



## 2024 Laveen BBQ Sponsorship Opportunities

**Get ready for the 72nd Laveen BBQ!** Hosted with pride by the Laveen Community Council, this year's event is set to light up Cesar Chavez Park on Saturday, February 24, 2024. Imagine a day under the wide-open Arizona sky, where over 4,000 folks gather to savor, celebrate, and enjoy. We're serving up a hearty feast of scrumptious food and drinks, live bands to keep your spirits high, over 100 local vendors offering everything from unique crafts to essential services, and a fun zone packed with activities for all ages. It's not just an event; it's Laveen's biggest and most beloved community get-together.

**Our sponsors, the heart of our community:** As a 501(c)(3) nonprofit, we ensure every penny from the BBQ is reinvested into Laveen. From scholarships for our promising high school graduates to support for various community projects, your sponsorship fuels our collective growth. But it's not just about giving back; sponsoring the BBQ puts your business in the spotlight, right at the heart of our community. We'll champion your brand on our website and social media, and for those interested in the Title Sponsorship, we're all ears to tailor a package just for you. Your involvement is a boon to us and a tax-deductible benefit to you. So, how about joining hands to keep the spirit of Laveen thriving?

### Here's what's cooking:

- Delectable Food & Drinks: A spread that's sure to tantalize your taste buds.
- Live Music & Entertainment: Bands and performances to lift your spirits.
- Over 100 Vendors: Explore a marketplace brimming with local treasures.
- Fun Zone for All Ages: Games and activities to delight everyone, from the little ones to the young at heart.



## About the Laveen BBQ

### Why Sponsor the Laveen BBQ?

Your sponsorship is crucial to the success of this event. As a 501(c)(3) nonprofit organization, the Laveen Community Council ensures that all proceeds are reinvested into our beloved community. This includes providing scholarships to local high school graduates, supporting youth and school activities, and organizing engaging community events.

### Enhance Your Business Visibility:

Sponsoring the BBQ is not just about supporting a cause; it's about elevating your business. Gain significant exposure through our website, social media channels, and event promotions. The earlier you join us, the sooner we can start showcasing your brand to our engaged community audience.

***"The LAVEEN COMMUNITY COUNCIL creates opportunities for a connected community."***

Join us in making the 2024 Laveen BBQ a memorable event that celebrates and enriches our community spirit. Your partnership means more than just sponsorship; it's a testament to your commitment to community growth and connection. Email [bbqsponsor@laveen.org](mailto:bbqsponsor@laveen.org) or call Wendy Flood, 602.999.8523 or Shams AbdusSamad, 747.227.4267





## Title Sponsor Package

**Investment: \$10,000**

### **Exclusive Event Partnership & Naming Rights:**

As the Title Sponsor of the 72nd annual Laveen BBQ, your brand will not only be the highlight of our event but will also become an integral part of the Laveen community experience.

### **Benefits for the Title Sponsor:**

- 1. Naming Rights:** Be prominently featured as part of the event's official title, e.g., "72nd Annual Laveen/ [Your Brand] BBQ." Name mentioned as the Title sponsor on both stages for the entire event.
- 2. Logo on Official Website:**
  - Prime placement of your logo on the Laveen Community Council and event website.
  - Direct hyperlink to your website for increased visibility and engagement.
- 3. Strong Social Media Presence:**
  - Featured across all Laveen BBQ social media channels.
  - Regular mentions and highlights in posts, amplifying your brand's reach.
- 4. Inclusion in Media Releases and Advertising Campaigns:**
  - Your logo and brand name incorporated in all media communications.
- 5. Logo on Print Materials:**
  - Prominent display of your logo on all future event-related print materials.
  - Logo on future event signage
  - 4 sponsored provided banners showcased on fence signage around the event for high visibility.
- 6. Billboard Signage:**
  - Your logo and name featured on billboard signage, providing significant exposure.
- 7. Complimentary Booth at the Event and VIP Parking:**
  - A prime, double booth space provided at the event for direct engagement with attendees.
  - Opportunity to showcase products, services, or company information.



- 4 VIP parking spaces
- 8. Stage Signage:**
  - Prominent display of your name on both stages signage. Opportunity to speak on the main stage and engage with the community.
- 9. Cow Milking:**
  - One representative can participate in the annual cow milking contest.
- 10. Inclusion on the Thank You Banner:**
  - Your brand is recognized on a Thank You Banner, showcasing your support to the community.

**Maximizing Your Brand Impact:**

This comprehensive package is tailored to ensure your brand not only gains widespread recognition but also fosters a direct connection with the community. As the Title Sponsor, your company will be at the forefront, resonating with a diverse and engaged audience. Open to other sponsorship opportunities tailored to your company.





## VIP Sponsorship Package

**Investment: \$6,000**

### **Prominent Brand Positioning:**

As the Presenting Sponsor of the 72nd annual Laveen BBQ, your brand will play a crucial role in framing the event, gaining significant recognition and exposure throughout the festival.

### **Benefits for the Presenting Sponsor:**

#### **1. Logo on Official Website:**

- Your logo will be featured and emphasized on the Laveen Community Council website.
- Includes a direct hyperlink to your website for increased traffic.

#### **2. Complimentary Booth at the Event and VIP Parking:**

- A prime, double booth space provided at the event for direct engagement with attendees.
- Opportunity to showcase products, services, or company information.
- 4 VIP parking spaces

#### **3. Strong Social Media Presence:**

- Consistent visibility on all Laveen BBQ social media platforms.
- Regular mentions in posts, enhancing your brand's connection with the audience.

#### **4. Branding on Perimeter Fencing Signage:**

- 3 sponsor provided banners will be displayed on the perimeter fencing ensuring visibility throughout the event space

#### **5. Sponsor a Featured Attraction and Signage:**

- Prominent display of your name at key activity(ies), like fun zone, drink station, or a golf cart, associating your brand with key event moments. Name mentioned as the VIP sponsor on both stages throughout the event such as "(Your Brand) Fun Zone" or "(Your Brand) Drink Station. Sponsor provided signage at the activity enhancing and showcasing your support.

#### **6. Inclusion on the Thank You Banner:**

- Your brand is recognized on a Thank You Banner, showcasing your support to the community



IF NO TITLE SPONSOR BENEFITS ALSO INCLUDE:

**7. Inclusion in All Advertising:**

- Your logo and name will be included in all advertising campaigns, both online and offline.

**8. Stage Signage:**

- Prominent display of your name on both stages signage and name mentioned as the title sponsor on both stages for the entire event exp: (Your Brand) Main Stage and Community Stage.

**9. Billboard Signage:**

- Your logo and name featured on billboard signage, providing significant exposure.

**Enhancing Your Brand's Reach:**

This package offers a comprehensive suite of branding opportunities, placing your business at the forefront of one of Laveen's most celebrated community events. As the Presenting Sponsor, you will benefit from widespread exposure and recognition, connecting your brand with a diverse and engaged audience.





## Trailblazer Sponsor Package

**Investment: \$3,000**

### **Become a Valued Partner of the 72nd Annual Laveen BBQ Festival:**

As a Trailblazer Sponsor, your brand will be integrally connected to the event, enjoying high-value advertising benefits and showcasing your brand to over 4,000 festival attendees.

### **Benefits for Trailblazer Sponsors:**

#### **1. Website Visibility:**

- Your logo featured on the Laveen Community Council website with a link to your site.

#### **2. Complimentary Vendor Booth and VIP Parking:**

- Take advantage of direct engagement with attendees through your own prime location booth space.
- 2 VIP Parking Spaces

#### **3. Sponsor a Featured Attraction or Stage:**

- Exclusive sponsorship of ONE event attraction, including attractions like:
  - i. Fun Zone
  - ii. Drink Station
  - iii. Golf Carts
  - iv. Axe Throwing
- This opportunity positions your brand at the heart of major festival attractions.
- Mention of your sponsorship on both stages

#### **4. Social Media Mentions:**

- Your sponsorship will be highlighted with mentions such as "(Your Brand) Fun Zone" or "(Your Brand) Golf Cart".
- Regular mentions in posts, enhancing your brand connection with the audience.

#### **5. Branding at Your Sponsored Attraction:**

- Your sponsor provided signage with logo and name to be prominently displayed at the site of your sponsored attraction, ensuring high visibility among attendees.



**6. Branding on Perimeter Fencing Signage:**

- 1 sponsored provided banner will be displayed on the perimeter fencing ensuring visibility at the event space

**7. Inclusion on the Thank You Banner:**

- Your brand is recognized on a Thank You Banner, showcasing your support to the community.

**Maximize Your Brand's Impact:**

The Trailblazer Sponsor package offers a unique blend of visibility and engagement, connecting your brand with the vibrant community spirit of the Laveen BBQ Festival. As a sponsor of a featured attraction or stage, your involvement will be front and center, creating lasting impressions with attendees and enhancing your community presence.







## Homesteader Sponsor Package

**Investment: \$1,000**

**Supporting Community and Tradition:**

The Homesteader Sponsorship is ideal for those who wish to make a meaningful contribution to one of Arizona's longest-running BBQ celebrations. By becoming a Homesteader Sponsor, you're not only supporting a beloved local event but also endorsing the values and mission of the Laveen Community Council.

**Benefits for Homesteader Sponsors:**

- 1. Community Recognition:**
  - Your support helps continue the tradition of the Laveen BBQ, reflecting your commitment to community values.
- 2. Vendor Booth Opportunity:**
  - Engage directly with the community through a complimentary vendor booth at the event.
- 3. Online and Event Visibility:**
  - Your business name and link will be featured on the Laveen Community Council website, enhancing your digital presence.
  - Visibility on all event social media platforms once confirmed and starting 3 weeks prior to the event.
  - Numerous mentions of your sponsorship on the community stage.
- 4. Thank You Banner Inclusion:**
  - Recognition of your support on a Thank You Banner at the event, showcasing your brand's commitment to the community.

**Your Contribution Makes a Difference:**

As a Homesteader Sponsor, your contribution plays a significant role in the success of the Laveen BBQ and the initiatives supported by the Laveen Community Council. Your sponsorship is not just a financial support; it's an endorsement of the community spirit that makes Laveen unique.



## Ranchhand Sponsor Package

**Investment: \$500**

### **Embrace the Spirit of Giving and Support:**

The Ranchhand Sponsorship is perfect for those who wish to play a vital role in one of Arizona's most cherished BBQ celebrations. This level of sponsorship is an opportunity to demonstrate your commitment to the community and the values upheld by the Laveen Community Council.

### **Benefits for Ranchhand Sponsors:**

#### **1. Community Involvement:**

- Your sponsorship helps continue the tradition of the Laveen BBQ and supports the broader community initiatives.

#### **2. Vendor Booth Opportunity:**

- Engage with attendees and showcase your brand through a complimentary vendor booth at the event.

#### **3. Online and Event Brand Presence:**

- Gain visibility with your business name and link featured on the Laveen Community Council website.
- Visibility on one event social media platform once confirmed and again one week prior to the event.
- Mention of your sponsorship once on the community stage.

#### **4. Recognition on the Thank You Banner:**

- Your brand's name and logo will be included on a Thank You Banner displayed at the event, acknowledging your valuable support.

### **Your Impact in the Community:**

As a Ranchhand Sponsor, your contribution is pivotal to the success of the Laveen BBQ. You're not just a sponsor; you're a key player in fostering a sense of unity and celebration in the Laveen community.



## 2024 Laveen BBQ Sponsorship Opportunities Form

### Company Information:

- Company Name: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Address: \_\_\_\_\_
- City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_
- Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Sponsorship Level (*Please check all that apply*)

- Title Sponsor Package - \$10,000
- VIP Sponsor Package - \$6,000
- Trailblazer Sponsor Package - \$3,000
- Homesteader Sponsor Package - \$1,000
- Ranchhand Sponsor Package - \$500

### Booth space requested

- Yes
- No

### Logo and Advertisement Submission

- Logo Submission: Please e-mail a high-quality EPS, SVG, or PNG vector file of your company logo and advertisement to [bbqsponsor@laveen.org](mailto:bbqsponsor@laveen.org).
- Deadline: January 31, 2024, for inclusion in printed materials. Submissions received after this date will be accommodated in future materials as possible.



**Payment and Submission Instructions**

- Make checks payable to: Laveen Community Council
  - NOTE: NO PROMOTIONS/ADVERTISING WILL TAKE PLACE UNTIL MONIES HAVE BEEN RECEIVED.

**Mail this completed form and your check to:**

Laveen Community Council  
c/o Laveen BBQ  
PO Box 488  
Laveen, Arizona 85339

*For more information: [bbqsponsor@laveen.org](mailto:bbqsponsor@laveen.org)*

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**Sponsor's Name (printed):** \_\_\_\_\_

**Sponsor's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_