

2023 Laveen BBQ Sponsorship Opportunities

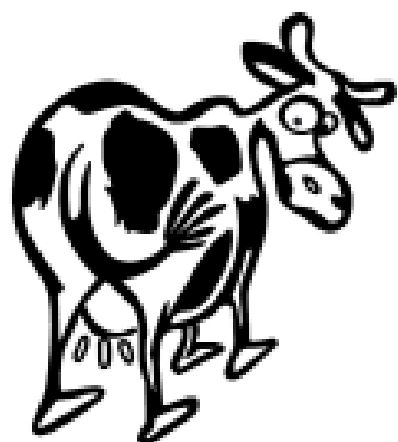
The Laveen Community Council is excited to host the **71th Laveen BBQ** at the beautiful Cesar Chavez Park on Saturday, February 25, 2023. The park has a plethora of open space to maintain adequate social distancing. We estimate to have over 4,000 attendees.

We have food and drinks, bands, over 100 vendors, a fun zone for all ages, and many other activities. This is **Laveen's biggest community event** for friends, family and neighbors to get together. We are reaching out to you because as always, it is our sponsors who make this event successful.

We are a 501(c)(3) nonprofit organization. All profits go directly back into the Laveen community. Each year we provide scholarships to local high school graduates, give funds to various youth, school & community activities and provide fun events. The BBQ is a fantastic opportunity to enhance visibility and support for your business.

The sooner we get your information, the sooner we can advertise you on our website and social media. We are still working on the Title Sponsorship if you are interested give us a call and we can talk about tailoring it for you. We want to stress that the LCC is a non-profit community group, all profits go right back into keeping our community great and your participation is tax deductible! Thank you!

Sponsorship applications are due on January 31, 2023. For more information, please reach out to the Sponsorship Committee at BBQsponsor@laveen.org or Wendy Flood at 602-999-8523.



Vision Statement: The LAVEEN COMMUNITY COUNCIL creates opportunities for a connected community.



EVENT STATS

Saturday, February 25, 2023

71th Annual BBQ

Cesar Chavez Park - 7858 S 35th Ave. Laveen, AZ 85339

Free Admission

Free Parking

Rain or Shine

4,000+ Attendees

100+ Vendors

Fun Zone, Beer Garden, 2 Stages

Sponsorship offered on a first come, first served basis.

Sponsorship application deadline: January 31, 2023

2023 Laveen BBQ Sponsorship Opportunities

Title Sponsor

Sponsorship Cost: \$10,000

Value \$28,250

As the title sponsor, you will become our exclusive event partner with naming rights. Your brand will be intimately associated with every element of the 71th annual Laveen BBQ Festival.

This package includes the works – it's packed with different ways that your brand will be prominently displayed to over 4,000 festival attendees. Just check out this list of sponsorship benefits, it's packed with all of the bells and whistles

All sponsors will receive complimentary vendor booth, name and link on the Laveen Community Council website, and name and logo on the Thank You Banner.

*Values provided by marketing firm and are consistent with industry standards.



Brand Recognition - Website Traffic	50,000		
Logo on Event Website (\$50 value per 1,000 views)		1 \$	2,500
Name listed as sponsor on the LCC website (\$25 value per 1,000 views)		1 \$	1,250
Brand Recognition - Social Media Impressions	2,000		
Social Media Mentions Per Post (\$.25 per impression / reach)		15 \$	7,500
Post Event Social Media Thank You Video (\$.25 per impression / reach)		1 \$	500
Brand Recognition - Billboard	350,000		
Billboard with Event and Logo (100 value per \$5,000 impressions)		1 \$	7,000
Brand Recognition - Attendance	3,000		
Sponsor Thank You on Stage (\$50 value per mention, per 1,000 attendees)		12 \$	1,800
Brand Recognition - Number of Email Blasts	13,000		
Mention in Eblasts (\$50 per 1,000 subscribers, current database 13,000)		2 \$	1,300
Number of Press Releases	each		
Mention in Press Releases (\$500 value per release)		2 \$	1,000
Inclusion in Radio or TV Media Spots (\$2,000 value per segment)		1 \$	2,000
Brand Recognition - Print Materials	5,000		
Logo on Print Marketing Materials (\$50 value per 500 flyers and 5 posters)		1 \$	500
Branded Signage / Attendance Value	3,000		
Perimeter Fencing Signage (\$50 value per banner, per 1,000 attendees)		5 \$	750
Event Booth		1 \$	150
Brandage Signage/ General	100,000		
Thank you Signage for 1 month (\$100 value per banner, per 5,000 views)		1 \$	2,000
Total Value		\$	28,250
Sponsor Cost		\$	10,000
ROI			65%

2023 Laveen BBQ Sponsorship Opportunities

Brand Recognition - Website Traffic	50,000		
Logo on Event Website (\$50 value per 1,000 views)		1	\$ 2,500
Name listed as sponsor on the LCC website (\$25 value per 1,000 views)		1	\$ 1,250
Brand Recognition - Social Media Impressions	2,000		
Social Media Mentions Per Post (\$0.25 per impression / reach)		8	\$ 4,000
Post Event Social Media Thank You Video (\$0.25 per impression / reach)		0	\$ -
Brand Recognition - Billboard	350,000		
Billboard with Event and Logo (100 value per \$5,000 impressions)		0	\$ -
Brand Recognition - Attendance	3,000		
Sponsor Thank You on Stage (\$50 value per mention, per 1,000 attendees)		7	\$ 1,050
Brand Recognition - Number of Email Blasts	13,000		
Mention in Eblasts (\$50 per 1,000 subscribers, current database 13,000)		1	\$ 650
Number of Press Releases	each		
Mention in Press Releases (\$500 value per release)		1	\$ 500
Inclusion in Radio or TV Media Spots (\$2,000 value per segment)			
Brand Recognition - Print Materials	5,000		
Logo on Print Marketing Materials (\$50 value per 500 flyers and 5 posters)			\$ 500
Branded Signage / Attendance Value	3,000		
Perimeter Fencing Signage (\$50 value per banner, per 1,000 attendees)		3	\$ 450
Event Booth		1	\$ 150
Brandage Signage/ General	100,000		
Thank you Signage for 1 month (\$100 value per banner, per 5,000 views)		1	\$ 2,000
Total Value			\$ 13,050
Sponsor Cost			\$ 5,000
ROI			62%

Presenting Sponsor

Sponsorship Cost:

\$5,000

Value \$13,050

As a presenting sponsor, you will become our industry exclusive event partner. Your brand will be associated the 71th annual Laveen BBQ Festival. This package includes an array of advertising benefits with multiple ways your brand will be prominently be displayed to over 4,000 festival attendees. Just check out this list of sponsorship benefits!

All sponsors will receive complimentary vendor booth, name and link on the Laveen Community Council website, and name and logo on the Thank You Banner.



2023 Laveen BBQ Sponsorship Opportunities

Brand Recognition - Website Traffic	50,000		
Logo on Event Website (\$50 value per 1,000 views)		1 \$	2,500
Name listed as sponsor on the LCC website (\$25 value per 1,000 views)		1 \$	1,250
Brand Recognition - Social Media Impressions	2,000		
Social Media Mentions Per Post (\$25 per impression / reach)		3 \$	1,500
Post Event Social Media Thank You Video (\$25 per impression / reach)		0 \$	-
Brand Recognition - Billboard	350,000		
Billboard with Event and Logo (100 value per \$5,000 impressions)		0 \$	-
Brand Recognition - Attendance	3,000		
Sponsor Thank You on Stage (\$50 value per mention, per 1,000 attendees)		4 \$	600
Brand Recognition - Number of Email Blasts	13,000		
Mention in Eblasts (\$50 per 1,000 subscribers, current database 13,000)		0 \$	-
Number of Press Releases	each		
Mention in Press Releases (\$500 value per release)		0 \$	-
Inclusion in Radio or TV Media Spots (\$2,000 value per segment)			
Brand Recognition - Print Materials	5,000		
Logo on Print Marketing Materials (\$50 value per 500 flyers and 5 posters)		0 \$	-
Branded Signage / Attendance Value	3,000		
Perimeter Fencing Signage (\$50 value per banner, per 1,000 attendees)		1 \$	150
Event Booth		1 \$	150
Brandage Signage/ General	100,000		
Thank you Signage for 1 month (\$100 value per banner, per 5,000 views)		1 \$	2,000
Total Value		\$	8,150
Sponsor Cost		\$	3,000
ROI			63%

Supreme Sponsor

Sponsorship Cost: \$3,000

Value \$8,150

As a supreme sponsor, you will become a valued event partner. Your brand will be connected to the 71th annual Laveen BBQ Festival. This package includes selected high value advertising benefits displaying your brand to over 4000 festival attendees.

All sponsors will receive complimentary vendor booth, name and link on the Laveen Community Council website, and name and logo on the Thank You Banner.



2023 Laveen BBQ Sponsorship Opportunities

Supporting Sponsor

Sponsorship Cost: \$1,000

Value \$4,700

Support the community by giving, supporting, and participating in the longest running BBQ celebrations our great state of Arizona has to offer. Your community contribution supports the mission statement Laveen Community Council stands for. Thank you for your continued support!

All sponsors will receive complimentary vendor booth, name and link on the Laveen Community Council website, and name and logo on the Thank You Banner.

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[LET US HELP YOU WITH YOUR PRE, ON-SITE & POST EVENT ROI INCREASE YOUR BRAND AWARENESS & VALUE.](#)



Brand Recognition - Website Traffic	50,000		
Logo on Event Website (\$50 value per 1,000 views)		0 \$	-
Name listed as sponsor on the LCC website (\$25 value per 1,000 views)		1 \$	1,250
Brand Recognition - Social Media Impressions	2,000		
Social Media Mentions Per Post (\$0.25 per impression / reach)		2 \$	1,000
Post Event Social Media Thank You Video (\$0.25 per impression / reach)		0 \$	-
Brand Recognition - Billboard	350,000		
Billboard with Event and Logo (100 value per \$5,000 impressions)		0 \$	-
Brand Recognition - Attendance	3,000		
Sponsor Thank You on Stage (\$50 value per mention, per 1,000 attendees)		2 \$	300
Brand Recognition - Number of Email Blasts	13,000		
Mention in Eblasts (\$50 per 1,000 subscribers, current database 13,000)		0 \$	-
Number of Press Releases	each		
Mention in Press Releases (\$500 value per release)		0 \$	-
Inclusion in Radio or TV Media Spots (\$2,000 value per segment)			
Brand Recognition - Print Materials	5,000		
Logo on Print Marketing Materials (\$50 value per 500 flyers and 5 posters)		0 \$	-
Branded Signage / Attendance Value	3,000		
Perimeter Fencing Signage (\$50 value per banner, per 1,000 attendees)		0 \$	-
Event Booth		1 \$	150
Brandage Signage/ General	100,000		
Thank you Signage for 1 month (\$100 value per banner, per 5,000 views)		1 \$	2,000
Total Value		\$	4,700
Sponsor Cost		\$	1,000
ROI			79%

2023 Laveen BBQ Sponsorship Opportunities

Brand Recognition - Website Traffic	50,000		
Logo on Event Website (\$50 value per 1,000 views)		0 \$	-
Name listed as sponsor on the LCC website (\$25 value per 1,000 views)		1 \$	1,250
Brand Recognition - Social Media Impressions	2,000		
Social Media Mentions Per Post (\$0.25 per impression / reach)		1 \$	500
Post Event Social Media Thank You Video (\$0.25 per impression / reach)		0 \$	-
Brand Recognition - Billboard	350,000		
Billboard with Event and Logo (100 value per \$5,000 impressions)		0 \$	-
Brand Recognition - Attendance	3,000		
Sponsor Thank You on Stage (\$50 value per mention, per 1,000 attendees)		0 \$	-
Brand Recognition - Number of Email Blasts	13,000		
Mention in Eblasts (\$50 per 1,000 subscribers, current database 13,000)		0 \$	-
Number of Press Releases	each		
Mention in Press Releases (\$500 value per release)		0 \$	-
Inclusion in Radio or TV Media Spots (\$2,000 value per segment)			
Brand Recognition - Print Materials	5,000		
Logo on Print Marketing Materials (\$50 value per 500 flyers and 5 posters)		0 \$	-
Branded Signage / Attendance Value	3,000		
Perimeter Fencing Signage (\$50 value per banner, per 1,000 attendees)		0 \$	-
Event Booth		1 \$	150
Brandage Signage/ General	100,000		
Thank you Signage for 1 month (\$100 value per banner, per 5,000 views)		0 \$	-
Total Value		\$	1,900
Sponsor Cost		\$	500
ROI			74%

Community Sponsor

Sponsorship Cost: \$500

Value \$1,900

Community Sponsors, play a more than important role by Giving, supporting and participating in the longest running BBQ celebration our great state of Arizona offers. Your community contribution supports the mission statement Laveen Community Council stands for. Thank you for your support!

All sponsors will receive complimentary vendor booth, name and link on the Laveen Community Council website, and name and logo on the Thank You Banner.

[CUSTOM BRAND PACKAGES AVAILABLE](#)
[BOOTH PACKAGES + SIGNAGE +](#)
[PROMOTIONAL ESTIMATES AVAILABLE](#)
[UPON REQUEST](#)



2023 Laveen BBQ Sponsorship Opportunities

Sponsorship Form

Please print and send this completed form to the address below.

Company Name _____

Contact Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ E-mail: _____

Level of Sponsorship:

Please check all that apply:

- | | |
|---|----------|
| <input type="checkbox"/> Title Sponsor | \$10,000 |
| <input type="checkbox"/> Presenting Sponsor | \$ 5,000 |
| <input type="checkbox"/> Supreme Sponsor | \$ 3,000 |
| <input type="checkbox"/> Supporting Sponsor | \$ 1,000 |
| <input type="checkbox"/> Community Sponsor | \$ 500 |



Details

Please e-mail high-quality eps,svg,png vector file of your company logo and advertisement to bbqsponsor@laveen.org ASAP but no later than **January 31, 2023** to be included in printed materials (if received after this date, every effort will be made to accommodate on future printed materials).

Please make check payable to: **Laveen Community Council** and mail this form with your check to:
Laveen Community Council, c/o Laveen BBQ, PO Box 488, Laveen, Arizona 85339.

For more sponsorship information, please email bbqsponsor@laveen.org

Sponsor's Signature: _____