

SPONSORS NEEDED

SMOKE & CHROME

BBQ COMPETITION & CAR & BIKE SHOW



SEPTEMBER 11-13, 2026
THE TAILYARD PARK • BLUEFIELD, WV



PARTNER WITH ONE OF
BLUEFIELD'S BIGGEST
UPCOMING COMMUNITY EVENTS

WHY SPONSOR?



5 MONTHS OF PROMOTION



SOCIAL MEDIA EXPOSURE



ON-SITE VISIBILITY



COMMUNITY ENGAGEMENT

SPONSORSHIP TIERS



TITLE SPONSOR

\$1,500



GOLD SPONSOR

\$500



SILVER SPONSOR

\$250



IN-KIND SPONSORSHIPS
WELCOME

EVENT FEATURES



BBQ
COMPETITION



CAR & BIKE
SHOW



VENDORS



FOOD
TRUCKS



PEOPLE'S
CHOICE

BECOME A SPONSOR TODAY

LIMITED SPONSOR SPOTS AVAILABLE

Jokers Wyld Creations

386-215-6976

ray@jokerswyldcreations.com

EVENT OVERVIEW

A 3-day community event built around BBQ, cars, bikes, vendors, and local business visibility



Ready to partner with Smoke & Chrome?

Ray Gonzales | Jokers Wyld Creations

386-215-6976 | ray@jokerswyldcreations.com

Smoke & Chrome BBQ Competition & Car & Bike Show

Smoke & Chrome is a high-energy weekend event at The Tailyard Park in Bluefield, WV, bringing together BBQ competition teams, car and bike show participants, vendors, food trucks, families, and local businesses. Sponsors receive event-weekend visibility plus months of promotion leading up to the event.

DATE

September 11-13, 2026
Friday setup
Saturday & Sunday main event

LOCATION

The Tailyard Park
Bluefield, WV

EVENT DRAW

BBQ teams
Car & bike show
Vendors & food trucks
Community crowd

Event Features

- BBQ Competition - Chicken, Ribs, Pork, Brisket
- People's Choice BBQ tasting and voting
- Car & Bike Show with awards
- Vendor Marketplace
- Food Trucks
- Family-friendly community atmosphere

WHY SPONSOR?

The earlier a sponsor joins, the more exposure they receive

Not just event-weekend exposure - 5 months of promotion.

Sponsors become part of the Smoke & Chrome promotional campaign long before the gates open. Your business can be included in social posts, event updates, sponsor shoutouts, flyer updates, and on-site recognition during the event weekend.

BRAND EXPOSURE

Promotion across event posts, sponsor shoutouts, and event materials.

COMMUNITY RECOGNITION

Connect your business with a local event that supports families, vendors, food trucks, BBQ teams, and automotive culture.

ON-SITE VISIBILITY

Event signage, banners, booth opportunities, announcements, and traffic throughout the weekend.

LONGER PROMO WINDOW

Early sponsors receive more time in front of the audience before the event.

Strong sponsor positioning

- Exclusive Title Sponsor position available
- Cash and in-kind sponsorship opportunities
- Category sponsorships available for beverage, ice, awards, print, volunteer meals, and more
- Great fit for auto, food, beverage, banking, insurance, contractor, and community-focused businesses

SPONSORSHIP OPPORTUNITIES

Cash sponsorship tiers

TITLE SPONSOR

Exclusive

\$1,500

- ✓ Naming rights - Presented by [Business]
- ✓ Top logo placement on event materials
- ✓ Featured in social media promotions
- ✓ Entrance/banner placement
- ✓ Vendor booth included
- ✓ Event announcements all weekend

GOLD SPONSOR

High Visibility

\$500

- ✓ Logo on flyer and sponsor graphics
- ✓ Social media sponsor recognition
- ✓ Vendor booth included
- ✓ On-site signage recognition

SILVER SPONSOR

Community Support

\$250

- ✓ Name/logo on sponsor list
- ✓ Social media thank-you
- ✓ Event signage recognition

IN-KIND SPONSORSHIPS

Product, services, equipment, media, and prize donations welcome

Value	Recognition Level	Examples
\$1,500+	Title / Presenting In-Kind	Beverage trailer, major media package, large equipment donation
\$500-\$1,499	Gold In-Kind	Ice, drinks, printing, tents, volunteer meals, signage
\$250-\$499	Silver In-Kind	Gift cards, prizes, supplies, smaller product donations
Under \$250	Community Supporter	Raffle items, coupons, small supplies

Category Sponsorship Ideas

- Official Beverage Sponsor
- Official Ice Sponsor
- Official Awards Sponsor
- Official Print Sponsor
- Official Volunteer Meal Sponsor
- Official Water Sponsor
- Official Car Show Prize Sponsor
- Official Community Giveback Sponsor

For recognition purposes, we request the estimated retail value of donated items or services so each sponsor can be placed in the appropriate recognition tier.

SPONSOR PROMOTION TIMELINE

What sponsors receive leading up to the event

NOW - JUNE

Early Sponsor Phase

Logo added to early promotions when available, sponsor announcements begin, and sponsors receive the longest exposure window.

JULY

Build Phase

Sponsor spotlight posts, tagged updates, vendor and BBQ recruitment content, and updated event graphics.

AUGUST

Heavy Promotion Phase

Weekly sponsor mentions, countdown posts, event hype content, and increased audience reach.

EVENT WEEK

Maximum Exposure

Daily mentions, on-site signage, announcements, banners, booth placement, and public sponsor recognition.

POST-EVENT

Thank-You Phase

Public thank-you posts, photos/videos with sponsor recognition, and relationship building for future events.

The earlier you join, the more exposure your business receives.

WHO THIS EVENT REACHES

A strong fit for local and regional sponsors

Target Audience

- Families and community members
- BBQ fans and food lovers
- Car, truck, and motorcycle enthusiasts
- Local shoppers and vendor supporters
- Regional visitors and social media followers

Best Sponsor Fits

- Car dealerships and used auto lots
- Auto parts, tire, detailing, and repair shops
- Restaurants, beverage companies, grocery stores, and food suppliers
- Banks, credit unions, insurance agencies, real estate offices
- Contractors, HVAC, roofing, plumbing, construction companies
- Print shops, media partners, radio stations, sign companies

What sponsors help support

- Event operations and promotional costs
- Awards, signage, and competition materials
- Community activities and crowd experience
- Vendor and team support
- A stronger, more professional event for Bluefield

Ready to partner with Smoke & Chrome?

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BECOME A SPONSOR

Reserve your sponsorship today

SPONSOR COMMITMENT FORM

Complete and return to reserve your sponsorship placement.

Business Name: _____

Contact Name: _____

Phone: _____

Email: _____

Mailing Address: _____

Sponsorship Selection

Title Sponsor - \$1,500

In-Kind Sponsor

Gold Sponsor - \$500

Community Supporter

Silver Sponsor - \$250

In-Kind Item / Service: _____

Estimated Value: _____

Sponsor Logo Received (Y/N): _____

Signature _____

Date _____

Sponsor benefits begin after sponsorship confirmation, payment or donation approval, and receipt of logo/artwork. Placement on printed materials may depend on print deadlines.

Return form or request payment details:

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