



“Kings of Q” BBQ Cook-off and Festival

May 20 & 21st, 2016 in Downtown Ayden, North Carolina
North Carolina State Barbeque Championship and KCBS Sanctioned Contest



Dear “Kings of Q” Friend,

On the behalf of the Town of Ayden, it’s citizens, and the 2016 “Kings of Q” BBQ Cook-off and Festival Committee, please allow me to thank you for all of the good things that you have done for Ayden, and eastern North Carolina.

The purpose of this letter is to ask for your help in sponsoring the **First Annual “Kings of Q” BBQ Cook-off & Festival** on May 20th and 21st, 2016 in Downtown Ayden. The “Kings of Q” BBQ Cook-off has been declared a North Carolina State Barbeque Championship by Governor Pat McCrory and is sanctioned by the Kansas City Barbeque Society (KCBS), the world's largest organization of barbeque and grilling enthusiasts with over 20,000 members worldwide. Competitors and KCBS judges from across the nation will come to Ayden to compete and judge in the categories of chicken, pork ribs, pork shoulder, and beef brisket, for \$10,000 in cash and prizes awarded Saturday afternoon. The Festival is a family friendly event with nightly entertainment on the main stage, amusement rides and games, food vendors, commercial booths, and arts and crafts. The Cook-off and Festival will increase tourism not only for Ayden, but the surrounding communities, and will have a positive economic impact with the potential of drawing more than 8,000 visitors to the area.

The BBQ Cook-off is named in honor of the two local “Kings of Q”: Latham “Bum” Dennis and the late Pete Jones (Skylight Inn). Both families run successful BBQ restaurants (Bum’s Restaurant, the Skylight Inn) in Ayden and share family history as being descendants of Skilton Dennis. The Dennis family history stakes claim to the nation’s first commercial barbeque establishment. In 1830, Skilton Dennis is said to have started selling pit-cooked hog meat and cornbread out of a wagon in a community named Otter Town, the present town of Ayden. The Dennis clan is said to pass “that ‘gift’ with barbeque” from generation to generation.

It is our hope that you will consider a commitment to be a sponsor of this event by April 1, 2016. There are several levels of sponsorship shown on the reverse side, but our committee is ready to exceed your expectations as a sponsor by tailoring a sponsorship package that best works for your business.

Donnie Skinner and Stacy Gaskins are the Sponsorship Coordinators. Donnie can be reached at (252) 341-1355 and Stacy can be reached at (252) 902-4910. We welcome your call and any questions about the event and the many sponsorship possibilities. The event cannot be a success without the support from the businesses in the area. The committee and I look forward to the opportunity to work with you and making this event a success.

On the reverse side are some sponsorship levels for your review.

Best Regards,

“Kings of Q” Committee



Sponsorship Form

1st Annual “Kings of Q” BBQ Cook-off and Festival

May 20th & 21st, 2016 in downtown Ayden, North Carolina
North Carolina State Barbeque Championship and KCBS Sanctioned Contest



Business Name: _____

Contact: _____ Phone: _____

Address: _____ E-Mail: _____

_____ I will require an invoice before payment. _____ I will require a receipt after payment.

Please make checks payable to: Town of Ayden, PO Box 219, Ayden, NC 28513-0219. Please write “Kings of Q” on your check.

For questions, please contact Donnie Skinner at (252) 341-1355 (DSkinner@copypro.net) or Stacy Gaskins at (252) 902-4910.

PLATINUM - \$1,500 or more

- Your corporate logo appears in all print advertising: Full-page ad in the Festival Brochure, Top level print on Tee Shirts and Hand Fans, recognized on Social Media and Festival Website with a link to your website.
- Inclusion of your firm on Banners, and the Downtown Sponsor Board.
- Frequent mention of your firm in the Festival public address announcements.
- Your choice of Venue: Band, or KCBS Cook-off Award to be sponsored.
(Band at \$2500 level; Grand Champion at \$2500; Reserve Champion at \$2000; People’s Choice Pork at \$1500; 1st place meat category at \$1500, 4 available.)
- Presentation of a large Cutting Board with your logo engraved as a sponsor of the “Kings of Q” at the KCBS Cook-off Awards.

GOLD - \$1,000 - \$1,499

- Your corporate logo appears in all print advertising: Half-page ad in the Festival Brochure, Midlevel print on Tee Shirts and Hand Fans, recognized on Social Media and Festival Website with a link to your website.
- Mention of your firm in Festival public address announcements.
- Inclusion of your firm on the Downtown Sponsor Board.
- Presentation of a medium Cutting Board with your logo engraved as a sponsor of the “Kings of Q” at the Cook-off Awards.
- Your choice of KCBS Cook-off Award to be sponsored (2nd or 3rd place Category, 8 available).

SILVER - \$750 - \$999

- Your corporate logo appears in all print advertising: Quarter-page ad in the Festival Brochure, lower level print on Tee Shirts and Hand Fans, recognized on Social Media and Festival Website with a link to your website.
- Your choice of KCBS Cook-off Award to be sponsored (4th to 10th place Category, 28 available).
- Presentation of a Bread Board with your logo engraved as a sponsor of the “Kings of Q” at the Cook-off Awards.

BRONZE - \$500 - \$749

- Your corporate logo appears in all print advertising: Eighth-page ad in the Festival Brochure, lower level print on Tee Shirts and Hand Fans, recognized on Social Media and Festival Website with a link to your website.

BBQ Enthusiast - \$5 - \$499

- Medium typeface print mention in the Festival Brochure.