



2023 NC Hot Sauce Smokin' Hot Sponsorship Packages September 9, 2023, 11:00 am – 5:00 pm

*Sponsorship applications and payments can be submitted online this year; however, checks or money orders can still be submitted.

September 9, 2023

➤ **Exclusive Title Sponsor – Pepper Eating Contest (Bailey Farms) \$5,000**

- Premier logo location promotional materials: website & social media as exclusive Sponsor of the Bailey Farms Pepper Eating Contest
- Radio mention as Pepper Eating Sponsor for select ads
- Logo on select print advertising
- 10x10 booth space near Pepper Eating stage (Hillsboro Street)
- Live link from event website to business website
- Verbal recognition at various times prior to 1:30 pm promoting the Pepper Eating Sponsor and Contest
- Printed logo banner of 6ft x 3ft for hanging at the Pepper Eating stage
- Emcee introduction presented as Pepper Eating Sponsor, welcome observers, announce all contestants, conclusion of the contest, and award presentations
- First right for refusal for the 2024 Pepper Eating Sponsor

➤ **Julia Overton Main Stage Sponsor \$5,000**

- Name on select promotional materials: website and social media
- Logo on select print advertising
- 10x10 tent space on Main Street
- Live link from event website to business site
- Verbal acknowledgement as Main Stage Sponsor at various times during entertainment and breaks
- Printed logo banner 3ft x 2ft hanging at Main Street booth space
- First right of refusal at 2024 event

➤ **Local Spotlight Stage Sponsor \$1,000**

- Name on select promotional materials: website and social media
- Logo on select print advertising
- 10x10 tent space on Main Street
- Live link from event website to business site
- Verbal acknowledgement as Main Stage Sponsor at various times during entertainment and breaks
- Printed logo banner 3ft x 2ft hanging at booth space
- First right of refusal at 2024 event

➤ **Entertainment – Music Sponsor(s) \$1,000 - \$5,000**

- Name on select promotional materials: website and social media
- Logo on select print advertising

- One Business information 10 x 10 Tent on the Main Street
- Live link from event website to business site
- Verbal acknowledgment as Entertainment Sponsor at various times during entertainment and breaks
- Logo included on Main Stage Sponsors Banner

➤ **Habanero Pepper Sponsor (Hospitality Tent)** **\$1,500**

- Name on select printed promotional materials: advertising, website, and social media
- One Business Information 10 x 10 Tent space
- Live link from event website to business site
- Verbal acknowledgment as Habanero Pepper Sponsor at various times from Main Stage
- Printed Logo Sponsor Banner 3ft x 2 foot for hanging at (adult beverage tent or Hospitality Tent)

➤ **Chile Pepper Street Sponsor** **\$1,000 - \$2,000**

- Name listed on select promotional materials: website, and social media as Chile Pepper Sponsor
- Company name listed in select print advertising
- One Business informational 10 x 10 Tent space on select festival streets on a first come basis at (Main, College, Hillsboro, Williamsboro)
- Live link from event website to business site
- Verbal recognition at various times during the festival as a Chile Pepper Sponsor
- Chile Pepper Sponsor Banner to hang at the tent in recognition of Sponsorship

➤ **Jalapeno pepper Sponsor** **\$500 - \$600**

- Name listed as a sponsor on website and social media as a Jalapeno Pepper Sponsor
- 10 x 10 booth space

➤ **In-Kind Donations Sponsors (customized recognition)**

- NC Hot Sauce Contest accepts in-kind donations for advertising, printing opportunities, graphic design, and various services
- All product /service in-kind donations require a final customized agreement at a negotiated acknowledgment price
- All in-kind donations can be arranged by contacting Alyssa Blair at 919-603-1164