



1st Annual

Henderson County

BOYD BBQ EXPO

May 29th, 2010

Hendersonville High School

Proceeds go to the
Henderson County
Education Foundation



Press Packet

February 17, 2010

RE: Help Support Education

Subject: 1st Annual Henderson County Boyd BBQ Expo

Dear Media Representative,

Enclosed you will find the sponsorship levels for the 1st Annual Henderson County Barbecue Expo that will be on May 29, 2010 in the Hendersonville High School Stadium. In addition, you will find the rules as they now stand for the competition.

This event is being held to benefit the [Henderson County Education Foundation](#). Sponsorships can be in the form of monetary or in kind donations. The sponsorship dollars will be used to fund the event including prize money and pay for advertising. At this time it is undetermined what the prize amounts will be.

The Education Foundation and the High School will be splitting the gate fee (\$5.00). In addition, the Kid Zone and People's Choice registry will increase profits to the charity.

Entertainment from various sources will be performing throughout the day.

Our goal is to have a minimum of 4,000 attendees.

Funds and in-kind donations will be directed to the Henderson County Education Foundation a 501(c3) organization, which will be tax deductible. Please contact Mr. Combs, president of the Henderson County Education Foundation, to receive tax information: combsconstruct@aol.com.

Currently, we are seeking competitors, exhibitors and sponsors. Interested parties may contact the event coordinator, Mr. TC Thompson, of the Boyd Automotive Group. 828-693-3461 or tct@boydautomotive.com.

Entry for an exhibitor booth only is \$100.00 for a 10' x 10' area.

Entry for a Barbecue team only is \$150.00 for a 10' x 20' area.

Respectfully yours,

Henderson County Barbecue Expo Committee



Sponsorship Levels

Sponsorship Level	Costs	Benefits
Non – Profit & Civic Organizations	\$100.00	<ul style="list-style-type: none"> • One 10' x 10' Booth Space • Entry of One Cooking Team (If wish to sell goods that are regulated by Health Department, organization is responsible for permit costs) <ul style="list-style-type: none"> • 4 Entry passes
Bronze	\$250.00	Non – Profit Benefits Plus: <ul style="list-style-type: none"> • Recognition on ad banner on field • Booth Space is 10' x 20'
Silver	\$500.00	All Bronze Benefits Plus: <ul style="list-style-type: none"> • 4 additional passes (8 total) • Recognition in print advertisements proceeding event. • Parking passes for 1 vehicle
Gold	\$1000.00	All Silver Benefits Plus: <ul style="list-style-type: none"> • Entry of two cooking teams total at no additional charge. • Booth Space is 20' x 20' • 4 additional passes (12 total) • MC announces thank you 3 times during event • Corporate logo on expo program • 5 Expo T-shirts • Parking passes for 2 vehicles
Platinum	\$5000.00	All Gold Benefits Plus: <ul style="list-style-type: none"> • 8 additional passes (20 total) • One print ad dedicated to thank you to platinum sponsors proceeding event. • Booth Space is 20' x 30' • Separate Banner with Platinum Sponsorships listed. • May have one individual from business participate in blind judging booth. • One third page ad in Expo program at no additional costs • 5 additional Expo T-shirts (10 total) • Parking passes for 3 vehicles
Diamond Sponsor	\$10,000	All Platinum Benefits Plus: <ul style="list-style-type: none"> • 30 total passes • Recognition on all media print, radio, television, internet • Banner on stage • Prominent space for large tent approximately 60' x 30' • Corporate logo on front of official expo program with full page ad inside at no additional costs • 10 additional Expo T-shirts (20 total) • Parking passes for 5 vehicles

Current Rules Concerning the 1st Annual Henderson County Boyd Barbecue Expo

- Each team will be allowed to set up and begin cooking when they wish on Friday night.
- Event opens to the public at 10:00 Saturday morning.
- Each team must provide at their costs a minimum of 60 lbs of Boston Butts (pre-cooked weight).
- Cooking can only be done on a charcoal or wood fired device.
- Each team will be allocated a space to set up their cooker, a small tent, a table and lawn chairs should they desire.
- Barbecue must be cooked on site.
- Each team is responsible for observing accepted and prudent temperature and sanitary requirements.
- Teams may advertise their business through banners, brochures etc provided said advertising remains in allocated space.
- Anything placed in the container that identifies you team will cause your entry to not be scored.
- Provide sufficient samples for BBQ Contest judging by 6 judges minimum.
- Expo will provide sample cups for each team to distribute Barbecue in for People's Choice judging.
- Teams may not sell their Barbecue all Barbecue giving to the public will be in exchange for People's Choice ticket.
- Teams will cut their entries such that each judge will have their own portion.
- All samples must be delivered to the check in area between 10:00 a.m. and 10:30 a.m. Judging will commence exactly at 10:30 a.m. on Saturday. A sign will indicate the check in location. Any entry that arrives after the appointed check in time will not be scored by judges. You will be allowed to submit only one entry. After you turn in your entry, you must immediately leave the judging area.
- To protect the integrity of this competition, all BBQ Contest judges will be screened for competence to insure that the quality of the entry will be judged objectively based on the merits of the samples.
- Barbecue will be served until supply is gone or 6:00 pm on Saturday whichever comes first.
- All scores will be tallied and a winner announced shortly thereafter.
- Any questions concerning the BBQ Contest should be directed to the BBQ Contest Judges Panel who will make all final decisions. These decisions will be based on what is best for 1) the BBQ Contest, and 2) the BBQ contestant.
- Non – cooking teams will also be allocated space.

Goal: A minimum of 90 booths – with a minimum of 30 cooking teams being represented.

Special Thanks to our Current Sponsors in Alphabetical Order

Affordable Equipment
Asheville Citizen Times
Asheville Radio Group
Boyd Automotive
Clear Channel Radio Asheville
Clear Channel Radio Greenville
ColorJar
Custom T's and Signs
Flat Rock Playhouse
Hendersonville High School
Hendersonville Times News
Mountain 1st
Pepsi
Stipe Design
STJ's Inflation Station
US Army
WHKP
WTZQ