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## BARBECUE COMPETITION

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SATURDAY, SEPTEMBER 30, 2023  
12 PM - 5 PM

# SPONSORSHIP OPPORTUNITIES



*Presented by the Willow Glen Business Association*

# 2023 BBQ IN THE GLEN SPONSORSHIP LEVELS

## ABOUT BBQ IN THE GLEN

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*BBQ in the Glen was started in 2016 by a group of passionate volunteers, led by former Willow Glen Business Association board president Robert Hernandez, to bring our community together to celebrate Willow Glen's charming business district while enjoying an afternoon of fantastic BBQ.*

*Although COVID-19 prevented the event from taking place in 2020 and 2021, it returned in 2022 to record crowds and sold-out BBQ, making it clear that BBQ in the Glen has quickly become a beloved Willow Glen tradition!*

*Building on last year's record attendance and event feedback, we are hard at work planning the biggest and best BBQ in the Glen yet. This year's event, set for Saturday, September 30th, offers a tremendous opportunity to support the local community and promote your business to an estimated 6,000+ event attendees. Proceeds from the event benefit the Willow Glen Business Association's non-profit Community Foundation, which helps the association care for and promote the Willow Glen business district by organizing events, setting up festive holiday decorations and activities, and keeping the avenue looking good through ongoing cleaning/maintenance services.*

*We hope you'll join us!*

### ★ *Presenting Sponsor (1 available) - \$5,000*

- Prominent logo placement on event websites\*, social media, sponsorship banners, event posters and flyers, BBQ team participant material, and on the reverse side of the People's Choice ticket on the day of the event
- Exhibit space at the event with premium visibility (includes 10'x10' canopy, 1 table, and 2 chairs)
- One complimentary table for 10 in the VIP tent
- 100 complimentary tasting tickets\*\*

### ★ *Gold Level Sponsor (2 available) - \$3,000*

- Logo placement on event websites\*, social media, sponsorship banners, event posters and flyers, and on BBQ team participant material
- Exhibit space at the event located near primary entrance to event (includes 10'x10' canopy, 1 table, and 2 chairs)
- 4 complimentary individual VIP tent tickets
- 75 complimentary tasting tickets\*\*

### ★ *Silver Level Sponsor (3 available) - \$2,000*

- Logo placement on event websites\*, social media, sponsorship banners, event posters and flyers, and on BBQ team participant material
- Exhibit space at the event (includes 10'x10' canopy, 1 table, and 2 chairs)
- 2 complimentary individual VIP tent tickets
- 50 complimentary tasting tickets\*\*

### ★ *Bronze Level Sponsor - \$750*

- Logo placement on event websites\*, social media, sponsorship banners, event posters and flyers, and on BBQ team participant material

### ★ *Community Sponsor - \$250*

- Company name in text (no logo) on event websites\*, and a community sponsor banner at event

\*Event websites include [bbqintheglen.com](http://bbqintheglen.com) and the WGBA website, [willowglen.org](http://willowglen.org)

\*\*Tasting tickets may be used for BBQ or beverages

# ON-SITE EVENT SPONSORSHIP OPPORTUNITIES

## ★ **VIP Tent (1 available) - \$4,000**

*The VIP Tent will offer a shaded seating area and complimentary food and beverages to VIP ticket holders.*

- Opportunity to brand the VIP tent, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed on the VIP tent
  - Up to 2 banners, provided by sponsor, may also be displayed in the VIP tent
  - Promotional material may be displayed in the VIP tent (material must fit within limited space available)
- Logo placement on event websites\* and social media
- One table for 10 in the VIP tent
- 75 complimentary tasting tickets\*\*

## ★ **Photo Booth (1 available) - \$2,000**

- Opportunity to brand the Photo Booth area, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed in the photo booth area
  - Company name and/or logo printed on all photos given to attendees during the event
- Logo placement on event websites\* and social media
- 25 complimentary tasting tickets\*\*

## ★ **Water Tent (1 available) - \$1,500**

- Opportunity to brand a beverage tent that will serve water, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed on the beverage tent
  - Promotional material may be displayed in the cashier area (material must fit within limited counter space available)
- Logo placement on event websites\* and social media

## ★ **Kids' Court Area (1 available) - \$1,500**

*The Kids' Court area will provide activities and entertainment for kids throughout the event.*

- Opportunity to brand the Kids' Court area, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed in the Kids' Court area
  - Promotional material may be provided to attendees
- Logo placement on event websites\* and social media

## ★ **Shade Tent (2 available) - \$2,500**

*Two shade tents will provide event attendees with areas to enjoy their BBQ out of the sun.*

- Opportunity to brand a shade tent, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed on the shade tent
  - 1 additional banner, provided by sponsor, may also be displayed in the shade tent
  - Promotional material may be displayed in the Shade tent (material must fit within limited space available)
- Logo placement on event websites\* and social media
- 25 complimentary tasting tickets\*\*

## ★ **Entertainment (1 available) - \$2,000**

- Opportunity to brand the entertainment area, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed near stage/entertainment area
  - Recognition in announcements to introduce entertainment throughout the event
- Logo placement on event websites\* and social media
- 25 complimentary tasting tickets\*\*

## ★ **Beer/Wine Beverage Tent (1 available) - \$1,500**

- Opportunity to brand a beverage tent that will serve beer and wine, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed on the beverage tent
  - Promotional material may be displayed in the cashier area (material must fit within limited counter space available)
- Logo placement on event websites\* and social media

## ★ **Info/Ticket Booth (1 available) - \$1,500**

- Opportunity to brand the info/ticket booth, including:
  - 1 banner with logo, provided by BBQ in the Glen, displayed in the info/ticket booth
  - Promotional material may be displayed in the cashier area (material must fit within limited counter space available)
- Logo placement on event websites\* and social media

\*Event websites include [bbqintheglen.com](http://bbqintheglen.com) and the [WGBA website](http://WGBA website), [willowglen.org](http://willowglen.org)

\*\*Tasting tickets may be used for BBQ or beverages

# 2023 BBQ IN THE GLEN SPONSORSHIP APPLICATION

## 2023 BBQ IN THE GLEN SPONSORSHIP OPPORTUNITIES AVAILABLE

SPONSORSHIP LEVEL	AMOUNT	EXHIBIT SPACE AT EVENT	WEBSITE* AND EVENT DAY RECOGNITION	COMPLIMENTARY VIP TICKETS	COMPLIMENTARY TASTING TICKETS**
Presenting	\$5,000	10'x10' space with canopy	Logo	Table for 10	100
Gold	\$3,000	10'x10' space with canopy	Logo	4 Individual Tickets	75
Silver	\$2,000	10'x10' space with canopy	Logo	2 Individual Tickets	50
Bronze	\$750		Logo		
Community	\$250		Text		
VIP Tent	\$4,000		Logo	Table for 10	75
Shade Tent	\$2,500		Logo		25
Photo Booth	\$2,000		Logo		25
Entertainment	\$2,000		Logo		25
Water Tent	\$1,500		Logo		
Beer/Wine Tent	\$1,500		Logo		
Kids' Court	\$1,500		Logo		
Info/Ticket Booth	\$1,500		Logo		

*Please note that sponsorship of the BBQ in the Glen event is for promotional purposes, such as lead generation and branding only. No items may be sold at the event. Applicants will be considered on a first-come, first-served basis and all sponsorship acceptance decisions are the exclusive right of the Willow Glen Business Association. The Willow Glen Community Foundation is a 501(c)3 organization (tax ID #87-1136705). A portion of your sponsorship may be deductible.*

Desired Sponsorship Level

Company

Address

Website

Contact Name

Contact Email

Contact Phone

Brief Description of Booth Display, if applicable:

**Please return completed form to [info@willowglen.org](mailto:info@willowglen.org)**

If you have any questions or would like additional information, please call Valerie Merklin, BBQ in the Glen Sponsorship Coordinator, at 408-206-6949

*\*Event websites include [bbqintheglen.com](http://bbqintheglen.com) and the WGBA website, [willowglen.org](http://willowglen.org) \*\*Tasting tickets may be used for BBQ or beverages*