



May 11<sup>th</sup> & 12<sup>th</sup> 2012

Dear Prospective Sponsors:

Thank you in advance for considering our request for funding in support of the 2012 Green Lane Volunteer Fire Company's Smoke in the Valley Barbeque Competition & Festival. This is the fire company's largest fundraising event of the year.

After having three years of success, our 4<sup>th</sup> year should be even better with over 54 competitors, food vendors, artisans, car enthusiasts with the addition of our 1<sup>st</sup> Annual Car Show, and a People's Choice Category for the community to sample the delicious BBQ dishes made by our competitors.

This year we have set our goals pretty high; but in order to achieve success, we need sponsorship partners and advertisers. I have enclosed a detailed Sponsorship Package description; hopefully there is a level that will fit your budget and help advertise your company.

Your sponsorship not only gets the recognition of the participating teams, but the judges, vendors and the public that attend the event each year. Depending on the level of sponsorship, you can also gain exposure on the advertising we do for the BBQ through radio commercials, community bulletins, calendars, newspaper articles, social networking, website, banners, etc. Please feel free to visit our website at [www.glfcbbq.com](http://www.glfcbbq.com) to get more information about our event and view pictures from previous years.

If you have any questions about the event or the sponsorship, please contact any of the Sponsorship Committee Members below. Again, thank you for your sponsorship consideration.

Sincerely,

Cyndi Miller  
GLFC BBQ Committee

**BBQ Sponsorship Committee**

Cyndi Miller	267-424-5839	<a href="mailto:cyndim@comcast.net">cyndim@comcast.net</a>
Lynn Wolfe	215-631-2888	<a href="mailto:wjldewolfe@gmail.com">wjldewolfe@gmail.com</a>
Shawn Tucker	215-740-7593	<a href="mailto:stucker.75@live.com">stucker.75@live.com</a>

# 2012 Sponsorship Package Options

## **\$1000 – High on the Hog Meat Category Sponsorship**

- Sponsor of a Meat Category; which includes, name on trophy and recognition at Awards Ceremony
- Company Name/Logo on Website w/link, all promotional items and Event Press Releases
- VIP Status by staff throughout the 2 Day Event
- (10) Meal Tickets at the Barbeque
- (4) Event T-Shirts
- Listing as High on the Hog Meat Sponsor on Event T-Shirt
- FREE 10 x 10 Event Day(s) Booth Space
- FREE Full Page Color Ad in BBQ Program

## **\$500 – Whole Hog ROAD Sponsor**

- Road Sponsor – Company Name/Logo displayed on “Roads” throughout the Competitor Sites
- (8) Meal Tickets at the Barbeque
- (2) Event T-Shirts
- Company Name/Logo on Website w/link, all promotional items and Event Press Releases
- Listing as Whole Hog Road Sponsor on Event T-Shirt
- FREE 10 x 10 Event Day(s) Booth Space
- FREE Full Page Ad in BBQ Program

## **\$300 Half Hog Sponsor**

- Company Name/Logo on website w/link
- (4) Meal Tickets at the Barbeque
- Listing as Half Hog Sponsor on Event T-Shirt
- FREE 10 x 10 Event Day(s) Booth Space
- FREE ½ Page Ad in BBQ Program

## **\$200 Little Piggy Sponsor**

- (2) Meal Tickets at the Barbeque
- Listing as Little Piggy Sponsor on T-Shirt
- FREE 1/3 Page Ad in BBQ Program

***Additionally ALL Sponsor Levels listed above are encouraged to provide any Promotional items to be given out for the Judge & Team Goodie Bags (such as pens, magnets, brochures, etc.).***

## **Patron Sponsor**

- \$25 1/3 page ad in BBQ Program
- \$50 ½ Page ad in BBQ Program
- \$80 Full Page ad in BBQ Program

**2012 Smoke in the Valley  
Sponsorship and Ad Program Application**

Business Name: _____
Contact Name: _____
Email Address: _____
Contact Phone#: _____

Sponsorship Level: \_\_\_\_\_ Total Contribution \$ \_\_\_\_\_

Number of Shirts (if applicable): \_\_\_\_\_

Shirt Sizes:    \_\_\_\_\_ SM    \_\_\_\_\_ MED    \_\_\_\_\_ LRG  
                         \_\_\_\_\_ XL    \_\_\_\_\_ 2XL    \_\_\_\_\_ 3XL

Sponsor Wants 10 x 10 booth: (circle) YES / NO    \_\_\_\_\_ Saturday Only    \_\_\_\_\_ Friday and Saturday

Sponsor Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Please submit applicable ad size according to sponsorship level:**

1/3 page ad (2.5”h x 4.75”w)

1/2 page ad (3.75”h x 4.75”w)

Full Page ad (7.75”h x 4.75”w)

**Ad copy should be in .pdf, .jpeg or .tiff file and send to [admin@glfcbba.com](mailto:admin@glfcbba.com)**

**Please make all checks payable to Green Lane Fire Company BBQ and mail to:**

**Green Lane Fire Company BBQ**

**Attn: Cyndi Miller**

**P.O. Box 97**

**Green Lane, PA 18054**

**Deadline for advertising incentives is March 23<sup>rd</sup>, 2012**

**Thank you for your support! Please be sure to come out to the Competition. We have food, music and fun for all ages!**

**BBQ COMPETITION  
& FESTIVAL**