



*From palmettos to long leaf pines  
May 7, 2023 - Camp North End 11am - 4pm.*

## *The Festival*

14 Pitmasters from across the Southeast are teaming up to showcase unique cooking styles. Enjoy the whole hog cooked on-site, chicken, ribs, brisket, Lexington pork, and more. All with unique accompaniments with tastings.

The festival will be complete with live music, vendor activations to enjoy and shop, and family-friendly space along with craft beer, cocktails, and wine for purchase.



## *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*

To 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

## Our 2023 Charities

Our inaugural event raised over \$15,000, which we were able to share with our 2022 Charities.

Our 2023 charities include those whose sole mission is to better our communities. They do this by making sure people have access to food in times of need, chefs have access to local farmers, and our youth have access to build strong relationships within the community and our service industry team members are covered in times of need. Please join us in supporting our 2023 charities.

### Heal Charlotte



Heal Charlotte is a community organization created to support dialogue and relationship building between urban youth and families, the police, and other divisions of government, as well as, our community partners. Through the development of camps, trainings, workshops and community events, we strive to engage a diverse group of youth to create stronger neighborhoods and a better city.



### Piedmont Culinary Guild

PCG is a grassroots effort that provides a platform that is easily accessible for all to use. Connecting the food chain in our Piedmont region of North and South Carolina, The PCG strengthens the local chef and culinary community.

### 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 fighting hunger year-round.

### World Central Kitchen

WCK uses the power of food to nourish communities and strengthen economies through times of crisis and beyond. Their commitment to disaster relief has sent them to places around the globe.



### Firebox Initiative



The Firebox Initiative Inc. was founded by restaurant people for restaurant people. They help service industry employees who are in financial need because of an illness, accident or natural disaster.

## The Experience

### General Admission - \$75

- Visit and enjoy a tasting from 14 of the best Pitmasters in the Southeast
- Whole Hog, Brisket, Ribs, Chicken, Lexington Chopped Pork, 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 - \$150

- Everything in general admission is included
- VIP Merch! Logo Trucker Hat & 2023 Sticker
- Early admission at 10 am with Live DJ
- 3 Drink Tickets + VIP Lane at Bars
- Complimentary Oysters on the Half Shell
- Two designated VIP areas with bathrooms, and seating.
- Complimentary Bottle Water

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## *Partnership Tiers*

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

**\$15,000**

- 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

### *own the stage*

**\$10,000**

- 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

### *pitmaster sponsor*

**\$7,500**

- 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
- 8 VIP passes to the festival including a table for 8 at the pitmaster tent.

### *vip sponsor*

**\$7,500**

- 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
- 8 VIP passes to the festival

### *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

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## *Partnership Tiers*

### *beverage tent*

**\$3,500**

- Company logo placement on the website, event merchandise, and partner signage
- Branding rights/signage for beverage tent, option for named cocktail
- Partner promotion on social channels
- Space to activate in the festival area
- 4x VIP passes to the festival

### *mist tents*

**\$3,500**

- Company logo placement on the website, event merchandise, and partner signage
- Branding rights to mist tents (3)
- Partner promotion on social channels
- 4x VIP passes to the festival

### *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

### *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
- 2x VIP passes to the festival

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

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## *Location Overview*

Camp North End is where imagination and determination are the powder kegs of world-changing events, and where businesses have found success across industries.

76 acres of imagination.

Camp North End is home to dining, shopping, local craft beers, and cocktails. So much to discover with live music, community events, and local art.

We are excited to be hosting the Carolina BBQ Festival at Camp North End.

## *Our Team*



**Lewis Donald**

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.



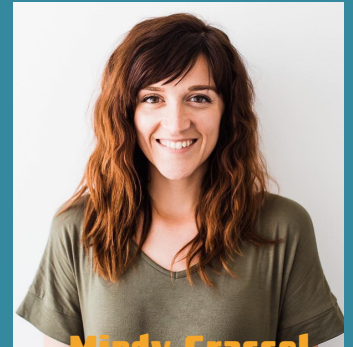
**Erin Hunter**

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 has grown up in. Let's Meet CLT was started. Plaza Midwood is home and where she supports the Plaza Midwood Merchants Association. A true connector of the small business community. In her spare time, you can find her hanging out with her husband Cameron & daughter, Charlotte.



**Kris Reid**

Event Producer | PCG Director  
Co-founder of the Piedmont Culinary Guild in 2012, Kris Reid currently serves as its Executive Director. A native of Los Angeles, she received her culinary education in Guadalajara, Mexico, from The New School of Cooking in LA and holds two degrees from Johnson & Wales University. Over the last eight years, she has been a passionate local food crusader in The Queen City - serving on the board for Charlotte Mecklenburg County Fruit and Vegetable Coalition, Slow Food Charlotte, and chaired the Food and Beverage Committee for Charlotte Clean and Green. Currently, Kris is beginning a new chapter, partnering in the launch of RAMPS (Risk Analysis Management Planning Systems),



**Mindy Grassel**

Marketing & Event Management  
Let's Meet CLT  
A public relations and marketing specialist who works to create stronger connections between brands and their audience. Her clients range from individuals to small and mid-market companies. Being the extravert that she is, her absolute passion is connecting with people, professionally and personally. "Whether it's engaging in important conversation, helping grow others' platforms, or just making a new friend, nothing is more fulfilling than hearing peoples' stories, then helping them share it." Mindy is a North Carolina native. She loves watching soccer (CYOG!), exploring local businesses (especially breweries!) with her partner, and her two pups.

# CAROLINA BARBECUE FESTIVAL

## 2022 Overview

### Our Reach

27.5K

SOCIAL REACH

18.5K

WEBSITE VISITS

7.1K

EVENTBRITE VIEWS

### In the News

#### 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

### Festival Facts 2022

580

TICKETS SOLD FOR  
EVENT

343

SIGN UPS TO BE ADDED  
TO WAITLIST

12

EVENT SOLDOUT 12  
DAYS PRIOR.

8

PIT MASTERS

CAROLINABBQFEST.ORG