

**BBQ Cookoffs, ATV Events,
Music, Contests and More!**

WV State KCBS BBQ State Championship & ATV Festival

COALFIELDS COOKOFF 2023



**COALFIELDS
CITY OF WELCH**

June 9-10, 23
Downtown Welch, WV



A portion of the proceeds will benefit the Welch Volunteer Fire Dept.

**SPONSOR & PARTNERSHIP
OPPORTUNITIES**

301-335-2715

**WVCoalfieldscookoff.com
info@WVCoalfieldscookoff.com**

The History of the West Virginia Coalfields



Welch, West Virginia is known as a city built on coal. However, it is also a historic community in the heart of the mountains, where outdoor recreation, like ATV riding and hiking, are as abundant as the peace and quiet found on our safe streets.

Our history in the heart of the WV Coalfields, inspired this festival. We look forward to welcoming visitors and showcasing our beautiful town and the stories of the Coalfields that shaped our past. We encourage you to join us as we celebrate our Appalachia heritage in Welch, WV!

WV Coalfields Cookoff Overview

Are you ready to connect with hundreds of ATV Enthusiasts, BBQ Cookoff Teams, locals and tourists? This new, one-of-a-kind festival will pair the best of pro and backyard BBQ cooks, ATV riders and WV tourists. Who doesn't love smoked food, fast gears, great music, and some darn good outdoor entertainment?

We invite you to partner with us and sponsor the Inaugural Coalfields Cookoff in Wild and Wonderful Welch, WV! We are currently offering partnership, sponsorships, and advertising opportunities that will offer your company maximum exposure locally and with tourists who will attend the event.

Our media campaign, advertising, and social media will broadcast to the entire mid-Atlantic! While a sponsorship is a small, deductible business expense for you, it will help create a distinctive event only found in Welch, WV and, in return, we will offer you maximum promotional exposure for your support!

Sponsorship commitments are requested on or before May 15, 2023 so we can plan inclusion of your logo in our materials and signage.

However, the sooner you sign up, the more quickly we can highlight your partnership on our website, in our media and via our social channels, so get the most bang for your buck and commit today!

Detailed specifics on the event and a commitment form can be found on our website www.coalfieldscookoff.com or contact us with questions. We have suggested sponsorship levels and are happy to customize a partnership program tailored to your needs.

Festival Contact:

Andrea Ball
301-335-2715

info@wvcoalfieldscookoff.com



WV COALFIELDS COOKOFF

Marketing Prospectus

An aggressive marketing campaign is planned for the WV Coalfields Cookoff. The event will be heavily marketed for approximately 8 weeks prior to the event and 1 weeks after, within a 30-mile radius of Welch, WV.

DIGITAL MEDIA

The Coalfields Cookoff website is an important vehicle of communication for news, program updates, sponsorship information and links. Online media outlets will also be used to market the BBQ Cookoff, as well as, the City of Welch website.

SOCIAL MEDIA

The Coalfields Cookoff, The City of Welch and other event related Facebook pages enjoy over 50,000 followers combined, providing an effective platform to convey sponsor's logos and messages. The City of Welch Coalfields Cookoff is actively engaged in marketing via social media and will highlight all sponsors on this platform.

RADIO/TV

Local radio stations may be used to advertise the event, give away free tickets and conduct interviews with event organizers.

PRINT MEDIA

Regional publications and tourism publications will be used to market the event, including both visual ads and articles. Event posters and flyers are printed and distributed throughout West Virginia.

NEWSLETTERS

Information will be included in all local newsletters, bulletins, displays in local business and community events.

WV COALFIELDS COOKOFF

Opportunities exist for companies and organizations to sponsor at a variety of levels. There are endless customizable options available to ensure your company maximizes your chances to touch new and existing customers. Sponsor will enjoy many benefits, such as advertising, vendor space, event signage, tickets and more.

SPONSOR NOW!

With the City of Welch WV Coalfields Cookoff comes outstanding benefits and unique opportunities for your brand and company. Partner with us and provide a refreshingly fun, healthy, local activity for all ages while providing a big "WOW" for clients, vendors and employees. To discuss sponsorship and advertising opportunities contact Andrea Ball 301-335-2715 or email info@wvcoalfieldscookoff.com.

ATVS

BBQ COOKOFF

CONTESTS - PRIZES

ARTS & CRAFTS

LIVE MUSIC

HELP GIVE BACK

ENTERTAINMENT

FUN

WV COALFIELDS SPONSOR & PARTNERSHIP OPPORTUNITIES	Platinum Partner \$5,000	Gold Partner \$3,000	Silver Partner \$2,000	Bronze Partner \$1,000	Coal Partner \$500
Availability - To ensure maximum benefits, a limited number of sponsorships are available.	1	2	5	10	--
Title Placement - Company branding in all marketing, and promotions.	Name & Logo website brand	Name & Logo	Logo	Listing	Listing
Featured in Radio Spots - Inclusion in radio commercials.	√	√	√		
Print Promotions - Inclusion in print ads, posters, flyers, signage etc.	√	√	√	√	√
Sponsor Announcements - Multiple mentions from stage during event.	√	√	√	√	
Vendor Space - Sponsor may set up a display and distribute promotional materials.	√	√	√	√	√
Onsite Banner – Company banner displayed in creative manner on event grounds.	Logo + Name	Logo + Name	Logo + Name	Logo + Name	Logo + Name
Social Media Inclusion – Sponsor highlighted with social media shoutouts.	√	√	√	√	√
Complimentary Tickets -Tickets are for event admittance.	100	50	25	15	5
Recognition on the Coalfield Cookoff Website.	Logo + Link	Logo + Link	Logo + Link	Logo + Link	Logo + Link
In-Kind Options: Opportunity to distribute promotional item at the event.	√	√	√	√	√

OTHER SPONSOR OPPORTUNITIES:

In-Kind Sponsors: In-kind donations will be provided sponsorship benefits on a case-by-case basis. In-kind donations can also be combined with a monetary donation to increase your sponsorship level and associated benefits. These can be food donations, labor, services, etc. The list is endless, and we invite you to contact us to discuss your ideas!

\$500 - Welcome Buckets: BBQ Team will receive a welcome bucket. Welch business can promote their business by providing promotional material and a small welcome gift. We ask that you provide something that the Teams can take home with them or shows a unique part of Welch.

Varied Prizes: The City of Welch gives out several prizes to the winning BBQ Teams, including but not limited to cash, trophies, certificates, and special one-time prizes to the Grand and Reserve Grand Champions and 1st place winners in each category. Prize ideas, in addition to cash, include coolers, trailer locks, grills, and event related items.

\$500 Cornhole Tournament: The City of Welch will host the Welch Cornhole Tournament. Opportunities exist to sponsor the tournament itself, cornhole bags and boards, trophies, or other prizes.

\$500 Food & Drink: Many of the City of Welch Staff members and community volunteers will be onsite all-day Friday and Saturday, June 11th and June 12th. Breakfast, Lunch and Dinner is needed for these 40+ people, as well as a BBQ team breakfast. We ask that a business sponsor provide at least one full meal, including drinks, plates, and silverware.

Musical Entertainment: There are musical acts that play at our event and a band contest. Those wishing to sponsor one should contact us directly. Special benefits such as meet and greet passes and stage banners exist for band sponsors.

Volunteers Organizations and Non-Profits wanting to get involved are encouraged to contact us directly. Opportunities exist to host games, field day activities, or arts and crafts, and to help with set-up, load-in or teardown.

WV Coalfields Cookoff

88 Howard Street

Welch, WV 24801

(304)-693-2499 / Fax: (202) 449-9551

www.wvcoalfieldscookoff.com

info@wvcoalfieldscookoff.com



SPONSOR/PARTNERSHIP COMMITMENT FORM

Please complete and return with mailed payment to the City of Welch. Sponsorships can also be processed on our website or via phone. Once your payment is processed, you will receive an email with additional details and logo requirements.

Check the appropriate membership category and complete the application below:

Platinum Sponsor/Partner \$5,000

Gold Sponsor/Partner \$3,000

Silver Sponsor/Partner \$2,000

Bronze Sponsor/Partner \$1,000

Coal Sponsor/Partner \$500

Cookoff Supporter \$300

Cookoff Friend \$150

\$ _____

In-Kind _____

Select preferred payment method:

PayPal Wave

Check

Credit Card (Visa, MC, AMEX)

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Sponsor Announcements - Multiple mentions from stage during event.	√	√	√	√	
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In-Kind Options: Opportunity to distribute promotional item at the event.	√	√	√	√	√

Card Number _____ Exp. _____ CSC _____

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Mobile: _____

E-mail: _____ Website: _____

Contact: _____ Title: _____

Signature: _____ Date: _____