

WORLD CHAMPIONSHIP BBQ GOAT COOK-OFF



EVENT OVERVIEW

For 50 years, the True Heart of Texas has hosted the World Championship BBQ Goat Cookoff on Labor Day weekend, bringing you BBQ goat, good times, and quality musicians such as Shane Smith & the Saints, Koe Wetzel, Aaron Watson, and more!

The BBQ Goat Cook Off is the largest and longest-running event of its kind in Texas. With more than 200 team entries each year, this event draws cooks and visitors from across Texas and beyond each Labor Day Weekend. It includes not only a cookoff, but a BBQ goat meal, an arts and crafts fair, children's games, washer and horseshoe pitching tournaments, and live Texas music.

GET THE BEST EXPOSURE AT OUR BIGGEST EVENT OF THE YEAR AT THE WORLD CHAMPIONSHIP BBQ GOAT COOK-OFF!

EVENT DATE

LABOR DAY WEEKEND
SATURDAY | AUGUST 31, 2024

TITLE SPONSOR

3 AVAILABLE | \$6,000



ADVERTISING BENEFITS

- SPONSOR MENTION ON ALL RADIO ADVERTISEMENTS
- SPONSOR MENTION ON THE MAIN STAGE DURING HEADLINER INTRODUCTION
- INTERACTIVE DIGITAL BANNER ON THE OFFICIAL GOAT COOKOFF EVENT PAGE & THE CHAMBER WEBSITE
- LOGO ON OFFICIAL GCO VIDEO PROMOTION
- 3 SPONSORSHIP SHOUT OUTS ON THE GCO SOCIAL PAGES
- LOGO INCLUDED ON ALL PRINTED AD PLACEMENTS
- LOGO/COMPANY NAME ON OFFICIAL GCO SHIRTS
- LOGO & COMPANY MENTION ON VISIT BRADY & CHAMBER OF COMMERCE DIGITAL NEWSLETTER (2500+ RECIPIENTS)
- NAME ON THE RELEVANT AWARD
- 10X20 BOOTH SPACE FOR SALES & COMPANY PROMOTION
- COMPANY LOGO ON EVENT BROCHURE (2000 PRINTED)
- LOGO PLACEMENT ON THE MAIN STAGE CONCERT BANNER

PHOTO OPPORTUNITIES

- MUSICIANS
- TROPHY PRESENTATION

MERCHANDISE

- 5 VIP CONCERT PASSES
- 10 GENERAL ADMISSION WRISTBANDS
- 10 EVENT PACKAGES

EVENT PACKAGE

- 1 GENERAL ADMISSION WRISTBAND
 - 1 OFFICIAL EVENT T-SHIRT
 - 1 OFFICIAL EVENT KOOZIE
-



VIP CONCERT SPONSOR

1 AVAILABLE | \$3,500



ADVERTISING

- INTERACTIVE DIGITAL BANNER ON THE OFFICIAL GOAT COOKOFF EVENT PAGE
- SPONSOR MENTION ON THE MAIN STAGE
- COMPANY NAME PROMINENTLY ON VOLUNTEER T-SHIRTS
- SIGNAGE AT THE VIP CONCERT AREA
- COMPANY ADVERTISEMENT INCLUDED ON ALL VIP CONCERT AREA PROMOTIONS (*PRINTED & DIGITAL*)
- 1 SOCIAL MEDIA SHOUT OUT
- LOGO & COMPANY MENTION ON VISIT BRADY & CHAMBER OF COMMERCE DIGITAL NEWSLETTER (2500+ RECIPIENTS)
- 10X20 BOOTH SPACE FOR SALES & COMPANY PROMOTION
- COMPANY LOGO ON EVENT BROCHURE (2000 PRINTED)

PHOTO OPPORTUNITIES

- MUSICIANS

MERCHANDISE

- 8 VIP CONCERT PASSES

SIDE STAGE SPONSOR

2 AVAILABLE | \$2,000



ADVERTISING

- LOGO ON THE OFFICIAL GCO WEBSITE WITH WEBSITE LINK
- SPONSOR MENTION AT THE PARK CONCERT STAGE
- SIGNAGE AT THE MAIN STAGE
- COMPANY NAME ON VOLUNTEER T-SHIRTS
- 1 SOCIAL MEDIA SHOUT OUT
- LOGO & COMPANY MENTION ON VISIT BRADY & CHAMBER OF COMMERCE DIGITAL NEWSLETTER (2500+ RECIPIENTS)
- 10X10 BOOTH SPACE FOR SALES & COMPANY PROMOTION

MERCHANDISE

- 5 GENERAL ADMISSION WRISTBANDS
- 5 EVENT PACKAGES

ENTERTAINMENT SPONSOR

ENTERTAINMENT SPONSOR | \$1,500



ADVERTISING

- LOGO ON THE OFFICIAL GCO SPONSOR PAGE WITH WEBSITE LINK
- 1 SOCIAL MEDIA SHOUT OUT
- 4 GENERAL ADMISSION WRISTBANDS
- COMPANY NAME ON VOLUNTEER T-SHIRTS
- LOGO & COMPANY MENTION ON VISIT BRADY & CHAMBER OF COMMERCE DIGITAL NEWSLETTER (2500+ RECIPIENTS)
- SIGNAGE AT ACTIVITIES AREA

MERCHANDISE

- 4 GENERAL ADMISSION WRISTBANDS



APRON (2) | \$1,000



- LOGO ON THE OFFICIAL GCO SPONSOR PAGE
- LOGO ON 206 COMMEMORATIVE APRONS PLACED IN EACH COOKER'S WELCOME BAG
- 1 EVENT PACKAGE

KOOZIES (1) | \$1,000



- LOGO ON THE OFFICIAL GCO SPONSOR PAGE
- LOGO ON 500 KOOZIES PLACED IN EACH COOKER'S WELCOME BAG
- 1 EVENT PACKAGE

SPECIAL AWARDS (2) | \$750



- LOGO ON THE OFFICIAL GCO SPONSOR PAGE
- COMPANY NAME ON VOLUNTEER T-SHIRTS
- 1 EVENT PACKAGE
- NAME ON RELEVANT AWARD
- LOGO ON ALL BEST RIG & SHOWMANSHIP SIGNAGE
- 2 GENERAL ADMISSION WRISTBANDS

CATEGORIES

- BEST RIG
- SHOWMANSHIP

COOKER SHIRTS (1) | \$2,000



- LOGO ON THE OFFICIAL GCO SPONSOR PAGE
- COMPANY NAME ON 206 COOKER T-SHIRTS
- 1 SOCIAL MEDIA SHOUTOUT
- 4 GENERAL ADMISSION WRIST BANDS
- 1 EVENT PACKAGE
- SIGNAGE AROUND ROCK WALL

ACTIVITIES | \$500



- LOGO ON THE OFFICIAL GCO SPONSOR PAGE
- COMPANY NAME ON VOLUNTEER T-SHIRTS
- 2 GENERAL ADMISSION WRIST BANDS
- SIGNAGE AROUND ROCK WALL
- EXAMPLE:
- KIDS AREA
- GOAT MEAL
- SIDE COOK OFF

COOKER BAGS (2) | \$400



- LOGO ON THE OFFICIAL GCO SPONSOR PAGE
- COMPANY NAME ON VOLUNTEER T-SHIRTS
- EXCLUSIVE LOGO ON COOKER BAGS

COMMEMORATIVE CUPS (10) | \$250



- LOGO ON OFFICIAL GCO SPONSOR PAGE
- LOGO ON COMMEMORATIVE CUPS
- ONE SLEEVE OF CUPS
- 2 GENERAL ADMISSION WRISTBANDS

FRIEND OF THE GOAT COOK-OFF | \$100

- LOGO ON OFFICIAL GCO SPONSOR PAGE

SWAG BAG DROP IN | FREE FOR MEMBERS & \$25 FOR FUTURE MEMBERS

- ADD PROMOTIONAL ITEMS TO 206 COOKER SWAG BAGS TO ADVERTISE YOUR COMPANY