



*From palmettos to long-leaf pines*  
**Victoria Yards April 5 & 6 2024 Charlotte, NC.**

## *The Festival*

Taste the diverse flavors of Carolina barbecue.

Pit Masters from across the Southeast will showcase their signature barbecue styles, smoking up whole hog, chicken, ribs, brisket, seafood, and classic Lexington-style chopped pork. Each tasting will be matched with sides and sauces that complement.

In addition to the eats, the festival offers live music performances from local and national acts. The family-friendly fun includes activities just for kids. Shop our curated vendors and enjoy craft beers and cocktails between eats.

This year we do it all in partnership with Charlotte SHOUT!



Presented by



## *Our Mission*

To bring people together through an annual festival that showcases whole hog, Carolina BBQ's rich traditions, varying cooking styles, and diverse community.

## *Our Vision*

We raise funds for local and national charities while bringing the barbecue community together and celebrating the tradition of whole hog bbq.



*Divided by Sauce, United by Coal.*

# CAROLINA BARBECUE FESTIVAL

## 2023 Overview

### Our Reach

**109K**

SOCIAL REACH

**27.7K**

WEBSITE VISITS

**10.2K**

EVENTBRITE VIEWS

## The Festival

**\$22.5k**

Donations to both local & national charities.

**900**

TICKETS SOLD

**4K**

Expected attendees for 2024

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

**14**

PIT MASTERS

## Our Audience

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

## Media

### Southern Living (Regional)

First-Ever Carolina BBQ Festival Celebrates 3  
Regional Styles of 'Cue

### WBTV- QC LIFE (Local)

Carolina BBQ Festival coming to Camp North End in May

### Barbecue Bros (Community)

The Carolina BBQ Festival Delivered on its Promise  
to Put Charlotte Barbecue on the Map

# CAROLINA BARBECUE FESTIVAL

## Our 2024 Charities

Over the past 2 years, we have raised over \$22,000, which has been donated to different charities that help feed and support our communities. Our 2024 charities include those whose sole mission is to better our communities. They do this by making sure communities have access to food in times of need, children have access to daily meals, and providing life-changing scholarships to families of America's fallen or disabled military and first responders.

Please join us in supporting our 2024 charities.

### Folds of Honor

Provides life-changing scholarships to the spouses and children of America's fallen or disabled military. And now, their mission expands to the families of America's first responders. Those who protect our freedoms and our families will know they are not forgotten.



### Operation BBQ Relief

Operation BBQ Relief uses a network of cooks, mobile pits, kitchens, and volunteers to deliver the healing power of BBQ. In times of need, they feed first responders and community members, while also fighting hunger year-round.



### Hungry Heroes

Mission to serve first responders, military, and veterans and show gratitude for their services through BBQ. Hungry Heroes has expanded to other communities throughout the United States who may be suffering loss or just want to show their appreciation to local first-responders and military personnel.



## The Experience

### Friday April 5th, Charity Concert & Dinner Kick off - \$99

Join us as we kick off the 2024 Carolina BBQ Festival in style. BBQ is Provided by Operation BBQ Relief & Hungry Heroes + plus enjoy a live crawfish boil, drinks, and music.

### Saturday April 6th, Music + Pitmaster Tasting

#### General Admission - \$75

- Visit and enjoy a tasting from 15 of the best Pitmasters in the Southeast
- Whole Hog, Brisket, Ribs, Chicken, Lexington Chopped Pork, Seafood, Hash & Rice, and more
- Unique accompaniments with tastings
- Live music throughout the day
- Vendor activations to enjoy and shop
- Craft beers, cocktails, and wine for purchase

#### VIP Admission - \$125

- Everything in general admission is included
- \$20 Merch Voucher
- Early admission at 11 am with Live DJ
- 2 Drink Tickets + VIP Bar
- Complimentary Oysters on the Half Shell
- Designated VIP area
- Complimentary bottled Water

### The VIP Experience Friday April 5th & Saturday April 6th - \$199

### Friday April 5th & Saturday April 6th - \$149

For the love of BBQ - make plans to attend both days of the event and take advantage of our special discounted pricing.

# CAROLINA BARBECUE FESTIVAL

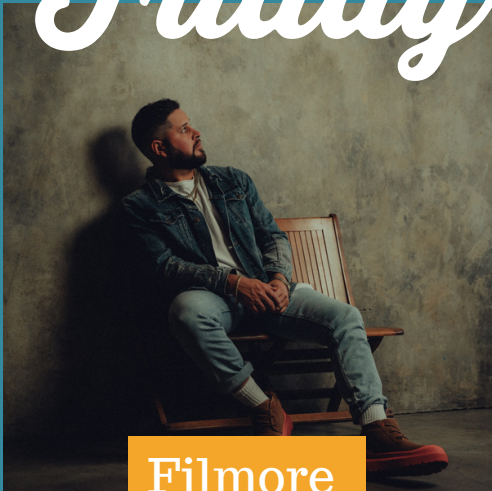
## Location Overview

Find us at Victoria Yards, located across the street from The Market at 7th St at 209 E. 7th St., Victoria Yards awaits. One of Charlotte, NC Uptown's outdoor, ground-level event spaces. Victoria Yards creates the ideal urban festival setting for celebrating the tastes and sounds of the Carolina Barbecue Festival.

## The Music

Enjoy sounds from local, regional and national acts.  
A diverse mix of tunes just like the bbq.

### Friday



Filmore

### Saturday



Charlotte Bluegrass  
All -Stars



Justin Fedor



Carolina Gator Gumbo



Todd Johnson



DJ That Guy Smitty

# CAROLINA BARBECUE FESTIVAL

## *partnership tiers*

### *high on the hog - presenting sponsor*

**\$50,000**

- Presenting naming rights
- Company logo placement on the website, step and repeat, all CBF event merchandise, and partner signage.
- Partner promotion on social channels
- Name included in the Press Release of the event
- Name included in all contracted promotions
- Partner promotion on social channels
- Activation space in the festival area
- 12x VIP passes to the festival (Fri & Sat)

### *own the stage*

**\$30,000**

- Company logo placement on the website, step, and repeat, and partner signage
- Naming / Branding rights to the music stages
- Partner promotions on social channels
- Activation space in the festival area
- 10x VIP passes to the festival (Fri & Sat)

### *vip sponsor*

**\$10,000**

- Company logo placement on the website, step, and repeat, and partner signage
- Branding rights to VIP Area
- Branding for VIP attendee gift
- Partner promotions on social channels
- Activation space in the festival area / VIP area
- 6 VIP passes to the festival (Fri & Sat)

### *q-shack*

**\$10,000**

- Company logo placement on the website, step, and repeat, and partner signage
- Branding rights to Victoria Yards area of the festival. Includes Friday + Saturday events
- Branding for VIP attendee gift
- Partner promotions on social channels
- Activation space in the festival area
- 6 VIP passes to the festival (Fri & Sat)



# CAROLINA BARBECUE FESTIVAL

## partnership tiers

### smoke yard

**\$10,000**

- Company logo placement on the website, step, and repeat, and partner signage
- Branding rights to VIP Area
- Branding for VIP attendee gift
- Partner promotions on social channels
- Activation space in the festival area
- 6 VIP passes to the festival (Fri & Sat)

### vehicle sponsor

**\$5,000**

- Company logo placement on the website, step, and repeat, and partner signage
- Naming / Branding rights as the official vehicle
- Partner promotions on social channels
- Activation space in the festival area for onsite vehicles with branding and signage
- 6x VIP passes to the festival for Saturday

### pitmaster sponsor

**\$3,000**

- Company logo placement on the website, step, and repeat, and partner signage
- Branding rights to a Pitmaster tent.
- Partner promotions on social channels
- Activation space in the festival area
- 4 VIP tickets for Saturday.

### piglet area

**\$2,500**

- Company logo placement on the website, event merchandise, and partner signage
- Branding rights/signage for the family-friendly area along with activation space
- Partner promotion on social channels
- 2x VIP passes to the festival on Saturday

### it takes a team

**\$1,500**

- Company logo placement on the website, event merchandise, and partner signage
- Partner Promotions on social channels
- Activation space in the festival
- 2 x GA passes to the festival on Saturday

cutlery, wayfinder signage, restrooms, specialty drinks, volunteer supplies, etc

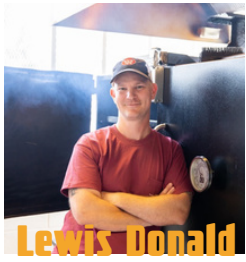
### vendor partner

**\$500**

- Company logo placement on the website, and partner signage
- 10x10 space to activate in the festival area to share/sell goods
- Social Media shout out
- 2x GA passes to the festival on Saturday



# OUR TEAM



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.



Marketing & Event Management, Founder - 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.



Music and Event Producer, An experienced Entrepreneur who is passionate about all things Charlotte. Ty moved to Charlotte from Charleston, SC in 1997 with his wife Shannon. He started his first business in 2003 and continues to invest in Charlotte by creating and partnering with new business opportunities. Not only is Ty involved with multiple events and charities throughout Charlotte, the region, and the nation, he is a friend of many leaders and organizations in the Carolinas. Ty brings his Carolina upbringing, love for charity, music, and bbq to the Carolina BBQ Festival team.

## A note from Lewis

I am delighted to reach out to you as the founder of the Carolina BBQ Festival and extend an invitation for your business to join us in 2024 as we come together to #bbqforacause. The Carolina BBQ Festival has become a cherished tradition, highlighting the Southeast's culture and culinary heritage. Our festival brings together renowned Pitmasters from across the region, each known for their distinctive cooking styles, showcasing the absolute best of barbecue. From whole hog, chicken, ribs, seafood, brisket, and Lexington pork, our event promises an unparalleled BBQ experience. By supporting our festival, your business will have the opportunity to align itself with an event of authenticity, innovation, and community. Here's what 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 a wide range of potential customers. Our 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. Plus, 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. Together, we can create an unforgettable experience for attendees, celebrate our culinary heritage, and contribute to the growth and support of our community.

We are thrilled to showcase your business and work together to make the 2024 Carolina BBQ Festival a success. Let's collaborate and create something remarkable!

Sincerely, Lewis Donald | Founder, Carolina BBQ Festival

