on social channels
- Activation space in the festival area
- 6x Tickets to The Kickoff (FRI)
- 6x VIP Passes to The Festival (SAT)

piglet pen

\$4,000

- Branding rights & signage for the family-friendly area
- Activation space in Piglet Pen
- Company logo placement on the website and partner signage
- Partner promotion on social channels
- 6x Tickets to The Kickoff (FRI)
- 6x VIP Passes to The Festival (SAT)

pig pickin & bbq brunch

\$3,500 each

Activation space

Branded signage for each specific event

Company logo placement on the website and partner signage

Partner promotion on social channels

4x Tickets to The Kickoff (FRI)

4x VIP Passes to The Festival (SAT)

Join us for both events!

it takes a team

\$2,000

Right to include 1 swag item

Right to include #BBQForACause Raffle Donation for a service or item

(both must be approved by team)

Company logo placement on the website and partner signage

Donation item or service is accompanied by clear branding when mentioned

Partner Promotions on social channels

2x Tickets to The Kickoff (FRI)

2x GA Passes to The Festival (SAT)

All partnership tiers are customized to meet the needs for branding + marketing opportunities



WHO WE ARE



Lewis Donald

Founder,
Owner &
Smoketender -
Sweet Lew's BBQ

Founder, Owner and Smoketender - Sweet Lew's BBQ
Lewis Donald can't cut into a radish without thinking of his grandfather. Growing up in a suburb of Cleveland, Ohio, Donald wasn't the best student in the classroom, but he could spend all day studying the rows of vegetables in the garden his granddad Ray planted every year. Donald has lived in six different states since then, mastering numerous cuisines as a cook and chef at restaurants, country clubs, resorts, and a specialty food store. In Sweet Lew's, he fulfills his dream of running a classic barbecue shack. He takes the lessons from all of those travels and distills them into everything he does.



Erin Hunter

Founder,
Marketing & Event
Management
Let's Meet CLT

Founder, Marketing & Event Management - Let's Meet CLT
Responsible for business operations and team building for Let's Meet CLT. Born and raised in Charlotte, she has an absolute love for the city! After graduating from Appalachian State University, she has worked in the startup, corporate, and franchise space for marketing and events. Wanting to follow her passion of supporting the small business community and events that help connect the city she grew up in, Let's Meet CLT was started. A true connector of the small business community.

A note from Lewis

As the founder of the Carolina BBQ Festival, I am delighted to extend an invitation for your business to join us in 2025 as we come together to #bbqforacause. The Carolina BBQ Festival has become a cherished tradition, highlighting the Southeast's rich culinary heritage and culture. Our festival brings together renowned Pitmasters from across the region, each showcasing their distinctive cooking styles and the absolute best of barbecue.

From whole hog and chicken to ribs, seafood, brisket, and chopped pork, our event promises an elevated barbecue experience. By supporting our festival, your business will have the opportunity to align itself with an authentic, innovative, and community-driven event.

By becoming involved, you can expect *Exposure and Visibility*. The Carolina BBQ Festival draws a diverse audience of barbecue enthusiasts, foodies, and families. Through our partnership, your business will gain valuable exposure to many potential customers. Our comprehensive marketing efforts span various media channels, ensuring that your brand receives prominent visibility not only during the festival but also before and after the event. Additionally, supporting the Carolina BBQ Festival sends a positive message to the public and can generate favorable media coverage.

Our team invites you to be a part of this extraordinary event in partnership with Charlotte SHOUT! and contribute to our vision and mission of giving back to the community. Together, we can create an unforgettable experience for attendees, celebrate our culinary heritage, and contribute to the growth and support of our local community.

Sincerely, Lewis Donald | Founder, Carolina BBQ Festival