



Past, Present, and Potential Sponsors,

On behalf of Olde Town Covington and the 9<sup>th</sup> Annual Covington Cork & Pork Festival, we hope your winter has been a pleasant one and best wishes for a successful spring as we glimpse forward to summer.

As you are hopefully aware, last year's event was very well attended and enjoyed by both children and adults. However, please be 100% aware, that we fully recognize that without your efforts and sponsorships, such an event is nowhere near possible. Thanks to You from Olde Town, local and visiting residents, visiting teams, vendors, and the judges that visited from multiple neighboring states.

The event is one of 450 Sanctioned KCBS (Kansas City Barbecue Society) events that are held worldwide this year. If we have 25 teams compete, it becomes a valid Virginia State Championship and the winner qualifies for The American Royal World Series of Barbecue.

We have already received confirmation and entry payment from several teams and judges. We anticipate that teams will again travel to Cork & Pork to compete from throughout the state, northeast and south again. Please take a look at [KCBS.us](http://KCBS.us) to view the magnitude of competition barbecue.

A bit of additional good news is that we have again extended the event to include food, drink, and entertainment to Saturday night. Again, a local resident has volunteered to work in recruiting both wineries and local craft breweries participation in Cork & Pork this year. Last year because of your contributions, we were able to expand advertising of the event to a regional level in television, radio, and internet circles and will do so again this year.

We will soon clear the website and advertiser links to your websites. Again, as best we can, we look forward to promoting your sponsorship and generosity to this local event in its 9<sup>th</sup> year. Within the next couple of weeks take a look at [covingtoncorkandpork.com](http://covingtoncorkandpork.com), let us know what you think, and yes, we are open to your input and suggestions. We truly want this to become a local community effort here in the Highlands.

If you have been a contributor the last eight years, or any of the eight years, we are again very appreciative of your support. All of your funds have been used directly for the promotion and operation of Cork and Pork. If you have considered the event in the past, or this is the first time you have been approached or heard of it, please join the effort to keep this going and demonstrate your support of this event. Cork and Pork has survived major weather storms and competition from events in much larger localities, let's make it a tradition that continues for many years. We welcome all forms of support so please contact us to discuss how your business can contribute.

**We do ask that you have your sponsorship applications in to us by May 20, 2020 to insure that your company will be recognized on all posters, t-shirts and other advertising related to the Festival. For any response after this date we cannot guarantee listing on t-shirts or event posters. This will also allow us to get the shirts and meal tickets to you sooner.**

If you have any questions, please do not hesitate to contact me via email at [dbryant@covington.va.us](mailto:dbryant@covington.va.us) or my personal cell 540-968-3561.

Thanks

"BB" Bryant, Cork & Pork Coordinator for Olde Town Covington



# Covington Cork and Pork Festival

Main Street Covington, Virginia

June 26 and 27, 2020



**Each cash sponsor level will receive the following benefits:**

## **Title Sponsor - \$3,000 (Limited to one sponsor)**

- Event titled for your company
- A representative from your company will present the first place winner from one of the four meat categories (chicken, pork, ribs, brisket)
- Prominent placement of your company banner at awards ceremony and performance stage
- Company logo prominently placed on Covington Cork and Pork Festival advertising
- Company logo prominently displayed on event web page and linked to your website (April to April)
- On-site promotional opportunity to sell or give away imprinted promotional materials
- Company logo prominently placed on event t-shirt
- 5 complimentary t-shirts
- 5 vouchers for BBQ meals with BBQ vendor

## **Platinum Sponsor - \$2,000 (Unlimited)**

- Prominent placement of your company banner (4 x 6) at awards ceremony and performance stage area
- Company logo displayed on Covington Cork and Pork advertising
- Company logo displayed on event web page and linked to your website (April to April)
- On-site promotional opportunity to sell or give away imprinted promotional materials
- Company logo on event t-shirts
- 3 complimentary t-shirts
- 3 vouchers for BBQ meals with BBQ vendor

## **Gold Sponsor - \$1,000 (Unlimited)**

- Your Company banner placed at awards ceremony and other locations during the festival
- Company logo on Covington Cork and Pork Festival advertising
- Company logo displayed on event web page and linked to your website (April to April)
- On-site promotional opportunity to sell or give away imprinted promotional materials
- Company logo displayed on event t-shirts
- 2 complimentary t-shirts
- 2 vouchers for BBQ meals with BBQ vendor



### Silver Sponsor - \$500 (Unlimited)

- Your Company banner placed at awards ceremony and other locations during the festival
- Company logo displayed on Covington Cork and Pork Festival advertising
- Company logo displayed on event web page and linked to your website (April to April)
- Company **name** displayed on event t-shirts
- 1 complimentary t-shirt
- 1 voucher for BBQ meal with BBQ vendor

### Bronze Sponsor - \$100 (Unlimited)

- Company **name** displayed on Covington Cork and Pork Festival advertising
- Company **name** displayed on event website
- Company **name** displayed on t-shirt
- 1 complimentary t-shirt
- 1 voucher for BBQ meal with BBQ vendor

**Any other Contribution Amount or other form of sponsorship-** we will get your name out there in print and/or read during the event on Friday or Saturday.

**\*Deadline for return of sponsorship applications is May 20, 2020 to insure that your business name is on event posters, t-shirts and other advertising related to the festival and allow us to improve on getting the shirts and meal tickets to you sooner.**





## Covington Cork and Pork Festival

Main Street Covington, Virginia

June 26 and 27, 2020

### Sponsorship Application

*Please type or write clearly!*

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person email: \_\_\_\_\_

Company Name as it will appear in publicity: \_\_\_\_\_

I agree to sponsor the Covington Cork and Pork Festival at the following level:

\$3,000    \$2,000    \$1,000    \$500    \$100    Other Amount: \$\_\_\_\_\_

Payment:  Check Enclosed (Checks should be made payable to: Olde Town Covington)

Bill me by May 1, 2020.

**Deadline for response is May 20, 2020.**

*By signing below you have obligated the above company for payment to Olde Town Covington for the 2020 Covington Cork and Pork Festival.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail Sponsorship to:**  
**David Bryant, Cork & Pork Organizer**  
**Olde Town Covington/Covington City Hall**  
**333 W. Locust Street**  
**Covington, Virginia 244265 540-965-6310**  
[dbryant@covington.va.us](mailto:dbryant@covington.va.us)

Office Only:

Received \_\_\_\_\_

Receipt Sent: \_\_\_\_\_