



Why should we sponsor the 2nd Annual Rockwall Rib Rub & Run?

In short, the Rib Rub offers sponsors the opportunity to reach a specific audience in the most personal way. Correlation to an event where people are enjoying themselves allows your message – whether merely through logo exposure or through personal interaction at a booth – to reach them at a positive time.

Business to business marketing is another great reason to be involved with the Rockwall Rib Rub. It's a perfect opportunity to put your business front and center among other business owners, community leaders, media representatives and more. In addition, it's an opportunity to reward employees and boost employee benefits.

One can't measure advertisement merely in column inches or number of spots! Advertising at the Rib Rub is an opportunity to be up front and personal with the residents of Rockwall and North Texas. It may be sharing samples or information from your booth space, a banner that hundreds of people recognize on the main stage or even your corporate name splashed across the front of 500 t-shirts.

Who? What? When? Where? Why?

Who we are.....Rockwall Main Street is a downtown revitalization program; a community based program with over 75+ active volunteers and partners working together to preserve the heart of Rockwall.

- The mission of the Rockwall Main Street Advisory Board is to create an inviting, historic downtown district that serves as a center for recreational, economic and cultural activity for residents and visitors of downtown Rockwall utilizing the four point approach of organization, promotions, design and economic restructuring.
- Rockwall Main Street hosts, supports or works in conjunction with the following events downtown: Seasonal Farmers Market, San Jacinto Street Art Market, Founders Day, Rockwall Rib Rub & Run, Dog Days of Summer, Scare on the Square and 'Tis Christmas Time. There is an outdoor event taking place in the historic downtown square 26 of the 52 weekends a year! All of these events add to the quality of life of Rockwall area residents as well as boost the economic health of our local downtown businesses.

What is the Rib Rub & Run.....The Rib Rub is a sanctioned barbecue competition open to all barbecue enthusiasts! A day long celebration with over 90% of the entry fees paid out as prize money. The International Barbecue Cookers Association sanctions the event with over 25 teams expected to enter this year's competition. Teams may enter to cook all or some of the following: baby backs, pork spare ribs & chicken. In addition to prize money, trophies will also be awarded to top performers and best showmanship! Other events planned for the event include:

- 5k Run sponsored by Rockwall Running Center (located in Historic Downtown Rockwall)
- A Poker Stroll sponsored by the Old Town Shoppes of Downtown Rockwall
- Live Music
- Food & Beverage Garden
- Children's Activities

When & where is the Rib Rub & Run.....Historic Downtown Rockwall, TX – 9.11.2010 – 9A to 6P

Attendees

Organizers estimate 2,000+

Target Audience

Barbecue transcends all demographics (age, gender and household income). Everybody's doing it and everyone considers them self an expert. People want to learn how the "pros" do it. According to a recent Barbecue Industry Association survey, Barbequing is one of America's favorite ways to entertain, with more than 2.7 million events annually. People have been inquiring about the 2010 Rib Rub for months. They loved last year's event and can't wait. We are very excited to host this awesome event.

Sponsorship Opportunities

"Whole Hawg"

Total Investment \$2,500 (1 available)

- Top Billing: Your corporate name is attached to the event title. For example: "ABC presents the 2nd Annual Rockwall Rib Rub & Run" in all print materials, media, advertising, signage, website, banners, t-shirts, etc. T-shirts are given to all 5k runners.
- VIP Parking: 6 spaces
- VIP Seating in Food & Beverage Garden: 2 tables
- 6 complimentary event t-shirts
- Corporate banner on the live music stage
- Corporate booth space at the event in prime location
- Corporate name recognized in all public announcements throughout event
- 2 judging positions at the head table for the barbecue competition
- Special announcement at the barbecue competition awards ceremony
- Framed commemorative event poster
- First right of refusal for top-billing for 2011 event

"Top Hawg"

Total Investment \$1,000 (2 available)

- Prominent logo on all print materials, media, advertising, website, t-shirts, etc.
- Prominent logo on t-shirt sleeve
- VIP Parking: 3 spaces
- VIP Seating in Food & Beverage Garden: 1 table
- 3 complimentary event t-shirts
- Corporate banner in prominent area of the event
- Corporate booth space at the event
- Corporate name recognized in public announcements throughout event
- First right of refusal for the 2011 event

"Prime Ribber"

Total Investment \$500

- Logo on all print materials, media, advertising, website, t-shirts, etc.
- Logo on the back of event t-shirt
- VIP Parking: 1 space
- 2 complimentary event t-shirts
- Corporate booth space at the event
- Corporate name recognized in public announcements throughout event

“BBQ-Shirt Sponsor”
Total Investment \$250

- Corporate/business name printed on the back of event t-shirt
- Corporate/business name listed as sponsor on website

*Any of the above sponsorship packages can be customized to suit your specific needs, goals & objectives.

Sponsorship Agreement

Name of Company: _____

Contact: _____ Title: _____

Complete Address: _____

Phone: _____ Email: _____

Please check your sponsorship of choice.

- | | | |
|--------------------------|--------------|---------|
| <input type="checkbox"/> | Whole Hawg | \$2,500 |
| <input type="checkbox"/> | Top Hawg | \$1,000 |
| <input type="checkbox"/> | Prime Ribber | \$ 500 |
| <input type="checkbox"/> | Q-Shirt | \$ 250 |

The Sponsor will receive benefits outlined in this package in exchange for the Sponsorship fee listed above. Payable upon signing, checks payable to: City of Rockwall Main Street.

Mail to City of Rockwall, 385 S. Goliad, Rockwall, Texas, 75087 OR

Fax to City of Rockwall, Attn: Bethany Golden, 972.771.7748 OR

Email to bgolden@rockwall.com

Name: _____

Signature: _____