



## **8th Annual Bob Sykes Bbq & Blues Festival May 20, 2017**

**Bessemer, Alabama** Come celebrate Bob Sykes Bbq 60th Anniversary at the 8th Annual Bob Sykes Bbq and Blues Festival on Saturday, May 20th. The event will combine the best of both music and bbq at the beautiful DeBardleben Park located in historic downtown Bessemer, Alabama from 12-8pm. Gates open at 11am. You can expect to hear talented award winning local and national blues musicians. Be sure to bring a chair or blanket and set-up your spot for the day.

Van Sykes the 2nd generation owner and pit master of Bob Sykes Bbq Restaurant, says "We're excited to celebrate the 60th birthday of Bob Sykes Bbq at our yearly Bbq & Blues Festival!" Sykes literally grew up in the restaurant and helped his parents, Bob and Maxine Sykes at the Bessemer, Alabama-based restaurant they founded in 1957. Bob Sykes is still serving bbq the old fashioned way over a traditional barbecue pit which is extremely time and energy intensive, this method gives the meat a truly unique flavor and this is what Bob Sykes Bar B Q is known for. The restaurant has been featured in national news coverage over the years for its delicious bbq, sides and desserts. Van's plans for the future are to continue the family tradition entrusted to him by his parents.

Sykes says "Each year the festival grows and we couldn't do it without our sponsors and the support of the community. Patrons come from all over the Southeast." The festival was chosen by Al.com for numerous years as one of the top food festivals in Alabama. There is something to do for the entire family including a large kids corner with activities and games. Children twelve and under are free with a ticketed adult. The festival offers a variety of booths including arts and crafts, outdoor exhibits, legendary Bob Sykes bbq, and a diverse selection of food vendors selling tempting offers. Expect a fun time for all!

General admission and VIP Tickets can be purchased at [www.bobsykesblues.com](http://www.bobsykesblues.com) or at Bob Sykes Bar B Q Restaurant. A portion of the festival proceeds will benefit Clay House Children's Center that helps neglected and abused children.

### **Event Information:**

DeBardleben Park 1623 2nd Avenue North  
Bessemer, AL 35020 [www.bobsykesblues.com](http://www.bobsykesblues.com) 205-426-1400



## 8th Annual Bob Sykes Bbq & Blues Festival-May 20th Sponsorship Opportunities

### **Presenting Sponsorship.....\$5,000**

*Commitment must be confirmed by April 1, 2017 to ensure delivery of all designated benefits.*

#### **Pre-Event Marketing:**

- Promotion and marketing as a presenting sponsor of the festival. Limited to TWO sponsors.
- Company name included in press releases
- Company name included in media coverage including television and radio interviews
- Included in print advertisements and promotional items

#### **Social Media/Website/Online Marketing:**

- Included in event social media posts with over 30,000 followers on Facebook, Twitter and Instagram. (4 minimum)
- Link to corporate website from logo on [www.bobsykesblues.com](http://www.bobsykesblues.com)
- Included in email blast campaigns

#### **On-Site Recognition:**

- Company logo included on stage
- **20x20 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons or product samples. The festival will provide standard electricity. Sponsor will be responsible to bring their own 20x20 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Exhibitors working the festival will receive a limit of four (4) General Admission Vendor wristbands.
- Company logo included on festival t-shirt
- Company name recognition and logo in festival program
- Mentioned in every stage announcement (minimum of 7)

#### **VIP Experience:**

- Access to the VIP Tent. Receive six (6) VIP Parking passes, six (6) armbands into VIP tent located next to the stage with air-conditioned seating, six (6) drink passes to private bar, restrooms, complimentary buffet provided by Bob Sykes Bbq, & free Pepsi products.
- Six (6) complimentary festival t-shirts

## **Official Sponsorship.....\$2,500**

*Commitment must be confirmed by April 1, 2017 to ensure delivery of all designated benefits.*

### **Pre-Event Marketing:**

- Promotion and marketing as an official sponsor of the festival
- Logo on promotional flyers

### **Social Media/Website/Online Marketing:**

- Included in event social media posts with over 30,000 followers on Facebook, Twitter and Instagram (3 minimum)
- Link to corporate website from logo on [www.bobsykesblues.com](http://www.bobsykesblues.com)
- Included in email blast campaigns

### **On-Site Recognition:**

- Company banner near main stage
- **10x20 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons or product samples. Festival will provide standard electricity. Sponsor will be responsible to bring their own 10x10 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Exhibitors working the festival will receive a limit of four (4) General Admission Vendor wristbands.
- Company logo on festival t-shirt
- Company name recognition in festival program
- Mentioned in stage announcements (minimum of 3)

### **VIP Experience:**

- Access to the VIP Tent. Receive four (4) VIP Parking passes, four (4) armbands into VIP tent located next to the stage with air-conditioned seating, four (4) drink passes to private bar, restrooms, complimentary buffet provided by Bob Sykes Bbq, & free Pepsi products.
- Four (4) complimentary festival t-shirts

## **Patron Sponsorship.....\$1,200**

*Commitment must be confirmed by April 28, 2017 to ensure delivery of all designated benefits.*

### **Pre-Event Marketing:**

- Promotion and marketing as patron sponsor of the festival

### **Social Media/Website/Online Marketing:**

- Included in event social media posts with over 30,000 followers on Facebook, Twitter and Instagram (1 minimum)
- Link to corporate website from logo on [www.bobsykesblues.com](http://www.bobsykesblues.com)

### **On-Site Recognition:**

- **10x10 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons, or product samples. Festival will provide standard electricity. Sponsor will be responsible to bring their own 10x10 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Exhibitors working the festival will receive a limit of four (4) General Admission Vendor wristbands.
- Company name on festival t-shirt
- Company name recognition in festival program
- Mentioned in stage announcements (minimum of 1)

### **VIP Experience:**

- Access to the VIP Tent. Receive two (2) VIP Parking passes, two (2) armbands into VIP tent located next to the stage with air-conditioned seating, two (2) drink passes to private bar, restrooms, complimentary buffet provided by Bob Sykes Bbq, & free Pepsi products.
- Two (2) complimentary festival t-shirts

## **Event Sponsorship.....\$500**

*Commitment must be confirmed by May 5, 2017 to ensure delivery of all designated benefits.*

### **On-Site Recognition:**

- **10x10 location** on the festival site for promotional displays and merchandising opportunities, including the right to give away premium items, coupons, or product samples. Festival will provide standard electricity. Sponsor will be responsible to bring their own 10x10 tent, signage, table, chairs and extension cords. No food or beverages of any kind may be given away or sold unless prior arrangements have been made.
- Exhibitors working the festival will receive a limit of two (2) General Admission Vendor wristbands

# 2017 SPONSOR FORM

Circle Sponsorship level:    **Presenting Sponsor \$5,000**                      **Official Sponsor \$2,500**  
   **Patron Sponsor \$1,200**    **Event Sponsor \$500**

**In-Kind Contribution:** \_\_\_\_\_

**Sponsor confirmation must be received no later than May 1st in order to be included in all advertising campaigns. In Kind sponsorship value is determined by the Bob Sykes Bbq & Blues Festival.**

**In-Kind Sponsorship Value:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Sponsor Contact Person:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Amount:** \_\_\_\_\_ **Accept Checks and Credit Card payments**

**Need sponsor space?**                      **Yes No**

**Need electricity in space?**                      **Yes No**

**T-shirt sizes (Please enter number of each according to your sponsorship level) Event Sponsorship levels do not receive t-shirts.**

**Adult SM    Med    LG    XL    2XL    3XL**

**• To be included in sponsor advertising, please email your company JPEG logo by May 1st to [elaine.lyda@gmail.com](mailto:elaine.lyda@gmail.com)**

**• Make checks payable to:**  
V&J Enterprises  
1724 9th Avenue North  
Bessemer, Alabama 35020