

SPONSOR MENU

2nd ANNUAL



**BAY AREA
BBQ CHAMPIONSHIP**

PRO BBQ * MLB BASEBALL

A BENEFIT FOR FOSTER KIDS

**OAKLAND COLISEUM
July 07, 2012**



CBBQA



www.bayareabbq.org

BABC HIGHLIGHTS

The vision of the Bay Area BBQ Championship (BABC) is to become California's premier barbecue destination. The only event in the country that pairs pro baseball with pro barbecue provides a unique experience for sponsors and guests. All proceeds benefit the thousands of Northern California foster children, youth and families served by Alternative Family Services (AFS).



Pro/AM Barbecue Competition: The BABC is sanctioned by the Kansas City Barbecue Society, the most recognized and respected barbecue organization in the world. The BABC brings top competitive BBQ teams from around the state to compete for cash, trophies and bragging rights. Watch as certified, celebrity and VIPs determine the 2012 BABC Grand Champion.

PEOPLE'S CHOICE: Corporate sponsors have the opportunity to serve barbecue related samples to event guests. A great way to invite guests to your booth and engage with them in a unique and interactive way.

BBQ DEMO TENT: Up close and personal experience with top barbecue chefs as they prepare items like pulled pork, tri-tip and chicken. Ever wonder what is the difference between barbecue and grilling? The audience interaction allows an intimate educational experience to answer all your BBQ questions and more...

BBQ & BEER PAIRING TENT: The complex aroma of sweet onions, garlic, tomatoes and spices on the pulled pork makes you wonder, what is the best beer to go with this dish? The answer ... find out at the BABC pairing tent!

THE BABC THROWDOWN: Egos, trash talk, celebrity judges and some sweet trophies make up the BABC Throwdown. R&R BBQ will be back to defend their title at the 2012 BABC - you won't want to miss this!

THE VIP TENT: Who says BBQ can't be classy. Enjoy the BABC VIP Tent where you can sit back, relax and enjoy the live entertainment, great food and drink and even get a chance to mingle with the celebrity judges.

BENEFIT CONCERT/STAGE SHOW: Enjoy a variety of live entertainment from the main BABC stage including top notch music and barbecue demos.

BABC BOARDWALK: Major league family entertainment and sponsors line the sides of the BABC Boardwalk. Family attractions include: kids BBQ clinic, urban gardening, carnival like attractions, Home Depot kids building clinic are some of the great draws that bring an abundance of foot traffic to the BABC Boardwalk.

BABC JERSEY SPONSOR(1)-\$8,000



Celebrity chefs: Joey Altman, Liam Mayclem and Amy Sherman sport their BABC jerseys while judging the BABC Throwdown on the main stage.

Oakland Mayor Jean Quan poses with the Raiderettes in her BABC jersey while enjoying the BABC



American Idol LaToya London wears the jersey on the main stage during her performance.

The **BABC JERSEY SPONSOR** is an exclusive offer allowing the sponsor to put their logo on the sleeve of the **HOTTEST ITEM** at the BABC.

- The personalized jersey is presented as a "Gift From" to BABC celebrities and VIPs.
- The jerseys are personalized with the individual's name on the back making this collectors item an eye catcher every time it is worn.
- Your sponsorship will live on long after the Bay Area BBQ Championship. People post their jersey photos on social media and some people even have their jerseys signed and framed.



KCBS news reporter Doug Sovern and Firefly owner Brad Levy wait to judge ribs in their BABC jerseys.

GRAND SLAM SPONSOR(1)-\$10,000



VIP Guests enjoy premier stage seating

The **BABC Presenting Sponsor** is an exclusive opportunity that includes recognition in all regional advertising, PR efforts and prominent exposure to up to 4,000 BABC guests including celebrities, VIPs and BBQ & baseball enthusiasts.

PRESENTING SPONSOR BENEFITS

- Corporate logo integrated with BABC logo as "Presented By"
- Presenting reference in all BABC advertising and publicity
- Corporate logo prominently displayed on BABC website
- Banner on main BABC Stage, VIP Courtyard, event fencing
- (8) Judging Seats in Amateur BBQ Contest
- A 10'x10' prominent booth on the BABC Boardwalk
- VIP Passes and Front Row Table for (8) + (80) tasting tickets
- (8) Luxury Box Tickets to A's vs Mariners

TRIPLE PLAY SPONSOR(2)-\$5,000

The **BABC Triple Play Sponsor** includes recognition in all regional advertising, PR efforts and prominent exposure to up to 4,000 BABC guests including celebrities, VIPs and BBQ & baseball enthusiasts.

TRIPLE PLAY SPONSOR BENEFITS

- Triple Play reference on BABC advertising and publicity
- Corporate logo with link displayed on BABC website
- Banner on main BABC Stage, VIP Courtyard, event fencing
- (4) Judging Seats in Amateur BBQ Contest
- A 10'x10' booth on the BABC Boardwalk
- VIP Passes and VIP Table for (4) + (40) tasting tickets
- (4) Luxury Box Tickets to A's vs Mariners



Live Tri-tip demo by Harry Stuart of Great American BBQ



American Hero & Celebrity Judge "Sully" Sullenberger

DOUBLE PLAY SPONSOR(4)-\$2,500

The **BABC Double Play Sponsor** includes recognition in all regional advertising, PR efforts and exposure to up to 4,000 BABC guests including celebrities, VIPs and BBQ & baseball enthusiasts.

DOUBLE PLAY SPONSOR BENEFITS

- Double Play reference on BABC advertising and publicity
- Corporate logo with link displayed on BABC website
- Banner on VIP Courtyard, event fencing
- (2) Judging Seats in Amateur BBQ Contest
- A 10'x10' booth on the BABC Boardwalk
- VIP Passes and VIP Table for (4) + (40) tasting tickets
- (4) MVP Level Tickets to A's vs Mariners



MAIN STAGE SPONSOR(1)-\$2,000

The **MAIN STAGE Sponsor** provides premium VIP exposure to up to 1,000 VIPs and 3,000 general admission guests. The main stage show includes a benefit concert, BBQ Throwdown and live celebrity food demos.

MAIN STAGE SPONSOR BENEFITS

- Prominent signage on main BABC Stage, VIP Courtyard and event fencing
- Corporate logo prominently displayed on BABC website
- (4) Judging Seats in Amateur BBQ Contest
- A 10'x10' prominent booth on the BABC Boardwalk
- VIP Passes and VIP Table for (4) + (40) tasting tickets
- (4) MVP Level Tickets to A's vs Mariners

Main Stage Sponsor has premium VIP exposure

BOARDWALK ATTRACTION(15)-\$500

The **BABC BOARDWALK ATTRACTION SPONSOR** includes prominent signage and recognition on a chosen BABC Boardwalk Attraction.

BOARDWALK SPONSOR BENEFITS

- Prominent signage on Boardwalk Attraction
- A 10'x10' booth on the BABC Boardwalk
- VIP Passes and VIP Table for (4) + (20) tasting tickets



BABC Boardwalk Sponsors get great family exposure



Foster youth on a field visit with Gio Gonzales

DONATE A's TICKET TO A FOSTER YOUTH

Our goal is to have 500 A's tickets donated so foster families served by AFS may attend the A's vs Mariners game.

Each ticket is \$12.00. You may choose to donate any monetary amount to go towards sponsoring a baseball ticket.