



# Sponsorship Opportunities

- June 21 & 22, 2025
- Vermont State Fairgrounds



# About Us

The BBQ & Brew Festival returns for its 3rd year to wet the appetites and quench the thirst of the loyal supporters that will flock to the Vermont State Fairgrounds for another BBQ & Brew Festival experience.

Green Mountain Event Production Is looking for Sponsors that want to support a signature event in the Rutland Region to help support the local economy. BBQ & Brew was created with the sole purpose to help bring crowds to the Rutland area and to help the community as a whole.

The BBQ & Brew Festival is NOW a sanctioned qualifier for the Jack Daniels World Championships and the 1<sup>st</sup> leg of the New England Triple Crown. Teams from all over the Country will come to Rutland Vermont to compete in in this Qualifier. Along with witnessing these teams hard at works, there will also be engaging and interactive experiences for the guests to enjoy and certainly wanting more. Fundraising efforts will benefit The Josh Pallotta Fund, all while keeping the main focus of the BBQ & Brew Festival being to help benefit the Rutland community.





# Highlights

- **Estimated Attendance:** 3,000 attendees
- **Dates:** June 21 & 22, 2025
- **Times:** Noon to 6:00pm  
Saturday & Sunday
- **Cost:** \$15 in advance, \$20 on event day.  
Kids 12 & Under are FREE
- **Food/Drink:** Will vary by vendor.
- **20+ Brands & Businesses** – National Competitors & other brands showcasing their products to the community for everyone to enjoy.
- **Other Activities** – Free kids activities, Cornhole Tournaments and more will be available for our attendees to participate in.



# Who is Attending

## Rutland County

- Number of Residents: 58, 527
- Average Household Income: \$57,000
- Median Age: 47

## Bordering Counties

- Bennington County  
Residents: 35,650  
Avg. Income \$58,200  
Median Age: 46
- Addison County  
Residents: 36,950  
Avg. Income \$70,250  
Median Age: 44
- Washington County  
Residents: 61,304  
Avg. Income \$59,600  
Median Age: 44



# Presenting Sponsor: \$20,000

**Major visibility for your corporate brand, beginning with our promotional & marketing campaigns coupled with onsite activation to reach your target audience.**

- Recognition as the Presenting Sponsor of the BBQ & Brew Festival
- Logo / Brand tattooed on the arm of the BBQ & Brew Pig
- Activation space of the sponsors choice in a prime location on Festival grounds
- Invitation(s) to be an Official Judge for the Jack Daniel's World Championship Qualifier
- On-site presence (Logo on all BBQ & Brew Signage)
- Logo inclusion on all collateral materials including festival tickets, posters, website with hyperlink to sponsor homepage
- Logo and name recognition as the presenting sponsor on all media and communications for the BBQ & Brew Festival (TV, Radio, Print, Digital, OOH, Social)
- Two hundred (200) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's





# Entitlement Sponsor: \$5,000

**Take ownership!!! Put your brand on a designated area that provides a VIP festival experience for our guests.**

**ENTITLEMENT AREAS:** Sponsorship packages with naming rights

- Bar & Lounges
- Kids Fun Zone
- Logo and name recognition as a media sponsor on all media and communications for the BBQ & Brew Festival (TV, Radio, Print, Digital, OOH, Social)
- Activation space in a prime location on Festival grounds
- Invitation(s) to be an Official Judge for the Jack Daniel's World Championship Qualifier
- Logo on select event signage located at the entrance of the Festival and in your designated area.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Fifty (50) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Three (3) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.
- Pairing Tent
- Cornhole Tournaments & Boards



## Media Sponsor: \$2,500

**Let it be seen and heard! Attach your brand to all the BBQ & Brew media.**

- Logo and name recognition as a media sponsor on all media and communications for the BBQ & Brew Festival (TV, Radio, Print, Digital, OOH, Social)
- Activation space in a prime location on Festival grounds
- Invitation to be an Official Judge for the Jack Daniel's World Championship Qualifier
- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Fifty (50) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Three (3) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.



# Corporate VIP Experience: \$2,500

**Treat your group to a VIP Experience like no other.**

- Private area for your group, complete with 20 x 20 tent, tables chairs and private bar.
- Twenty-Five (25) Tickets to the BBQ & Brew Festival.
- A fully catered offering of BBQ delights for your party including the 1<sup>st</sup> beverage of your choice.
- A customized BBQ & Brew Pilsner Glass
- Logo inclusion on the BBQ & Brew Festival website with hyperlink to the business homepage
- Select signage at the Festival with your company logo.

**\* Additional tickets can be purchased for \$50 per person.**





## Festival Sponsor: \$1,000

Interact and connect directly with patrons. Enjoy online and onsite presence to promote your products and services.

- Activation space in a prime location on Festival grounds
- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Thirty (30) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Two (2) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.



# Friend of the Festival: \$500

Help support your local community festival.

- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Twenty (20) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- One (1) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.



# Thank you!



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