

Maple Hill BBQ BASH

August 1st-3rd, 2024

Downtown Kalamazoo Arcadia Creek Festival Place



2024 Sponsorship Package Pricing

Maple Hill BBQ Bash is a fundraising event for The Arc Community Advocates. BBQ Bash features award-winning national and local ribs vendors, nationally recognized musicians, and daily special events. The entertainment headline acts will be announced in May. Each night is jammed-packed with entertainment and themed for local bands, country, and rock-n-roll. Special events including a Best Ribs in Kalamazoo Competition, Sponsor's Choice Event, and special activities on Saturday with youth focused event. There will also be opportunities to be engaged in activities that support inclusion and celebrate the work of The Arc Community Advocates.

SPONSORSHIP BENEFITS LISTING

Basic benefits ALL sponsors levels receive:

- Logo or company name printed on 350 volunteer t-shirts
- On-stage recognition throughout the event
- Name and/or logo placement on Website
- Name listed as a sponsor in the official flyer
- Listed on Welcome Sign at Fundraising Event

SPECIAL SPONSORSHIP CATEGORIES & BENEFITS

Presenting Sponsor \$15,000 **one of three sold - Imperial**

- Logo on banner on the back of the stage- Listing key sponsors
- Exclusivity within sponsored business area
- Logo featured in prime location on 300 WWMT commercials (\$30,000 value)
- Logo on t-shirts, website, and social media
- 2 Tickets to Sponsor's Choice Event
- 10 Free passes to VIP tent
- 30 Free event entry passes

Stage Sponsor- \$10,000 – **SOLD SUBARU**

- Logo on banner on the back of the stage- Listing key sponsors
- Logo featured in second prime location on 300 WWMT commercials (\$30,000 value)
- Logo on t-shirts, website, and social media
- 1 Ticket to Sponsor's Choice Event
- 8 Free passes to VIP tent
- 25 Free event entry passes

Drink Tent Sponsor- \$10,000

- Logo in tent
- Logo on wrist bands
- Logo on drink ticket booths
- Logo featured in second prime location on 300 WWMT commercials (\$30,000 value)
- Logo on t-shirts, website, and social media
- 1 Ticket to Sponsor's Choice Event
- 8 Free passes to VIP tent

- 25 Free event entry passes

VIP Tent Sponsor- \$7,500

- Logo in tent
- Logo featured in third prime location on 300 WWMT commercials (\$30,000 value)
- Logo on t-shirts, website, and social media
- 1 Ticket to Sponsor's Choice Event
- 6 Free passes to VIP tent
- 22 Free event entry passes

People's Choice Competition- \$7,500 – Sold to Southern Michigan Bank and Trust

- Logo at admissions gate
- Logo on the People's Choice Voting "e-ticket"
- Logo on People's Choice Trophy
- Logo featured in third prime location on 300 WWMT commercials (\$30,000 value)
- Logo on t-shirts, website, and social media
- 1 Ticket to Sponsor's Choice Event
- 6 Free passes to VIP tent
- 22 Free event entry passes

Presenting Band Sponsors- \$5,000 (2) sponsorships for the headline bands – Sold to WWMT

- Wherever the band is listed they have a presented by logo
- Logo featured in third prime location on 300 WWMT commercials (\$30,000 value)
- Logo on t-shirts, website, and social media
- 1 Ticket to Sponsor's Choice Event
- 4 Free passes to VIP tent
- 18 Free event entry passes

Special Event Sponsor \$5,000

- Exclusive sponsorship within sponsor's industry
- Presenting sponsorship status for selected special event – See listing below
- Logo included in all event promotional materials
- Listed on promotional posters
- Logo featured in third prime location on 300 WWMT commercials (\$30,000 value)
- On site advertising opportunities
- Social media advertising, website, and promotional flyers
- 1 Ticket to Sponsor's Choice Event
- 4 Free passes to VIP tent
- 18 Free event entry passes

Special event selection is done on a first-come, first serve basis. 2024 events available for sponsorship include:

- National Rib Vendor Row
- Local Rib Vendor Row
- Best Ribs in Kalamazoo Event
- Children's Tent

Park Sponsor \$2,500

- Listed on promotional posters
- 12 Free passes for admission to event
- On site advertising opportunities
- Social media advertising, website, and promotional flyers

T-Shirt Sponsor \$1,000 – Sold to Gun Lake Casino, The Delta Hotel Marriot

- Logo on T-shirt
- 10 Free passes for admission to event
- On site advertising opportunities
- Social media advertising, website, and promotional flyers

In-Kind Sponsor

Free passes for admission to event, VIP tent, and VIP Vendor Access Line. Number of passes is based on the value of the donation. Other benefits are provided commensurate with the donation value.

Special Events Description

People’s Choice Award- All three days - SOLD

People vote for their favorite vendor - It’s part of the rib experience. The winner is announced on Saturday evening. The sponsoring company’s name would be included on all voting cards signage and voting box. Individuals complete the forms at the voting booth.

The Market Tent (supporting people with intellectual and developmental disabilities)- All Three Days

The Arc Community Advocates is an affiliate chapter of the national program The Arc United States. The Arc is the largest national community-based organization advocating for and serving individuals with intellectual and developmental disabilities. Program services provided by The Arc Community Advocates, *at no cost to advocacy clients*, is structured upon five core operations. Through these core services Community Advocates works to advocate and assist persons with disabilities participate equitably in the community. We support self-determination rights, collaborate with community partners to facilitate customized educational interventions, build family systems of support, and champion systemic and policy transformation.

Best Ribs in Kalamazoo- Thursday, August 1st at 7 p.m.

It’s now an annual tradition -- local restaurants and caterers compete for the designation of the Best Ribs in Kalamazoo. The entry is free, and the national rib vendors serve as the judges. It’s a fun event and helps promote great ribs in Kalamazoo.

Children’s Event Tent- Saturday, August 3 at 11 a.m. –1 p.m.

Saturday is family day at the Maple Hill BBQ Bash. The sponsor of this event helps to pay for the tent, children’s hands-on food cooking activities. Other family activities include National vendors have agreed to make the event a cooking experience that kids and adults will cherish along with arts and crafts, games, and face painting by professional artists.

Just the Facts

Event dates: August 1st-3rd

Event Location: Arcadia Creek Festival Place in Downtown Kalamazoo,

Cost:

- Cover charge: \$10.00 at 5 p.m., Thursday, \$8.00 advanced sale tickets
- Cover charge: \$20.00 at 5 p.m. Friday and Saturday, \$15.00 advanced ticket sales
- Children under 12 (with an adult) are free
- After 7 p.m., anyone under 18 must be accompanied by an adult
- All patrons are encouraged to have picture ID
- Advance ticket discounts online- change once confirmed

Hours of Event:

- Opens at 11:00 a.m. daily
- Closes 10:30 p.m. on Thursday
- Closes 12:30 a.m. on Friday and Saturday

Live Entertainment:

Please consult our website for the update to listing of our entertainment. Bands will perform all three days starting at 5 p.m. on Thursday and Friday, and throughout the day on Saturday.

Rib Vendors:

Fundraising event works diligently to screen and attract the best national rib vendors. Many of these rib vendors spend the entire summer traveling from state to state to promote their special recipe. National rib vendors include: Cowboy's Barbeque & Rib Company, Buck Em BBQ, Carolina Rib King, Johnson's Barbecue. Local vendors are currently being accepted and to date: Trailers Craft BBQ and Big Moe's BBQ have joined the team

Food Vendors:

Although the focus of the Maple Hill BBQ Bash is on ribs, there are a lot of people that aren't so excited about ribs. That's okay, because these three food vendors sell pizza, salads, veggies, concession food, nuts, and more. So, if you don't like ribs, you don't have to stay home, and you can still enjoy great food and have a good meal with your friends that like ribs. Local food vendors include: Ibison Concessions, Not Just an Almond, Mangia Mangia/Blue Plate

What is Community Advocates?

The money raised through this event enables the agency to make it possible for each person with an intellectual or developmental disability to participate fully in all aspects of community and to support the effort of each individual to determine their own future. Annually, thousands of staff hours are logged to assist people with disabilities and their families of all ages in Kalamazoo County. Since its inception over 30 years ago, this event has raised over a million dollars for The Arc Community Advocates. Over 250 volunteers donate their time, energy and commitment to making fundraising event a signature summer festival. As a mission-driven event, Maple Hill BBQ Bash strives to provide a festival that is fun, memorable, and driven to raise money in support of The Arc Community Advocates.

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