



Sponsorship Benefits



Friday, November 16th, 2018

Saturday, November 17th, 2018



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Competition Overview

Charleston Harbor Resort & Marina has long been associated with special events since its opening in 1997. This full service resort is host to events such as Charleston Race Week, Fishing for Miracles, Oyster Roasts, Bands, Burgers and Brews and Party at the Point, which attracts an attendance of over 1500 guests. Having worked with so many great organizations, on so many wonderful events, Charleston Harbor Resort is now taking on the world of competition BBQ.

The 7th Annual “Smoke on the Harbor BBQ Throwdown” hosted by Charleston Harbor Resort & Marina will be a fully sanctioned national event with the Kansas City Barbeque Society (KCBS). It will feature two days of barbeque competition within a large competitor and vendor village centered around The Lookout Pavilion. There will be numerous options for food and refreshments, live music performances, and provide an overall family friendly, casual and fun atmosphere.

Competition categories include Chicken Wings, Chicken, Pork Ribs, Pork, and Beef Brisket. The chicken wings contest will be held on the evening of Friday, November 10th. Chicken, Pork Ribs, Pork, and Beef Brisket, entries will be turned in Saturday, November 11th. Teams must compete in all of Saturday’s categories to be eligible for Grand Champion or Reserve Grand Champion Awards.

Teams are also required to compete in the People’s Choice Wings and KCBS Chicken Wings contests Friday night and the BBQ for the Public on Saturday.

Cook sites and vendor village will be located at the Lookout Pavilion at Charleston Harbor Resort & Marina, 20 Patriots Point Road, Mount Pleasant, SC 29464.

Charleston Harbor Resort & Marina will also be partnering with East Cooper Meals on Wheels to host a food drive during the two days of barbecue competition. Patrons will be encouraged to bring non-perishable food items and receive \$5.00 off admission.



EAST COOPER MEALS ON WHEELS

East Cooper Meals on Wheels serve nutritious meals to all homebound residents east of the Cooper, regardless of age or income. ECMOW operates without a waiting list and there is never a charge for meals. They are a community based nonprofit organization that has been recognized nationally for our innovation, integrity and entrepreneurship when it comes to addressing the nutritional needs of our homebound neighbors.

Celebrating 30 years of serving our community: In 1985, East Cooper Meals on Wheels was incorporated by a small group of volunteers from St. Andrew's Church who were serving daily meals to eight individuals. By the end of that first year, 4,914 meals had been delivered to 19 regular recipients. Through the generous support of the East Cooper community, our reach has expanded exponentially, as we will deliver over 135,000 meals this year.

Quick facts: ECMOW never has a waiting list and never charges for a meal. They offer short-term and long-term meal delivery post-surgery or illness. 68% of recipients are women: 86% of recipients are age 60 or older. ECMOW has 400+ volunteers that keep the meals moving.

THE KANSAS CITY BARBEQUE SOCIETY (KCBS)

KCBS is a nonprofit organization dedicated to promoting and enjoying barbeque, and is the world's largest organization of barbeque and grilling enthusiasts, with over 15,000 members worldwide.

KCBS sanctions over 400 barbeque contests coast-to-coast throughout America. From volunteering to actual event production, its members also offer assistance to civic and charitable organizations who organize events.

KCBS serves as a clearinghouse of barbeque information which provides:

- Networking with related trade associations and other contest-sanctioning organizations
- Tracking trends in barbeque related products and equipment
- Teaming up with other food organizations and the media to promote barbeque

With KCBS's library and extensive archive of barbeque related articles, they offer educational programs, consultation services, and civic organization presentations to help promote barbeque as America's Favorite Cuisine.



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Schedule of Events

Thursday, November 15, 2018

2pm - 6pm Early Setup

Friday, November 16, 2018

8 am BBQ Teams and Vendors Report to Staging Area;
Team and Vendor Set Up in Pavilion Parking Lot

10 am Meat Distribution to BBQ Teams and Meat Inspection

3 pm Cooks Meeting for BBQ Teams

5 pm Event Open to Public and Festivities Begin;
Open, Kegs Tapped, Vendor and Competitor Village Opens

5 pm Live Music Performance by Local Artist, TBD

5 pm BBQ Teams Turn In Wings in Blind Boxes for Celebrity
Judging

5:15pm Public Sampling & People's Choice Wings Begins

7 pm Live Music by TBA

9 pm Event Ends

Saturday, November 17, 2018

Noon – 1:30pm Opening Music Acts Begin - TBA

Noon BBQ Teams Turn In Chicken for Blind Judging

12:30pm BBQ Teams Turn In Pork Ribs for Blind Judging

1pm Event Open to Public

1pm BBQ Teams Turn In Pork for Blind Judging

1:30pm BBQ Teams Turn In Brisket for Blind Judging

2pm – 4pm Headliner Music Performance Begins - TBA

3:30pm Public Sampling Ends

4pm Awards Ceremony

Projected Attendance: 3500 people daily

This itinerary is tentative and subject to change without notice



SPONSORSHIPS & OPPORTUNITIES

Charleston Harbor Resort & Marina (CHRM) recognizes that for a successful competition an aggressive marketing campaign is key in promoting both the competition and its sponsors therefore, see our plan below.

EXPOSURE

Print:

Radio:

Television:

Electronic:

Websites & Banner Ads:

Social Media/Facebook, Twitter, Instagram:

OPPORTUNITIES

On-Site:

- Booth/Area set up space
- Banner placement throughout venue
- Availability to showcase promotional materials and encourage guest interaction
- Tickets/Attendance to all competition related events
- Sponsor recognition via MC and artist
- Arrive by boat Free dockage during event
- Special room packages available



Available Sponsorships

The Pit Master (1 Available)

\$7,000

- Premium name/logo placement and recognition throughout ALL exposure and opportunities of event
- Category Exclusivity
- Premium placement of 20 x 20 on-site vendor booth for you to promote, sample, display your products and services during the entire competition
- Premium placement of your banner behind awards station, aka media area/setup
- Up to eight banners to be displayed within event
- Additional Sponsorship granted in "Oyster's on the Point" our annual Winter series, four events through March, 2018
- One complimentary competitor entry
- Thirty passes to all competition events
- Four competitor bags
- Opportunity to speak at awards presentation
- POP/Recap package post event for your use will be given.
- Opportunity to include products in competitor bags
- Featured article in Charleston Harbor Resort & Marina Event Newsletter for the month of November
- First Right of Refusal for next year's event at same sponsorship level

*All promotional materials and banners are to be provided by the sponsor



A Sauce Boss (4 Available)

\$5,000

- Name & logo placement throughout ALL exposure and opportunities of event
- Priority placement of 10 x 20 on-site vendor booth for you to promote, sample, display your products and services during the entire competition
- Up to three banners to be displayed within event
- One complimentary competitor entry
- Ten passes to all competition events
- Two competitor bags
- Opportunity to include products in competitor bags
- Featured article in Charleston Harbor Resort & Marina Event Newsletter for the month of November

A Grill Master (8 Available)

\$2,500

- Name & logo placement throughout various exposure and opportunities of event
- A 10 x 10 on-site vendor booth for you to promote, sample, display your products and services during the entire competition
- Up to three banners to be displayed within event
- Eight passes to all competition events
- One competitor bag
- Opportunity to include products in competitor bags

*All promotional materials and banners are to be provided by the sponsor



Wood Chipper (8 Available)

\$1,500

- Name & logo placement throughout various exposure and opportunities of event
- A 10 x 10 on-site vendor booth for you to promote, sample, display your products and services during the entire competition
- Up to two banners to be displayed within event
- Four passes to all competition events
- Opportunity to include products in competitor bags

Seasoned Dry Rub

\$750

- Name and logo with hyperlink on event website and event program
- One banner to be displayed within event
- Four passes to all competition events
- Opportunity to include products in competitor bags

Table Top Vendor

\$250

- Name and logo with hyperlink on event website
- Table top space to display products and promotional material throughout the event
- Two passes to all competition events

If you are interested in one day, the fee is \$175

*All promotional materials and banners are to be provided by the sponsor



Competition Coordinator

Amy Smith, Recreation & Events Manager
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Media & Sponsorships

Chris Mitchell, Operations Director
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Contact Information

If you have any questions or need additional information, please don't hesitate to contact us.

Thank you for your interest in the 5th Annual
Smoke on the Harbor BBQ Throwdown!

We look forward to working with you!!



Sponsorship Agreement

Company/Sponsor Name: _____ Date: _____

Authorized Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please Indicate Your Level of Sponsorship

The Pit Master - \$7,000

Wood Chipper - \$1,500

A Sauce Boss - \$5,000

Seasoned Dry Rub - \$750

Grill Master - \$2,500

Table Top Vendor - \$250

This agreement will become effective upon acceptance by Charleston Harbor Resort & Marina "Smoke on the Harbor BBQ Throwdown" event (CHRSHBT) representative and receipt of payment. Please make checks payable to: Charleston Harbor Resort & Marina/ 20 Patriots Point Road/ Mount Pleasant, SC 29464.

If part of your sponsorship is not in cash, please specify what is being given and the value below or in an attachment: _____

As an authorized representative for the above sponsor, I understand the terms and conditions of this agreement and the benefits I am to receive as a Charleston Harbor Resort Sponsor. I am authorized to commit to such an agreement on behalf of the above named entity, and agree to pay the amount described within this document.

Material Deadlines:

Competitor Bag Promotional Items: November 1st, 2018 a

On-Site Promotional Items (Banners, Signs, etc.): November 1st, 2018

Sponsor Signature: _____ Date: _____

CHRSHBT Signature: _____ Date: _____



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