



**DOWNTOWN CHANDLER**

**BARBEQUE**

**FESTIVAL**

LOCAL BEER • AMERICAN WHISKEY • LIVE BANDS



**MARCH 7<sup>TH</sup> & 8<sup>TH</sup>**



**SPONSORSHIP AND VENDOR OPPORTUNITIES**



# OVERVIEW

- SATURDAY AND SUNDAY, MAR. 7<sup>TH</sup> AND MAR. 8<sup>TH</sup>
- 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

### 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**



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# BREWERY SPONSOR

(LIMIT 2)

AS BREWERY SPONSOR YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL. **DOWNTOWN CHANDLER BARBEQUE FESTIVAL PRESENTED BY "YOUR BRAND".**

## WHAT YOU GET:

### BRAND RECOGNITION:

- 4 BEER PLACEMENTS ON BAR MENU (12OZ. CANS)
- BEER IS PURCHASED AT FULL PRICE
- 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

### HOST CUSTOMERS AND FRIENDS:

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

**COST \$5,000**

**VALUE \$25,000**



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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)

**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 OR 10 X 20 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:

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

**COST \$1,500**

**VALUE \$3,400**

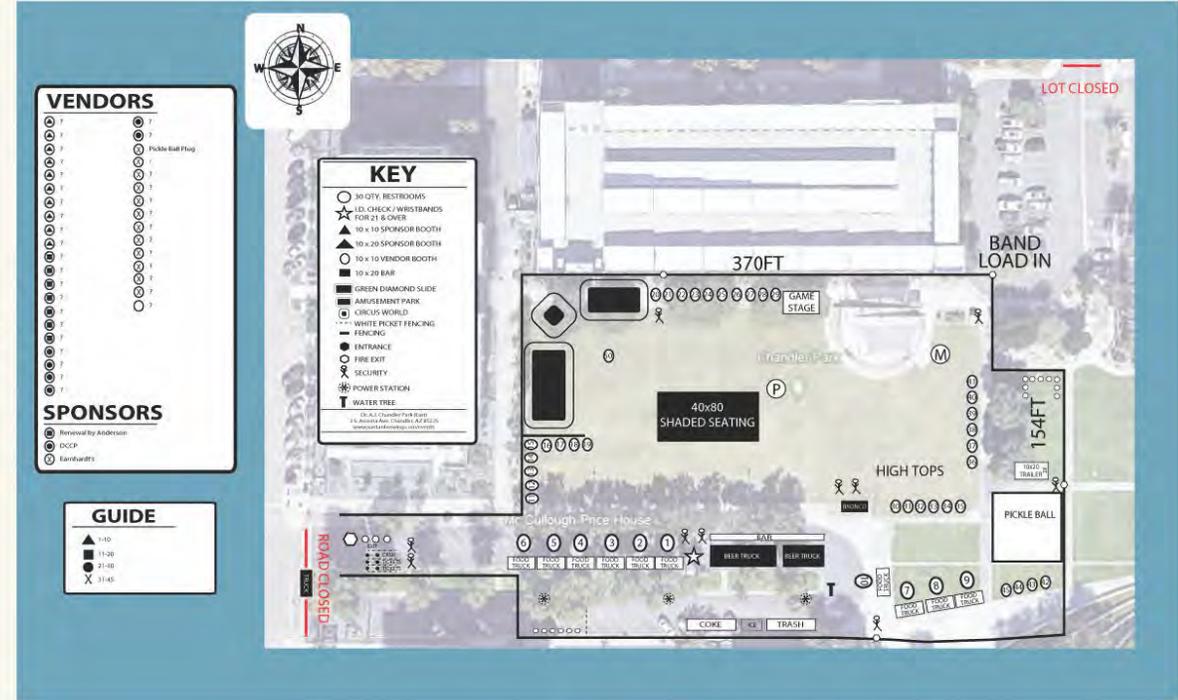


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# FOOD VENDOR

- 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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**DOWNTOWN CHANDLER**

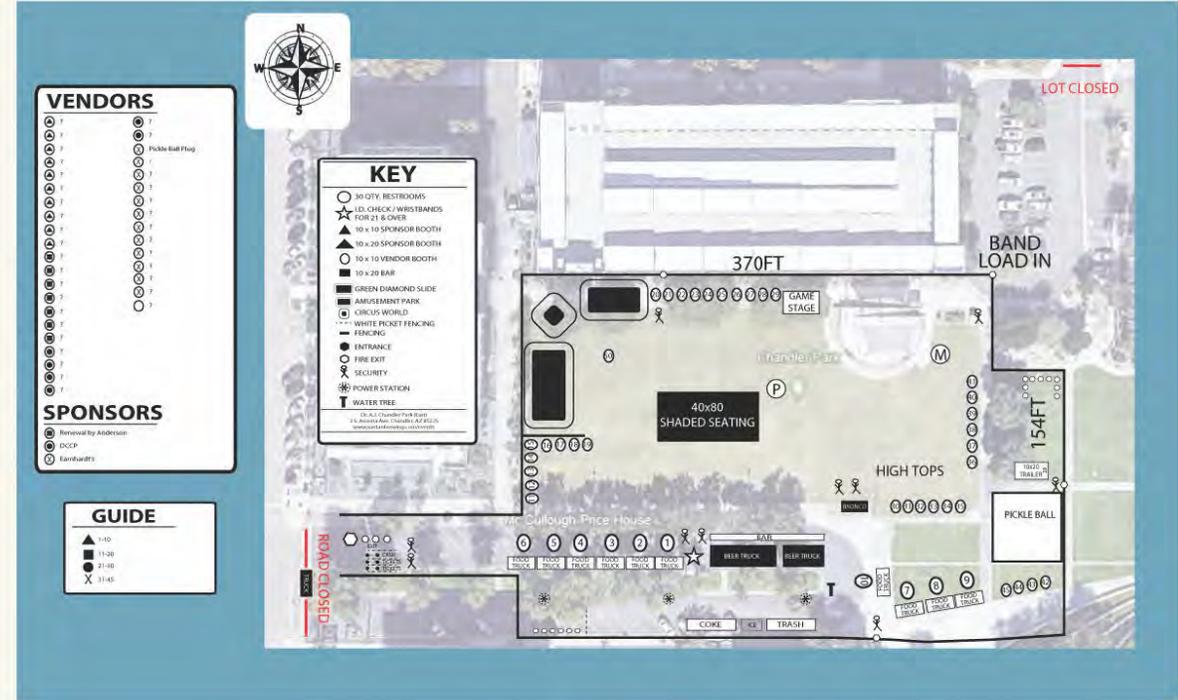
★ **BARBEQUE** ★

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# SNACK + NON-FOOD VENDOR

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



**\$500 FOR BOTH DAYS**

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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

A sample social media post for the Downtown Chandler Barbeque Festival 2024. The post features a blue header with the SanTan Brewing Company logo on the left and the Pedal Haus Brewery logo on the right. The main text reads "DOWNTOWN CHANDLER BARBEQUE FESTIVAL" in large, bold letters, with "LOCAL BEER • AMERICAN WHISKEY • LIVE BANDS" underneath. Below this, it says "DOWNTOWN CHANDLER MARCH 2<sup>ND</sup> & 3<sup>RD</sup> 2024" with a pig icon. A blue box contains the text "PRESENTED BY: PRESENTING SPONSOR HERE". At the bottom, there are three red starburst icons labeled "LEVEL 1 SPONSOR" and four white circular icons labeled "LEVEL 2 SPONSOR" with the DC Downtown Chandler logo in the center.

SAMPLE POST ←

The Downtown Chandler Barbeque Festival logo, featuring a blue banner with "DOWNTOWN CHANDLER" in white, "BARBEQUE" in large blue letters on a white background, and "FESTIVAL" in white letters on a red banner. The logo is flanked by two white stars. Below the logo, it says "LOCAL BEER • AMERICAN WHISKEY • LIVE BANDS".

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# MEDIA DATA

## \* DATA FROM OUR 2025 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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