



We're inviting you to become a sponsor of this great family event. A chance to be a part of one the hottest events in Lassen County. This BBQ competition will be combined with a Brew Fest featuring Micro Brewery's in the area. Family events to include games, live music, bounce houses, Corn Hole Tournament and craft vendors. Proceeds from the BBQ competition will go to fund programs for the Elders of Lassen county through the Lassen Senior Services INC.

- BBQ Pitmaster \$ 2000 +
- BBQ Pit Boss \$ 1000 to \$1999
- BBQ Boss Hawg \$ 750 to \$999
- BBQ Booster \$ 500 to \$749
- BBQ Supporter \$ 100 to \$499
- BBQ Backer \$ 75 to \$99
- YES! I want to sponsor the Lassen County BBQ Cook-off.**

Name of Business: _____ Contact: _____

Address: _____ Phone: _____

Website: _____ Email: _____

Make Check payable to LASSEN SENIOR SERVICES INC., 1700 Sunkist Dr., Susanville CA 96130.



Sponsorship Agreement

Sponsorship Fee

Sponsor agrees to pay LASSEN SENIOR SERVICES INC to act as an "Official Sponsor" of Lassen County BBQ Cook-off. If Sponsor intends to provide in-kind services, a list of said services will be attached as Addendum I.

Service to Sponsor

LASSEN SENIOR SERVICES INC will provide Sponsor with those services and items outlined in.

Use of Sponsor's Product

LASSEN SENIOR SERVICES INC agrees to provide maximum reasonable exposure for Sponsor's product(s) in conjunction with the event(s) and allow representatives of the Sponsor who may be interviewed in the production of the event(s) to wear or visually display Sponsor's product(s) or reference such product(s).

Indemnity

Sponsor agrees to protect, indemnify and hold harmless LASSEN SENIOR SERVICES INC, its officers, heirs, successors, and assigns from and against any and all expenses, damages, claims, suits, actions, judgments and costs whatsoever, including reasonable attorney's fees, arising from Sponsor's actions and participation in the event. **Entire Agreement**

This agreement supersedes any and all previous agreements, whether oral or written, between the parties hereto with respect to the subject matters hereof and contains all the covenant agreements between the parties with respect to said matters.

Modification

Any modifications of this agreement, to be valid, must be in writing, dated and signed by both parties hereto

Assignment

Neither the LASSEN SENIOR SERVICES INC nor the Sponsor shall assign any of its rights or obligations hereunder without prior written consent of the other party. Assignments without such prior written consent shall be null and void and of no force and effect.

BY SUBMITTING PAYMENT FOR SPONSORSHIP, YOU ARE AGREEING TO THE TERMS ABOVE. Come join us at Lassen County Fairgrounds in beautiful Susanville California for the west best BBQ, Brew Fest and Family activities too!



The best little city in the Northern California presents this Kansas City BBQ Society (KCBS) sanctioned event, offering some of the Best tasting, mouth-watering barbeque in all the West! Prizes will be awarded in a variety of categories with more than a dozen opportunities to take home money and trophies.

Event Profile:

- Kansas City BBQ Society sanctioned event
- Blankets, chairs, strollers, WELCOME! (no personal coolers)
- Plenty of FREE parking
- Variety of delicious BBQ and other festival food favorites
- Beer available
- Live entertainment
- Kid's activities and inflatables
- Exhibitors, re-enactments, and souvenirs
- People's Choice contest for visitors to sample team's entries (Lassen County's Best competition). Visitors vote for their favorite.

Sponsor Benefits Summary

BBQ Pit Master

\$2000 +

- Named the Official Awards Sponsor for Competition
- Company Logo displayed on all event advertising and website links - Includes national advertising to over 24,000 BBQ enthusiasts across the nation and extensive local advertising
- Company logo displayed on our Lassen County Cookoff BBQ website with a link to your website
- Company tag included on all radio ads, PSA's and live interviews
- A 20'X20' display area at event where demonstrations and samples for public can be offered
- Acknowledgement from announcers at event, along with introduction at awards ceremony
- Banner at Cookoff venue (You provide banner)
- **AND, as a sponsor, enjoy free BBQ samples from competition Pit Masters, and a free beer to enjoy with live music**

BBQ Pit Boss**\$1,000 to \$1999**

- Company logo displayed on all promotional posters, flyers, and rack cards, and all print advertisements
- Company logo displayed on our Lassen County Cookoff BBQ website with a link to your website
- Prominent banner placement at live stage. (You provide banner)
- Company tag included on all radio ads, PSA's and live interviews
- A 20'X20' display area at event where demonstrations and samples for public can be offered
- Acknowledgement from announcers at awards ceremony and throughout event
- **AND, as a sponsor, enjoy free BBQ samples from competition Pit Masters, and a free beer to enjoy with live music**

BBQ Boss Hawg**\$750 To \$999**

- Company logo displayed on all promotional posters, flyers, and rack cards, and all print advertisements
- Company logo displayed on our Lassen County Cookoff BBQ website with a link to your website
- Prominent banner placement at live stage. (You provide banner)
- A 10'X10' display area at event for demonstrations and samples for public
- Acknowledgement from announcers at awards ceremony
- **AND, as a sponsor, enjoy free BBQ samples from competition Pit Masters, and a free beer to enjoy with live music**

BBQ Booster**\$500 + \$749**

- Logo on all print advertising, website link - Includes national advertising to over 24,000 BBQ enthusiasts across the nation and extensive local advertising
- Onsite promotional (10' x 10' booth) space
- Acknowledgement from announcers along with prominent mention at the awards ceremony
- **AND, as a sponsor, enjoy free BBQ samples from competition Pit Masters, and a free beer to enjoy with live music**

BBQ Supporter**\$100 to \$499**

- Logo on all print advertising and website - Includes national advertising to over 24,000 BBQ enthusiasts across the nation and extensive local advertising
- Prominent Banner displayed throughout event (you provide banner)
- Acknowledgement from announcers along with prominent mention at the awards ceremony
- **AND, as a sponsor, enjoy free BBQ samples from competition Pit Masters, and a free beer to enjoy with live music**

BBQ Backer**\$75 to \$99**

- Name on all print advertising and website - Includes national advertising to over 24,000 BBQ enthusiasts across the nation and extensive local advertising
- Acknowledgement from announcers along with prominent mention at the awards ceremony
- **AND, as a sponsor, enjoy free BBQ samples from competition Pit Masters, and a free beer to enjoy with live music**

And.... ALL sponsors are encouraged to participate with products, coupons, or promotional materials for Cooking Teams and Competition Judges Goody Bags!

Addendum I

In-Kind Service

Name	Type of Service