

🔥🌶️ **CHILI COOK-OFF SPONSORSHIP OPPORTUNITIES** 🔥🌶️ Oktoberfest "Fire and Ice" Celebration October 11, 2025 • Highway 78 Farmers Market Dorchester Heritage Center, Ridgeville, SC

**EVENT OVERVIEW**

Join us for the **hottest competition** at Dorchester County's premier fall celebration! Our inaugural **Chili Cook-Off** is the sizzling centerpiece of our Oktoberfest "Fire and Ice" Celebration, drawing competitive cooks and spicy food enthusiasts from across the region.

**Competition Details:**

- **Categories:** Hottest Chili, Best Traditional, People's Choice, Most Creative, Grand Champion
- **Expected Participants:** 20+ competing teams
- **Judging:** 1:00 PM - Professional judges plus public voting
- **Public Tasting:** 1:30 PM - 4:00 PM (500+ samplers expected)
- **Awards Ceremony:** 4:30 PM with trophy presentation



🏆 **GRAND CHAMPION SPONSOR - \$500**

*Exclusive Title Sponsor of Competition*

**EXCLUSIVE BENEFITS:**

- **"Grand Champion Trophy Presented by [Your Business]"** - permanent trophy recognition
- **Exclusive naming rights** to the Grand Champion category
- **Premium banner placement** at judging table and awards ceremony
- **Logo featured** on all competitor registration materials and scorecards

**AWARDS CEREMONY PROMINENCE:**

- **VIP recognition** during trophy presentation (4:30 PM peak attendance)
- **Photo opportunities** presenting Grand Champion trophy
- **MC acknowledgment** throughout the competition
- **Winner announcement** includes your business name

**MARKETING & RECOGNITION:**

- **Featured prominently** in all Chili Cook-Off marketing materials
- **Social media spotlight campaign** featuring your business
- **Website homepage recognition** with detailed business profile
- **Email newsletter feature** to 500+ subscribers
- **Year-long recognition** as inaugural Grand Champion sponsor

**EVENT BENEFITS:**

- **VIP judging panel invitation** (participate in selecting winners)
- **Complimentary chili sampling** for your team (5 people)

- **Reserved seating area** for awards ceremony
- **Networking opportunities** with other premium sponsors

**EXCLUSIVE OPPORTUNITY:** Limited to **ONE SPONSOR ONLY**

 **CATEGORY SPONSOR - \$250** *Sponsor a Specific Competition Category*

**CHOOSE YOUR CATEGORY:**

-  **Hottest Chili Sponsor** - "Bring the Heat!"
-  **Best Traditional Sponsor** - "Classic Perfection"
-  **People's Choice Sponsor** - "Community Favorite"
-  **Most Creative Sponsor** - "Innovation Award"

**RECOGNITION BENEFITS:**

- **Category trophy** permanently engraved with your business name
- **Dedicated signage** at your sponsored category judging station
- **Business name and logo** on all category promotional materials
- **Special recognition** during awards ceremony for your category

**MARKETING BENEFITS:**

- **Category-specific social media promotion** featuring your business
- **Website recognition** with category association
- **Email newsletter mention** highlighting your category sponsorship
- **Photo opportunities** with category winners

**EVENT BENEFITS:**

- **Complimentary chili sampling** for up to 3 people
- **Behind-the-scenes access** to judging process
- **Networking opportunities** with competitors and other sponsors

**AVAILABILITY:** One sponsor per category - **4 CATEGORIES AVAILABLE**

 **PEOPLE'S CHOICE VOTING SPONSOR - \$150** *Sponsor the Community Participation Experience*

**UNIQUE SPONSORSHIP OPPORTUNITY:**

- **"Public Voting Sponsored by [Your Business]"** on all voting materials
- **Voting station branding** with your business signage
- **Sampling ticket distribution** featuring your business name

**RECOGNITION BENEFITS:**

- **High-traffic exposure** at voting/sampling station (500+ interactions)
- **Business name** on every voting ballot and sampling ticket
- **Social media recognition** throughout public voting period
- **Awards ceremony acknowledgment** for supporting community participation

**MARKETING VALUE:**

- **Direct interaction** with every person who samples and votes
- **Extended exposure time** during 2.5-hour public tasting period
- **Positive association** with community engagement and fun

**AVAILABILITY:** Limited to **2 SPONSORS**

 **TASTING SPOON SPONSOR - \$100** *Every Taste Carries Your Message*

**HIGH-IMPACT, BUDGET-FRIENDLY SPONSORSHIP:**

- **Custom branded tasting spoons** with your business name/logo
- **500+ spoons distributed** during public tasting period
- **Every chili sample** taken with your branded spoon

**RECOGNITION BENEFITS:**

- **Business name** on event signage as Tasting Spoon Sponsor
- **Social media thank you** highlighting your practical support
- **Website recognition** on sponsor appreciation page
- **Take-home marketing** - people keep branded spoons as souvenirs

**UNIQUE VALUE:**

- **Tangible connection** with every event participant
- **Memorable keepsake** featuring your business information
- **Cost-effective** way to reach hundreds of potential customers

**AVAILABILITY:** Limited to **3 SPONSORS**

 **ALL SPONSORSHIP LEVELS INCLUDE:**

**COMMUNITY IMPACT:**

- **Support for "The Trail That Heals"** project benefiting veterans and first responders
- **Family-friendly community programming** bringing neighbors together
- **Economic support** for local Heritage Center operations

**AUDIENCE ENGAGEMENT:**

- **High-energy, interactive event** with engaged participants
- **Photo and video opportunities** for your business marketing
- **Word-of-mouth marketing** from enthusiastic attendees
- **Long-term community relationship building**

 **SPONSORSHIP INVESTMENT SUMMARY**

Sponsorship Level	Investment	Recognition Level	Exclusivity
Grand Champion	\$500	Premium/Exclusive	1 Only
Category Sponsor	\$250	High Visibility	4 Available
People's Choice Voting	\$150	Community Focused	2 Available
Tasting Spoon	\$100	High Volume Touch	3 Available

 **WHY SPONSOR THE CHILI COOK-OFF?**

The Chili Cook-Off creates a fun, competitive atmosphere that keeps attendees engaged for hours. Your sponsorship associates your business with:

- **Community fun and competition**
- **Food culture and local flavor**
- **Family-friendly entertainment**
- **Supporting veterans and first responders**

**This isn't just sponsorship - it's becoming part of a tradition that will be remembered and talked about long after the event ends!**

** SECURE YOUR SPONSORSHIP TODAY**

Sponsorship opportunities are limited and filling quickly. Early commitment ensures maximum promotional benefits and preferred positioning.

**Contact Information: Denise Lee, Event Coordinator**  [manager@highway78fm.com](mailto:manager@highway78fm.com)   
(360) 340-7344

**Payment Options:**

- Check payable to: Highway 78 Farmers Market
- Electronic payment available upon request

**Commitment Deadline:** October 5, 2025

**Join us in creating the spiciest, most memorable competition Dorchester County has ever seen!**  