



DOWNTOWN CHANDLER



BARBEQUE

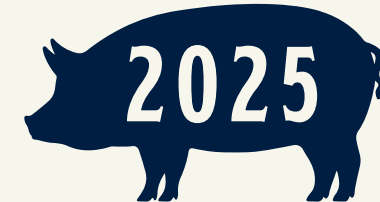


FESTIVAL



LOCAL BEER • AMERICAN WHISKEY • LIVE BANDS

MARCH 1ST & 2ND



SPONSORSHIP AND VENDOR OPPORTUNITIES



OVERVIEW

- SATURDAY AND SUNDAY, MAR. 1ST AND MAR. 2ND
- 11AM-8PM (SAT.) 11AM-6PM (SUN.)
- LOCATED IN HISTORIC DOWNTOWN CHANDLER (DR. A.J. CHANDLER PARK EAST)
- 4000+ ANTICIPATED ATTENDANCE OVER THE TWO DAYS
- FESTIVAL INCLUDES COUNTRY, ALT COUNTRY MUSIC, GAMES, WORLD-CLASS BBQ, AND AWARD WINNING LOCAL BEER AND SPIRITS
- NON-PROFIT: A PORTION OF THE PROCEEDS WILL BENEFIT THE DOWNTOWN CHANDLER COMMUNITY PARTNERSHIP (DCCP)
- ADMISSION PRICES RANGE FROM \$12-\$25 FOR SINGLE DAY
- FOUR SPONSORSHIP LEVELS AVAILABLE



NON-PROFIT PARTNERSHIP

THE DOWNTOWN CHANDLER COMMUNITY PARTNERSHIP IS A LOCAL NON-PROFIT SUPPORTING THE DOWNTOWN BUSINESSES AND THE DOWNTOWN EXPERIENCE. THIS NON-PROFIT IS DEDICATED TO BOTH SAFETY AND CLEANLINESS AS WELL AS ENGAGING EVENTS AND FUN MARKETING OPPORTUNITIES. WE SERVE MORE THAN 100+ BUSINESSES IN THE DOWNTOWN AREA. OUR FUNDRAISING GOALS INCLUDE ADDING ADDITIONAL LIGHTS, ART, AND IMPROVING EXPLORATION OPPORTUNITIES FOR BOTH LOCALS AND VISITORS.



PRESENTING SPONSOR (LIMIT 1)

AS THE EXCLUSIVE TOP TIER SPONSOR, YOU WILL BE OUR “PRESENTING” EVENT PARTNER. YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL. **DOWNTOWN CHANDLER BARBEQUE FESTIVAL PRESENTED BY “YOUR BRAND”.**

WHAT YOU GET:

BRAND RECOGNITION:

- PREMIERE LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUDED IN ALL SOCIAL MEDIA MENTIONS (60K REACH)
- 3 DEDICATED SOCIAL MEDIA POSTS FOR YOUR COMPANY
- REPRESENTATION AT ALL MEDIA APPEARANCES IN CONJUNCTION WITH SANTAN BREWING COMPANY
- PREMIERE LOGO ON ALL SIGNAGE
- PREMIERE PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

*NOT GUARANTEED BUT BASED ON OUR 10/1/2022 OKTOBERFEST WE HAD 6 ON AIR TV SEGMENTS

HOST CUSTOMERS AND FRIENDS:

- 50 TICKETS PER DAY
- \$500 IN SANTAN BREWING COMPANY GIFT CERTIFICATES
- 10 X 20 OR 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

COST \$10,000

VALUE \$36,000



<https://santanbrewing.com/vendor-sponsor-signup/>

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STAGE SPONSOR

(LIMIT 1)

AS THE EXCLUSIVE STAGE SPONSOR, YOU WILL BE THE MAIN STAGE BANNER.

WHAT YOU GET:

BRAND RECOGNITION:

- PREMIERE LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUDED IN ALL SOCIAL MEDIA MENTIONS (60K REACH)
- 3 DEDICATED SOCIAL MEDIA POSTS FOR YOUR COMPANY
- REPRESENTATION AT ALL MEDIA APPEARANCES IN CONJUNCTION WITH SANTAN BREWING COMPANY
- PROMINENT LOGO ON STAGE BANNER
- PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

- 20 TICKETS PER DAY
- \$200 IN SANTAN BREWING COMPANY GIFT CERTIFICATES
- 10 X 20 OR 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

*NOT GUARANTEED BUT BASED ON OUR 10/1/2022 OKTOBERFEST WE HAD 6 ON AIR TV SEGMENTS

COST \$5,000

VALUE \$20,000

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LEVEL 1 SPONSOR

(LIMIT 4)

AS A LEVEL ONE SPONSOR, YOUR BRAND WILL BE HIGHLY RECOGNIZED ON ALL PRINT AND DIGITAL ASSETS IN ASSOCIATION WITH
DOWNTOWN CHANDLER BARBEQUE FESTIVAL.

WHAT YOU GET:

BRAND RECOGNITION:

- PROMINENT LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUSION IN SOCIAL MEDIA POSTS
- PROMINENT LOGO ON OFFICIAL POSTER AND BANNER
- PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

- 15 TICKETS PER DAY
- \$100 IN SANTAN BREWING COMPANY GIFT CERTIFICATES
- 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

COST \$3,000

VALUE \$9,600

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LEVEL 2 SPONSOR

(LIMIT 6)

AS A LEVEL TWO SPONSOR, YOUR BRAND WILL BE HIGHLY RECOGNIZED ON ALL PRINT AND DIGITAL ASSETS IN ASSOCIATION WITH
DOWNTOWN CHANDLER BARBEQUE FESTIVAL.

WHAT YOU GET:

BRAND RECOGNITION:

- LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUSION IN SOME SOCIAL MEDIA POSTS
- PROMINENT LOGO ON OFFICIAL POSTER AND BANNER
- PERIMETER FENCING SIGNAGE

HOST CUSTOMERS AND FRIENDS:

- 10 TICKETS PER DAY
- 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

COST \$1,500

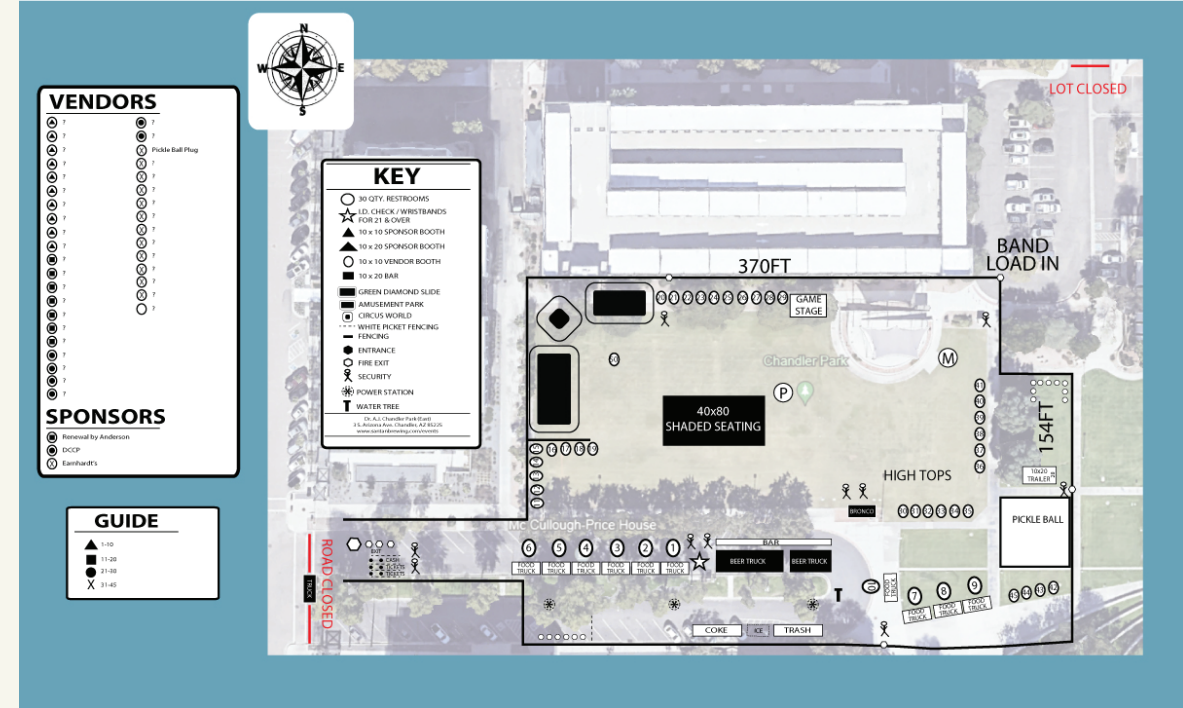
VALUE \$3,400



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FOOD VENDOR

- LIMITED SPACES FOR VENDORS
- APPROXIMATELY 10' X 20' WITH SOME FLEXIBILITY
- FLAT FEE, NO REVENUE SHARING
- POWER AVAILABLE (BRING YOUR OWN CORDS)
- WATER SUPPLY NEAR FOOD COURT
- ICE



\$1,000 FOR BOTH DAYS

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- LIMITED SPACES FOR VENDORS
- APPROXIMATELY 10' X 10'
- FLAT FEE, NO REVENUE SHARING
- ICE



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BARBEQUE

FESTIVAL

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SOCIAL & WEB

SANTAN BREWING CO.

IG FOLLOWERS = 23,400
WEBSITE VIEWS = 81K VISITS Q2 2023

DCCP

IG FOLLOWERS = 19,800
WEBSITE VIEWS = 73K PER MONTH



SAMPLE POST

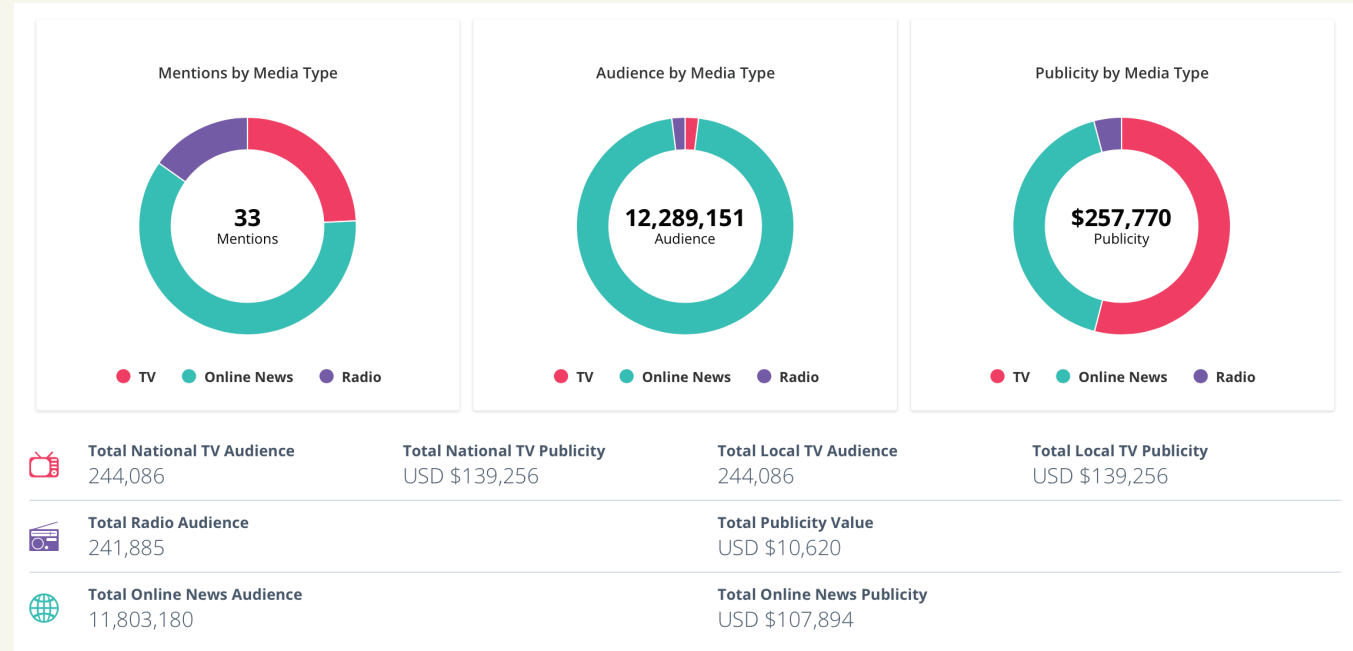


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MEDIA DATA

* DATA FROM OUR 2024 BBQ FESTIVAL

- 2500 IN ATTENDANCE ON SATURDAY
- 1500 IN ATTENDANCE ON SUNDAY
- 12 PRINT & ONLINE ARTICLES
- 8 ON-AIR LOCAL TV SEGMENTS
- 8 LOCAL EVENTS CALENDAR LISTINGS
- 5 ON-AIR LOCAL RADIO MENTIONS



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