

# Executive Summary

## Who?

### The Exchange Club of Norwalk.

Norwalk Exchange is part of the National Exchange Club, a 501 (C) (3) not for profit organization comprised of men and women working together to make our community a better place to live through our national project, the Prevention of Child Abuse and local programs of service in Americanism, Community Service and Youth Activities.

### What does the Exchange Club of Norwalk, do?

- Combating Child Abuse - committed \$75,000.00 to the Norwalk Hospital to start the C.O.P.E. (Center Outpatient Pediatric Evaluation) for the prevention of child abuse in Southern Connecticut.
- Donated \$15,000 to Stamford Parenting skills center (2009).
- Cosponsors the annual Antique Auto Show at Taylor Farm with the Gateway Antique Car Club, to benefit local child abuse prevention efforts.
- Awards scholarships to area high school seniors.
- Operate the largest non-profit organization food concession at the Norwalk Seaport Oyster Festival since its inception in 1978.
- Hand out over 10,000 American flags during the Memorial Day Parade as part of our GIVEAKIDAFLAGTOWAVE program.
- Donate over \$85,000.00 in 2009 to local charities.
- Donated a 15-passenger van to the City of Norwalk to help transport the local high schools sports teams.
- Donated \$60,000.00 towards the purchase of the mobile stages operated by the City of Norwalk Parks and Recreation Department.

## What BBQ?

### The Barbeque Pit at the Oyster Festival is...

A barbeque experiential extravaganza. This high profile three day event featuring food booths, BBQ vendors, a major commitment to prizes – major national competition with over \$20,000 in prizes - all culminating in the crowning of the (Sponsor's Name) BBQ Pit / Connecticut State Champion.

Sanctioned by the Kansas City Barbeque Society, the largest BBQ sanctioning body in the world as well as the New England BBQ Society.

- Total prize package \$22,150!
- Types of contests
  - Kansas City Barbeque Society (KCBS) sanctioned BBQ Contest
  - The Whole Hog Grilling Contest
  - Back Yard Griller. Local amateur teams compete for cash prizes and bragging rights
  - People's Choice Cook-offs. Sponsored specific contests within the contest, Hot Wings, BBQ Sauce,
  - Chili, Dessert, Side Dish... Skies the limit

## Where? & When?

Norwalk Seaport Association's Oyster Festival. Veterans Park, Norwalk, CT

**Friday, Saturday and Sunday - September 10, 11 & 12, 2010**

# Market & Demographics

## Attendees

50,000 Consumers estimated over a three-day period.

## The Target Audience:

Barbequing transcends all demographics (age, gender and household income). Everybody's doing it and everyone considers them self an expert. They are always interested in learning how the "pros" do it. According to a recent Barbeque Industry Association survey, Barbequing is one of America's favorite ways to entertain, with more than 2.7 million events annually.

## Who Grills and Barbeques?

The following facts and figures were provided by the Barbeque Industry Association and Mediamark Research, Inc. and are based on the most recently compiled data submitted

- A record 17 million grills were shipped in 2006, marking a 15.24% increase compared to 2005
- 6.2 million people have barbequed in the past year
- 84% of grill ownership is among younger, larger, higher income families who live in houses
- 64% of barbeque grill owners use their grills all year long
- Nearly one out of nine barbeque grill owners have a water smoker in addition to their other grill
- 57% of the time, men make the decisions about purchasing grills
- 59% of barbequers are men; 41% are women
- Women more often make the decisions about when and what types of foods to barbeque
- 65% are married
- 48% have children

## Fairfield County Connecticut Demographics\*

Total population 882,567

Population 21 to 64 years 510,316

Median household income (dollars) \$65,249

\*2002 US Census

# **Sponsorship Opportunities**

## **"Whole Hawg" Title Sponsor**

Total Investment: \$10,000 (Only one available)

The premier opportunity with the greatest brand exposure

- Top billing – Corporate name is attached to the title of the event as "Presented by" in all event materials Including, but not limited to: print materials, media, advertising, signage, banners, etc.
- Featured logo position in print ads and event promotion materials (program, banners, signage, advertising, etc.)
- Logo on Official Volunteer Shirt
- Logo identification in 300,000 newspaper inserts of the festival brochure
- Multiple locations for company banners and signs during the event
- Opportunity to contribute company information, product, etc. to BBQ prize packages
- 20x20 space for you to sell or display your company's products or services Premium Vendor
- Reserve Grand Champion BBQ awards
- Live recognitions throughout the event on BBQ Pit Music Stage
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site
- VIP Parking at the Oyster House and boat shuttle to the festival
- 20 tickets for clients and employees
- VIP hospitality tickets for sponsors and customers
- Celebrity judge positions
- Multi -Year preference as event title sponsor
- First right of refusal for the 2011 event

## **"Top Hawg" Gold Sponsor**

Total Investment: \$5,500

Choice of Feature sponsorship location:

- Kansas City Barbeque Society (KCBS) sanctioned BBQ Contest. Up to 50 Professional BBQ teams competing for state championship & prize money.
- Space to display your company banner or logo in your featured event area
- Logo on Official Volunteer Shirt
- Recognition announcements during your featured event
- Logo identification in 300,000 newspaper inserts of the festival brochure
- Premium vendor space for you to sell or display your company's products or services
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site
- VIP Parking at the Oyster House and boat shuttle to the festival
- 15 tickets for clients and employees
- Opportunity to contribute company information, product etc. to BBQ prize packages
- First right of refusal for the 2011 event
- Celebrity Judge positions
- VIP Hospitality Tickets for Sponsors/Customers

# Sponsorship Opportunities cont.

## People's Choice

Where the competitors cook and the people vote and choose the winner.

People's Choice Cook-offs - This is your chance to sponsor a specific contest within the contest, Hot Wings, BBQ Sauce, Chili, Dessert, Side Dish... Skies the limit. Open to everybody who enters any of the other contests.

### Whole Hog: \$5,500

The Whole Hog Grilling Contest New England Barbecue Society (NEBS) sanctioned contest. Teams will compete and be judged on a "Whole Hog" (100 lbs average). The judging is done by both certified judges and the public.

- Awards Sponsor
- BBQ Party Sponsor
- Inclusion of logo on banners and on site signage where possible.
- Logo on Official Volunteer Shirt.
- Vendor space for you to sell or display your company's products or services.
- Space to display your company banner or logo at the event.
- Ad in BBQ event schedule / program.
- Opportunity to contribute company information, product etc. to BBQ prize packages.
- 10 tickets for clients and employees.
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site.

### Chicken Wing: \$1,000

- Awards Sponsor
- BBQ Party Sponsor
- Inclusion of logo on banners and on site signage where possible.
- Logo on Official Volunteer Shirt.
- Vendor space for you to sell or display your company's products or services.
- Space to display your company banner or logo at the event.
- Ad in BBQ event schedule / program.
- Opportunity to contribute company information, product etc. to BBQ prize packages.
- 10 tickets for clients and employees.
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site.

### Chili: \$1,000

- Space to display your company banner or logo at the event.
- Logo on Official Volunteer Shirt.
- Vendor space for you to sell or display your company's products or services
- 10 tickets for clients and employees.
- Ad in BBQ event schedule / program.
- Opportunity to contribute company information, product, etc to BBQ and Chili prize packages.
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site.
- VIP Hospitality Tickets for Sponsors / Customers.

# Sponsorship Opportunities cont.

## **Chowder: \$1,000**

- Space to display your company banner or logo at the event.
- Logo on Official Volunteer Shirt.
- Vendor space for you to sell or display your company's products or services
- 10 tickets for clients and employees.
- Ad in BBQ event schedule / program.
- Opportunity to contribute company information, product, etc to BBQ and Chili prize packages.
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site.
- VIP Hospitality Tickets for Sponsors / Customers.

## **Sizzlin' Silver Sponsor-Awards**

Total Investment: \$1,500

- BBQ Party Sponsor
- Inclusion of logo on banners and on site signage where possible.
- Logo on Official Volunteer Shirt.
- Vendor space for you to sell or display your company's products or services.
- Space to display your company banner or logo at the event.
- Opportunity to contribute company information, product etc. to BBQ prize packages.
- 10 tickets for clients and employees.
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site.
- First right of refusal for the 2011 event.

## **Burnin' Bronze Sponsor**

Total Investment: \$750.00

- Space to display your company banner or logo at the event.
- Logo on Official Volunteer Shirt.
- Vendor space for you to sell or display your company's products or services
- 10 tickets for clients and employees.
- Opportunity to contribute company information, product, etc to BBQ and Chili prize packages.
- Logo and web link on Exchange, Seaport, Oyster Fest and BBQ Pit web site.
- VIP Hospitality Tickets for Sponsors / Customers.

## **Best Booth Sponsor**

Total Investment: \$500.00

- Space to display your company banner or logo at the event.
- Logo on Official Volunteer Shirt.
- Be a celebrity judge to choose "Best Booth" this year's theme \_\_\_\_\_.
- 10 tickets for clients and employees.

# **Sponsorship Opportunities cont.**

## **Q-Shirt Sponsor**

Total Investment: \$450.00

- Your name or logo on the back of volunteer and competitor shirts - approximately 1000 shirts.

## **Corporate Prime Ribber**

Total Investment: \$250.00

See your company's name flash on a large flat screen TV with your message, throughout the three-day weekend.

# Sponsorship Agreement Form

Name of Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
e-mail \_\_\_\_\_

Whole Hawg Title Sponsor	\$10,000.00
Top Hawg	\$5,500.00
People's Choice	
Whole Hog	\$2,000.00
Chicken Wings	\$1,000.00
Chili	\$750.00
Chowder	\$750.00
Silver Sponsor	\$1,500.00
Bronze Sponsor	\$750.00
Best Booth	\$500.00
T-Shirt Sponsor	\$450.00
Corporate Prime Ribber	\$250.00

The Sponsor will receive benefits outlined in this package in exchange for the Sponsorship fee listed above.  
Payable upon signing, Checks payable to: "National Exchange Club Foundation."

(Tax Exempt 501(C)(3) Non-Profit Corporation) and mailed to:

Exchange Club of Norwalk - BBQ

150 Connecticut Ave.

Norwalk, CT 06854-1930

or fax completed form Attn. Ray A. Cooke.

fax: 203-838-2227

phone: 203-838-2100

or email to ray@norwalkbbq.com

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For Exchange Club of Norwalk \_\_\_\_\_ Date \_\_\_\_\_