



Celebrating 33 years of the Murphysboro Barbecue Cook-off! Praise the Lard!

This event is made possible by YOU!

The Murphysboro Barbecue Cook-off celebrates the heritage of authentic American barbecue while showcasing Southern Illinois and everything our region has to offer. **Your sponsorship will promote your business to a local, regional, and national audience** and will help us bring people and commerce to Southern Illinois.

* There will be approximately **90 teams from 15 states and multiple countries** {Illinois, Florida, Missouri, Indiana, Kentucky, Arizona, Tennessee, Mississippi, New York, Pennsylvania, Arkansas, Kansas, Virginia, Georgia, California, Georgia, Florida, Kansas, Amsterdam, Germany, England}

* **Several hundred volunteers** {judges, ambassadors, etc.} from the aforementioned states

* The event draws over **5,000 people** to our area.

*Your support means that we can **pay \$25,000 in prize money** and **make donations** to the Key Club, Murphysboro High School Crimson Express, Shop with a Cop, and other groups who help us produce a tremendous event.

There is **wide regional publicity**--daily and weekly newspapers, radio spots several weeks prior, and a live broadcast the day of the contest. We cover the Southern Illinois region, and have a national presence due to media guests and social media from the event and participants.

* You will get **significant bang for your buck**. Our **Platinum, Gold, Silver, and Bronze** sponsors will be promoted via **links on our web site, a logo on the t-shirt {which is worn EVERYWHERE}, and promotion throughout the weekend**. You will also be mentioned in follow-up publicity about the contest winners.

* The **Friend of the Barbecue** sponsorship level is a great way to get involved in the contest and support our region. Your name will go on the sponsor board and you will enjoy tickets to each of our events.

Our event is known as **Little Memphis in May.** **We draw top teams and the competition is fierce**. The saying is that if you can win in Murphysboro, you can win in Memphis, Kansas City or Lynchburg. The dual-sanctioning brings us a whole new group of competitors and gives great exposure to the barbecue community and manufacturers at large.

We appreciate your consideration.

Warm regards,

The Murphysboro Barbecue Cook-off Committee