



*From palmettos to long leaf pines  
May 22, 2022 - Camp North End 12 - 4pm.*

## *The Festival*

Pit masters from all over the Carolinas are teaming up to showcase each of the three regions that make up Carolina Barbecue. The festival will be complete with live music, vendors, a beer garden, cocktail lounge, and more.



## *Our Mission*

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

## *Our Vision*

To raise funds for local and national charities while bringing the barbecue community together to celebrate whole hog tradition.

*Divided by Sauce, United by Coal.*

# CAROLINA BARBECUE FESTIVAL

## Our 2022 Charities



### 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.



WORLD  
CENTRAL kitchen

## The Experience

### General Admission - \$75

- Visit 3 tents showcasing each region's style of BBQ - East, West and South
- Each tent will present a beer from its region for tasting / 12oz.
- Live music throughout the event
- Vendor activations to enjoy
- Beer garden and cocktail lounge

### VIP Admission - \$150

- Everything in general admission
- Ticket to enjoy our Barbecue Brunch taking place before GA opening, which includes some of our favorite local Charlotte Chefs
- Brunch includes Fresh Oysters, Curated BBQ menu and Bloody Mary Bar
- Early admission at 11 am with Live DJ

## Our Team



**Lewis Donald**

Owner and Smoketender  
Sweet Lew's BBQ



**Erin Hunter**

Marketing & Event Management  
Let's Meet CLT



**Kris Reid**

Event Producer  
PCG Director



**Mindy Grassel**

Marketing & Event Management  
Let's Meet CLT

# CAROLINA BARBECUE FESTIVAL

## Partnership Tiers

### *the whole hog*

**\$10,000**

- Company logo placement on website, event merchandise, and partner signage
- Naming rights to a BBQ tent
- Partner promotion on social channels
- Activation space in festival area
- 6 x VIP passes to festival

### *operation friends*

**\$3,000**

- Company logo placement on website, event merchandise, and partner signage
- Partner shout out on social channels
- 4x GA passes to festival

### *own the stage*

**\$7,500**

- Company logo placement on website, event merchandise, and partner signage
- Naming rights to music stage
- Partner promotions on social channels
- 6x VIP passes to festival

### *barbecue partner*

**\$2,500**

- Company logo placement on website, event merchandise, and partner signage
- Partner Promotions on social channels
- 4 x VIP passes to festival

### *for the love of bbq*

**\$5,000**

- Company logo placement on website, event merchandise, and partner signage
- Partner promotions on social channels
- Activation space in festival area
- 8x VIP passes to festival

### *vendor partner*

**\$500**

- Company logo placement on website, event merchandise, and partner signage
- 10x10 space to activate
- 2x GA passes to festival