

Music City Festival
and
BBQ Championship

Presented by:

Cumberland

Corporate Sponsorship
Opportunity



The 3rd Annual
Music City BBQ Festival
1st Place
MBN Whole Hog

August 24 - 25, 2012

Nashville, TN

Benefiting:



Shriners Hospitals
for Children™

OUR MISSION

Music City Festival and BBQ Championship, presented by **Cumberland International Trucks**, celebrates the “**MUSIC**” in Music City and features a Tennessee State BBQ competition on the last weekend in August. During a two-day period, we host live **MUSIC** in downtown Nashville as well as an Amateur and Professional BBQ teams who compete on a level sanctioned by the Memphis BBQ Network and Kansas City BBQ Society.

Music City Festival and BBQ Championship embraces the spirit of Nashville with an extensive network of volunteers and over \$28,500 in donations to charity over the past three years.

The 2012 Festival will benefit Shriner's Hospitals for Children and The Wounded Warrior Project.

COMMITMENT TO SPONSORS

We value our partnership with you and will ensure to serve as good stewards of your generous gift. We are committed to delivering valuable benefits and a positive partnership experience to each Music City Festival and BBQ Championship sponsor. *Please note: we will customize sponsorships to meet specific marketing objectives and to enhance your partnership with Music City Festival and BBQ Championship.*

2011 MUSIC CITY FESTIVAL & BBQ CHAMPIONSHIP SPONSORS INCLUDE:

Cumberland



2010 MEDIA PARTNERS:



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE OPPORTUNITIES:

| | | |
|-------------------------------|----------|----------------------------|
| GRAND OL' PORKER (PRESENTING) | \$40,000 | No Longer Available |
| MUSIC STAGE | \$20,000 | |
| FESTIVAL ENTRANCE | \$15,000 | |
| SWINE BALL | \$15,000 | |
| SMOKIN HOT ARENA | \$15,000 | |
| MUSIC CITY CAR SHOW | \$10,000 | |
| KIDS PLAY ZONE | \$10,000 | |
| GOLD | \$10,000 | |
| SILVER | \$5,000 | |
| SUPPORTER | \$2,500 | |

NAME:

4TH ANNUAL MUSIC CITY FESTIVAL & BBQ CHAMPIONSHIP
3RD ANNUAL SWINE BALL
2ND ANNUAL MUSIC CITY CAR SHOW

ATTENDANCE:

2011 ATTENDANCE APPROXIMATELY 28,000
FROM 22 STATES

TICKET PRICES:

GENERAL ADMISSION
\$15 PER DAY, \$25 FOR TWO DAY PASS
SMOKIN HOT ARENA
\$70 PER DAY, \$100 FOR TWO DAY PASS

MUSIC:

LIVE MUSIC FRIDAY & SATURDAY ON 4 STAGES:
GRAND OL' PORKER MAIN STAGE
BEER GARDEN STAGE
HARD ROCK CAFÉ STAGE
CAR SHOW STAGE

DATE:

AUGUST 24 AND 25, 2012

LOCATION:

RIVERFRONT PARK, BROADWAY FROM
3RD TO 1ST AND 1ST BETWEEN
COURTHOUSE & KOREAN VETERANS BLVD.
NASHVILLE, TN

BENEFICIARY:

SHRINERS HOSPITALS FOR CHILDREN
WOUNDED WARRIOR PROJECT

BBQ SANCTION

MEMPHIS BBQ NETWORK:
KANSAS CITY BBQ SOCIETY
AMATEUR DIVISION
TENNESSEE STATE CHAMPION

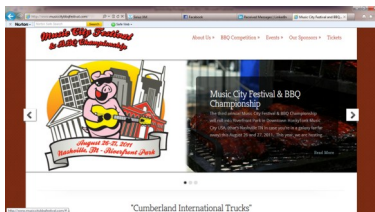
To be included in all public relations releases and paid advertising, sponsorship agreements must be received no later than Friday, June 1, 2012. For a list of underwriting opportunities, please contact: Frank Platt 615.473.7032 or Frank@musiccitybbqfestival.com.

2011 EVENT EXPOSURE

Banners



Website



Print Ad



Closing TV



EVENT COVERAGE

- ◆ Large logo banners throughout venue on Stage, Entrances & Special Event tents
- ◆ Name/logo on VIP table signage, 400+ volunteer T-shirts & 10,000 festival brochures
- ◆ On-stage recognition by Emcee (Friday and Saturday)
- ◆ On-site TV coverage WTVF, WZTV, WKRN, WSMV, Food Channel.
- ◆ On-site Radio coverage

DIGITAL MEDIA COVERAGE

- ◆ MusicCityBBQFestival.com—1.2M impressions
- ◆ VisitMusicCity.com (CVB)—3.5M impressions 250 mile promotion
- ◆ Media partner sites—3.7M impressions
- ◆ MBN & KCBS sites—4M impressions
- ◆ Weekly email blast from TV, Radio and Print—4M impressions
- ◆ Facebook Fan Page
- ◆ Twitter

PRINT MEDIA COVERAGE

- ◆ 4 1/4 page ads in “Tennessean Weekend”
- ◆ 4 1/2 page ads in “Metromix”
- ◆ 4 1/4 page ads in Hendersonville Star, Gallatin News Examiner, Robertson Friday Time, Ashland City Times, Dickson Herald,
- ◆ Ad in Williamson Herald
- ◆ Coverage by Nashville Scene & City Paper
- ◆ Street team poster / pub crawl

RADIO COVERAGE

- ◆ 500 (:30) second recorded radio promotions July and August
- ◆ 60 live promotions and 10 live interviews throughout August
- ◆ On-site live remote during event

TV COVERAGE

- ◆ Comcast— 500 (:30) ads throughout July & August including Food Channel.
- ◆ Taped interviews on “More at Midday” and “Talk of The Town”
- ◆ Coverage by WTVF, WKRN, WSMV, WZTV, BBQ Network TV, more

DEMOGRAPHIC INFORMATION

- ◆ Average Annual Income: \$49,700
- ◆ Average Age: 34.9
- ◆ Martial Status: 55%
- ◆ Number of states: 32

Above is representative of 2011 exposure. Media sponsors and advertising quantities are subject to change.

PRESENTING SPONSOR

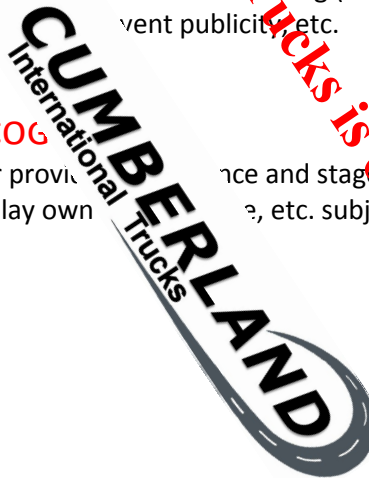
\$40,000+

ONLY ONE PRESENTING SPONSORSHIP TO BE SOLD

- CATEGORY EXCLUSIVITY FOR EVENT

ADVERTISING & PUBLIC RELATIONS

- Name mention on all live & recorded TV advertisement
- Logo on all recorded TV advertisement
- Name mention on all recorded radio advertisement
- Logo on all print media advertisement
- Presented by logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website & partner website such as www.visitmusiccity.com, www.tennessean.com, etc.
- Presented by mention and link on social media networking (Facebook & Twitter)
- Presented by status in all press & event publicity, etc.



ON-SITE SIGNAGE AND RECOGNITION

- Name and logo on event banner provided for entrance and stage
- Opportunity to provide and display own signage, etc. (subject to approval by festival)
- Logo inclusion on:
 - Event T-Shirts
 - 400+ volunteer T-shirts
 - VIP tent banners

HOSPITALITY

- 30 tickets for VIP Sponsor Arena
- 100 tickets for general admission
- 20 guests for Swine Ball
- 10 guests for Smokin Hot Arena
- Invitation for five "Celebrity/VIP" BBQ judges

ADDITIONAL OPPORTUNITIES

- Placement of promotional products in VIP area or VIP goodie bag
- Check presentation on stage
- Co-branding promotional opportunity at your business
- Inclusion in on-site media coverage

Cumberland International Trucks is our 2012 Presenting Sponsor



MUSIC STAGE SPONSOR

\$20,000+

ONLY ONE STAGE SPONSORSHIP TO BE SOLD

- CATEGORY EXCLUSIVITY FOR EVENT

ADVERTISING & PUBLIC RELATIONS

- Name mention on all live & recorded TV advertisement
- Name mention on all recorded live and radio advertisement
- Logo on all print media advertisement
- Logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and partner/media website including www.visitmusiccity.com, www.tennessean.com, etc
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Name and logo on event banner provided at Grand Ol' Yorker stage
- Opportunity to provide and display own banners (size, etc. subject to approval by festival)
- Logo inclusion on:
 - Event t-shirts
 - 400+ volunteer T-shirts
 - VIP tent banners & VIP goodie bags
- On-stage recognition by Emcees throughout event
- 10x10 booth space (tent provided) in front of stage right

HOSPITALITY

- 20 guests for VIP Sponsor Arena
- 50 tickets for general admission
- 10 guests for Smokin Hot Arena
- 10 guests for Swine Ball
- Invitation for five "Celebrity/VIP" BBQ judges



SWINE BALL SPONSOR

\$15,000+

ONLY ONE SWINE BALL SPONSORSHIP TO BE SOLD

Held on the famous General Jackson Showboat, Nashville's most delightfully tacky ball is the opening celebration of the Music City Festival & BBQ Championship. As the **Swine Ball** sponsor, you will receive high visibility for the volunteer & patrons welcoming party.

ADVERTISING & PUBLIC RELATIONS

SWINE BALL:

- Name mention on all live & recorded TV advertisement
- Name mention on all recorded live and radio advertisement
- Logo on all print media advertisement

MUSIC CITY FESTIVAL & BBQ FESTIVAL:

- Logo on all print media advertisement
- Logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and partner/media websites including www.visitmusiccity.com, www.tennessean.com, etc.
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Showcase your business with registration for leads, handouts, sampling, etc. on the dock and in the General Jackson Showboat, as well as at the venue of the Music City Festival & BBQ Championship.
- Opportunity to provide and display own banners custom area (size, etc. subject to approval by festival)
- General Jackson stage recognition by Emcees during Swine Ball minimum of 6 times.
- Festival main stage recognition by Emcees minimum 6x per day

HOSPITALITY

- 10 guests for VIP Sponsor Arena
- 25 tickets for general admission
- 10 guests for Smokin Hot Arena
- 20 guests for Swine Ball



MAIN ENTRANCE SPONSOR

\$15,000+

ONLY ONE ENTRANCE SPONSORSHIP TO BE SOLD

→ CATEGORY EXCLUSIVITY FOR EVENT

As the Main Entrance Sponsor, you will create the first impression for event fans. You will receive custom signage on the gate entrance and a custom area (up to 10X20) just inside the gates to conduct sampling, handouts, or registration for business leads.

ADVERTISING & PUBLIC RELATIONS

- Logo on all print media advertisement
- Logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and partner/media websites including www.visitmusiccity.com, www.tennessean.com, etc.
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Showcase your business with registration for leads, handouts, sampling, etc. in the custom main entrance tent to be located in a high traffic area
- Opportunity to provide and display own banners custom area (size, etc. subject to approval by festival)
- On-stage recognition by Emcees minimum 6x per day

HOSPITALITY

- 10 guests for VIP Sponsor Arena
- 25 tickets for general admission
- 10 guests for Smokin Hot Arena
- 10 guests for Swine Ball



SMOKIN HOT ARENA SPONSOR

\$15,000+

ONLY ONE SMOKIN HOT SPONSORSHIP TO BE SOLD

→ CATEGORY EXCLUSIVITY FOR EVENT

As the Smokin Hot Arena Sponsor, you will receive a highly visible custom tent (minimum 20X30) located in the heart of the festival/stage area where you will be a host to all \$70 Smokin Hot ticket holders as well as your own corporate VIP's. This tent is catered throughout the event with featured BBQ and complimentary adult beverages, soft drinks and bottle water.

ADVERTISING & PUBLIC RELATIONS

- Logo on all print media advertisement
- Logo on all printed collateral including
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and partner/media website including www.visitmusiccity.com, www.tennessean.com, etc.
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Showcase your business with registration for leads, handouts, sampling, etc. in the custom Smokin Hot Arena tent located in a high traffic area
- Opportunity to provide and display own banners in Smokin Hot Arena (size, etc. subject to approval by festival)
- On-stage recognition by Emcees minimum 6x per day

HOSPITALITY

- 10 guests for VIP Sponsor Arena
- 25 tickets for general admission
- 15 guests for Smokin Hot Arena
- 10 guests for Swine Ball



KIDS ZONE SPONSOR

\$10,000+

ONLY ONE KIDS ZONE SPONSORSHIP TO BE SOLD

→ CATEGORY EXCLUSIVITY FOR EVENT

As the Kids Play Zone sponsor, you will receive custom signage, and a custom area (up to 10X20) within the family-oriented area stocked with kid friendly inflatables, games and activities.

ADVERTISING & PUBLIC RELATIONS

- Logo on all print media advertisement
- Logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and partner/media websites including www.visitmusiccity.com, www.tennessean.com, etc.
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Custom area (up to 10X20) in Kids Play Zone to showcase your business
- Opportunity to provide and display own banners (size, etc. subject to approval by festival)
- On-stage recognition by Emcees

HOSPITALITY

- 10 guests for VIP Sponsor Arena
- 25 tickets for general admission
- 10 guests for Smokin Hot Arena
- 10 guests for Swine Ball



MUSIC CITY CAR SHOW

\$10,000+

ONLY ONE CAR SHOW SPONSORSHIP TO BE SOLD

→ CATEGORY EXCLUSIVITY FOR EVENT

As the Music City Car Show sponsor, you will receive custom signage, and a custom area (up to 10X20) within the Car Show area. The show will host over 150 cars with cash prizes and trophies.

ADVERTISING & PUBLIC RELATIONS

- Logo on all print media advertisement
- Logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and partner/media websites including www.visitmusiccity.com, www.tennessean.com, etc.
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Custom area (up to 10X20) in Car Show area to showcase your business
- Logo on banners for Car Show entrance
- Opportunity to provide and display own banners (size, etc. subject to approval by festival)
- On-stage recognition by Emcees

HOSPITALITY

- 10 guests for VIP Sponsor Arena
- 25 tickets for general admission
- 10 guests for Smokin Hot Arena
- 10 guests for Swine Ball



GOLD SPONSOR

\$10,000+

GOLD SPONSORS WILL RECEIVE RECOGNITION AT THE "SWINE BALL"

- THIS IS "NOT YOUR AVERAGE BLACK TIE AFFAIR" WILL PROVIDE FUN AND ENTERTAINMENT ON THE FAMOUS GENERAL JACKSON SHOWBOAT JULY, 2012.

ADVERTISING & PUBLIC RELATIONS

- Logo on all print media advertisement
- Logo on all printed collateral including:
 - 1,000 large 7 x 11" posters
 - 25,000 flyers
 - 10,000 brochures
- Logo on event website and co-sponsor website including www.visitmusiccity.com and media partners
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Name and logo on event banners provided on stage and around venue at Swine Ball
- Name and logo on event banner provided at stage at Music Festival
- Opportunity to provide and display own banners (size, etc. subject to approval by festival)
- On-stage recognition by Emcees at Swine Ball and Music Festival
- 10x10 booth space at Music Festival

HOSPITALITY

- 10 guests for Swine Ball
- 10 guests for VIP Arena
- 25 tickets for general admission



SILVER SPONSOR

\$5,000+

ADVERTISING & PUBLIC RELATIONS

- Logo on all print media advertisement
- Logo on event website and co-sponsor website including www.visitmusiccity.com and media partners
- Logo or mention on Social media networking (Facebook & Twitter)
- Mention in all press releases, event publicity, etc.

ON-SITE SIGNAGE AND RECOGNITION

- Opportunity to provide and display own banners (size, etc. subject to approval by festival)
- On-stage recognition by Emcees
- 10x10 booth space at Music Festival

HOSPITALITY

- 6 guests for VIP Sponsor Arena
- 15 tickets for general admission



SUPPORTER

\$2,500+

ADVERTISING & PUBLIC RELATIONS

- Logo on event website and co-sponsor website including www.visitmusiccity.com and media partners
- Logo or mention on Social media networking (Facebook & Twitter)

ON-SITE SIGNAGE AND RECOGNITION

- Opportunity to provide and display own banners (size, etc. subject to approval by festival)
- 10x10 booth space at Music Festival

HOSPITALITY

- 2 guests for VIP Sponsor Arena
- 5 tickets for general admission

SPONSOR APPLICATION

PLEASE FILL OUT AND FAX, EMAIL OR MAIL TO:

Frank@musiccitybbqfestival.com

Ph: 615.473.7032 —Fax:615.810.8962

718 Thompson Lane, Suite 108-102 Nashville, TN 37204

Company Name: _____

Contact Name: _____

Telephone: _____ Fax: _____

Website: _____ Email: _____

Do you want a 10x10 space: _____ Electrical Needs: _____

Level

I would like to sponsor at the level of (please check one)

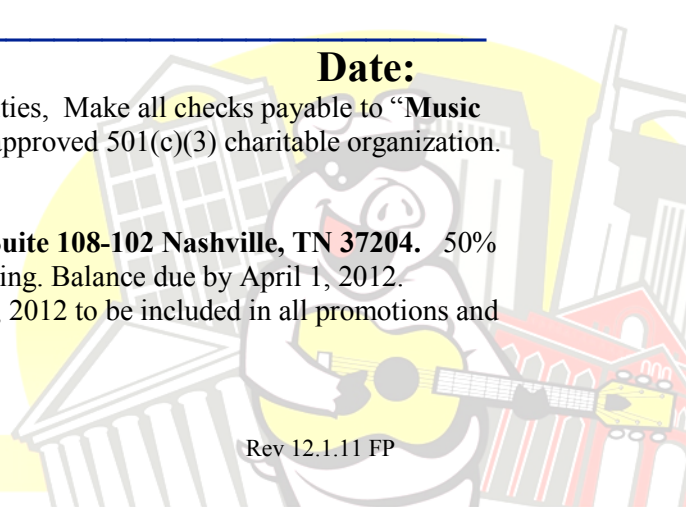
- PRESENTING \$40,000 **Not Available**
- STAGE SPONSOR \$20,000
- FESTIVAL ENTRANCE \$15,000
- SWINE BALL \$15,000
- SMOKIN HOT ARENA \$15,000
- MUSIC CITY CAR SHOW \$10,000
- KIDS PLAY ZONE \$10,000
- GOLD \$10,000
- SILVER \$5,000
- SUPPORTER \$2,500
- In-Kind Sponsor at \$ _____

Authorized Signature:

Date:

A portion of the proceeds from this event will benefit our charities. Make all checks payable to “**Music City Festival**”. The Music City BBQ Festival, Inc. is an IRS approved 501(c)(3) charitable organization. EIN # 45-3527760

Mail checks to: **Music City Festival, 718 Thompson Lane, Suite 108-102 Nashville, TN 37204.** 50% of sponsorship pledge must be remitted within 20 days of signing. Balance due by April 1, 2012. Corporate logo, in vectored EPS format, is required by May 1, 2012 to be included in all promotions and PR material.



VOLUNTEERS & CHARITIES

The Music City Festival and BBQ Championship **SALUTES OUR VOLUNTEERS, FOUNDERS, and OUR CHARITIES!**

VOLUNTEER CAPTAINS:

MR. AARON PRESNELL
MS. AMY DOYLE
MS. REBECCA BREWER
MS. AMY MALONEY
MS. ANN EZELL
MR. BILL HOLBROOK
MS. DELANIAH BRINGLE
MS. DIAN VAUGHN
MR. GABE PIZILLO
MS. GAIL CHILDRESS
MS. JACKIE NEACH
MS. JANICE JONES
MR. JOE DONNELLY
MR. JOHN GORSKI
MR. JONATHAN EYRES
MS. KATHY VAGO
MR. KEVIN SCHREUR
MR. NHAN NGUYEN
MS. SHELLY GARY
MR. RON CARTER
MR. RYAN BLOUNT

AREA

RED CROSS / FIRST AID
SPECIAL EVENTS
SPECIAL EVENTS / SMOKIN HOT
VOLUNTEER COORDINATION
MUSIC COORDINATION
BEER GARDEN
MBN JUDGE COORDINATOR
GREEN TEAM
MUSIC CITY CAR SHOW
FINANCE
KIDS ZONE
TEAM AMBASSADORS
CORPORATE CHALLENGE
FRONT GATE TEAM
GRAPHIC DESIGN
GRAPHIC DESIGN CAR SHOW
KIDS ZONE
INFRASTRUCTURE
SWINE BALL COORDINATOR
VENDOR COORDINATOR
VENDOR COORDINATOR

HONORARY CAPTAINS:

MR. KARL DEAN, MAYOR
MR. BUTCH SPRYIDON, NASHVILLE CVB
MR. TOBY COMPTON, STATE OF TENNESSEE
MR. TOM TURNER, DOWNTOWN PARTNERSHIP

FOUNDERS:

MR. BRIAN HAMILTON
MR. FRANK PLATT
MR. TOM KIERMAIER

Over **1,100 Middle Tennesseans** have volunteered over the three year history of this event, and we thank them for making this festival one of the tops in volunteer involvement.

If you or your organization would like to volunteer for the Music City Festival and BBQ Championship please contact: Frank Platt, frank@musiccitybbqfestival.com.

Over \$28,500 was raised for charities during the 3 year history of the Music City Festival and BBQ Championship.

In 2011, the following charities benefited:

Shriners Hospitals for Children® is a health care system of 22 hospitals dedicated to improving the lives of children by providing pediatric specialty care, innovative research, and outstanding teaching programs for medical professionals. Children up to age 18 with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients' ability to pay. Their Lexington, KY facility is within a 200 mile radius of Nashville. www.shrinershq.org

Hands on Nashville (HON) is celebrating it's 20th year as Middle Tennessee's volunteer resource center and is one of the largest Hands On Network affiliates in the country. In 2010, HON connected nearly 200,000 volunteers with service opportunities, facilitating volunteer work for 737 Middle Tennessee nonprofits, schools, government agencies, faith-based organizations, civic groups and businesses. HON volunteers support 25 issue areas ranging from hunger and homelessness to at-risk youth and seniors in need. HON was instrumental in coordinating efforts during the May 2010 flood. www.hon.org.

STARS (Students Taking A Right Stand) serves more than 70 schools and community sites in Middle Tennessee, using assemblies, classrooms and counseling sessions to help children tackle issues such as substance abuse, violence, bullying, harassment, family conflicts, divorce, grief and loss. www.starsnashville.org.

T.J. Martell Foundation is the music industry's largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. Founded in 1975 by music industry executive Tony Martell in memory of his son, the Foundation has raised more than \$240 million for research. www.tjmartellfoundation.org.

