



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

Over the past 3 years, we have raised over \$35,000, which has been donated to different charities that help feed and support our communities such as Operation BBQ Relief, Hungry Heroes, and World Central Kitchen.



The Experience

The Carolina BBQ Festival Two-Day Event is a premier celebration of barbecue culture. Attendees will 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
- 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
- 20x Tickets (FRI) + 20 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.

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
- 16x Tickets (FRI) + 16x VIP passes to the festival (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
- 12x Tickets (FRI) + 12x VIP passes to the festival (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
- 12x Tickets (FRI) + 12x VIP passes to the festival (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
- 12x Tickets (FRI) + 12x VIP passes to the festival (SAT)

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.

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

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

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

vendor partner

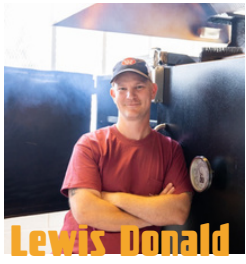
\$500

- 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

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



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

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.

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 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