



# 2023 SPONSORSHIP PROPOSAL

**“Barbecue brings people together. People just kind of slow down to speak to one another and look at the bright side of life. A lot of people don’t realize what a wonderful feeling that is.”**

*Ms. Tootsie*





# BIG TEXAS BBQ

The Touchdown Club of Dallas (TDC) is proud to once again be hosting the BIG TEXAS BBQ in support of the Ashford RISE School. The BIG TEXAS BBQ is community-driven rib and appetizer cookoff celebrating the best amateur pitmasters in DFW. For our 9th year, we are returning to the legendary Cotton Bowl Plaza on Saturday March 25th, 2023. Last year we hosted 2000+ attendees, ate some fantastic BBQ, and listened to great live music. With your help in 2023, we look forward to growing The Big Texas BBQ into the premier North Texas BBQ event.



COTTON BOWL PLAZA

SAT. MARCH 25, 2023



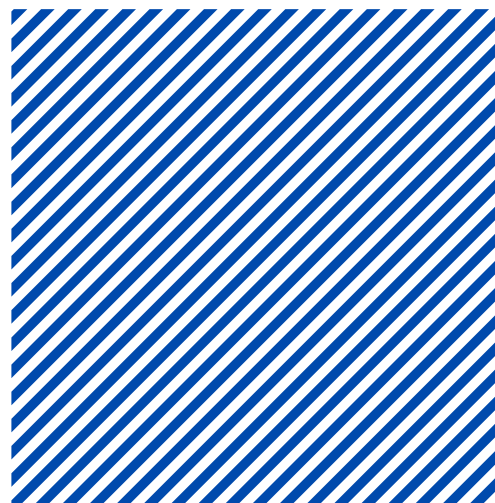
# The Ashford Rise School OF DALLAS



The Ashford Rise School of Dallas provides the highest quality of early education services to children ages six months to six years with and without disabilities in an inclusive environment. Rise delivers comprehensive education, intervention, and therapy to our students during their formative years. Master's level educators and on-staff speech, occupational, physical, and music therapists help us to meet each students' individual needs, resulting in a tailored educational and social experience for each child.

The TouchDown Club of Dallas (TDC) is a registered 501(c)(3) non-profit of like-minded men working together to raise charitable donations and contributions that directly benefit the Ashford Rise School of Dallas. The mission of TDC is to provide financial, volunteer, and advisory support to the Ashford Rise School of Dallas, its students and their families.

## OUR WHY







2000+

## 2022 ATTENDEES

- 2000+ IN ATTENDANCE
- 50 BBQ TEAMS
- 97 LOCAL COMPANIES
- 417 RACKS OF RIBS COOKED



## DEMOGRAPHICS

- 27 - 48 BUSINESS PROFESSIONALS & FAMILIES
- COMMUNITY LEADERS, PARK CITIES, BUSINESS OWNERS, BBQ FANATICS
- CONSTRUCTION, LAW, TITLE, INSURANCE, UTILITIES, REAL ESTATE, FIRST RESPONDERS, TECH

GOOD  
TIMES

## ENTERTAINMENT

- MEET BBQ LEGENDS
- LIVE MUSIC ALL DAY
- GREAT FOOD
- PROVISIONS by BEN E KEITH





# 2022 RECAP VIDEO



2022 VIDEO LINK

PLAY

# SPONSORSHIPS

## HARDWOOD

**\$50,000**

### TITLE SPONSOR

#### TDC BIG TEXAS BBQ

- + Private Concert Lounge
- + Meet & Greet with Tootsie
- + Koozie & T-Shirt Branding
- + First Selection for On-Site Visibility

## HICKORY

**\$15,000**  
(EACH)

#### COTTON BOWL MAIN STAGE

- + Video Boards

#### VIP CONCERT LOUNGE

- + VIP Bar & BBQ Bites

#### BIG TEXAS BEER GARDEN

- + Day Music Stages

#### TDC SALOON TENT & LOUNGE

- + Provisions Lounge
- + Wristbands

## The Ashford Rise School OF DALLAS



## MAPLE

**\$5,000**  
(EACH)

#### MORNING COFFEE SPONSOR (Ascension Coffee)

#### KIDS ZONE & FIRE TRUCK (Saville)

#### PHOTO BOOTH BRANDED

#### FAIR PARK PARKING SPONSOR (Capital Commercial Investments)

#### KOOZIE SPONSOR (AKC Consulting)

#### LIQUOR SPONSORS (Multiple Available)(Titos)

#### CUP SPONSOR (Edge Realty; Berkadia)

#### VIP CUP SPONSOR (Slate Properties)

## PECAN

**\$25,000**

#### CELEBRITY JUDGES ZONE

- + Meet & Greet with Tootsie & Daniel
- + Watch BBQ Final Judging Live
- + Celebrity Judges Gift (2)
- + Final App Judging Chair (1)
- + Aprons, Trays, BBQ Towels Sponsor
- + Napkin & Plate Sponsor
- + Rib Sponsor

## MESQUITE

**\$10,000**  
(EACH)

#### REGISTRATION TENT (Steeplechase)

#### PEGGY SUE BBQ TENT (Benchmark)

#### TDC MARKET PAVILLION (Balfour)

#### BIG TEXAS BBQ SWAG SPONSOR

## POST OAK

**\$2,500**  
(EACH)

#### RAFFLE ITEM SPONSOR (Cooler or Smoker)

#### TRASH & DUMPSTER SERVICE

#### REFRIGERATED TRUCK & ICE

#### RISE CLASSROOM SPONSOR (Donation to Rise School)

\*Hardwood & Pecan are inclusive single sponsorships.

\*Hickory, Mesquite, Maple & Post Oak are individual Sponsorship Opportunities

+ = included in sponsorship



SPONSORSHIP BENEFITS	HARDWOOD \$50,000 TITLE SPONSOR	PECAN \$25,000	HICKORY \$15,000	MESQUITE 10,000	MAPLE \$5,000	POST OAK \$2,500
Naming & Cotton Bowl & Entry Signage	✓					
Exhibitor Booth & Speaking Opportunity • A rep may deliver remarks during awards ceremony	✓	✓				
Branded Area with Custom Signage • Signage will be in the area or material tied to sponsor	✓	✓	✓	✓		
Video Boards Presentation • Video presentation featuring company	✓	✓	✓			
Video Board Advertisement • Ad and/or logo cycled through video boards	✓	✓	✓	✓	✓	
Pre-Event Email Marketing • Ad placement on Big Texas BBQ Homepage & Auction	✓	✓	✓	✓	✓	✓
New BBQ Website Marketing • Ad placement email marketing campaign	✓	✓	✓	✓	✓	✓
New Social Strategy Marketing • Company branded social media post & stories	✓	✓	✓	✓		
BBQ Captains Dinner • Invite for 2 at pre-event BBQ Captains Dinner	✓	✓	✓	✓	✓	✓
Premier BBQ Spot • BBQ Spot to Equal BBQ Team Spot Value	✓	✓	✓	✓	✓	✓
Private Sponsor Lounge & VIP Tickets • Private VIP Bar & Seating During Headline Concert	20	15	10			
VIP Concert Lounge + BBQ General Admission • VIP Lounge & Bar During Headline Muisic	15	15	10	15	10	2
Concert Ticket + BBQ General Admission • BBQ Entry, Open Bar, Beer Garden	10	10	10	10	10	10
	VIP SWAG BAG	VIP SWAG BAG	VIP SWAG BAG	VIP SWAG BAG	VIP SWAG BAG	VIP SWAG BAG

# ADD UP CIRCLES FOR TOTAL TICKETS INCLUDED IN PACKAGE



— Anthony Bourdain —

**“BBQ MAY NOT BE THE ROAD TO WORLD PEACE, BUT ITS A START.”**



**VIP**

**\$5000**



**PREMIER**

**\$2000**



**PITMASTER**

**\$1500**



**FIREBOX**

**\$1000**

### ★ CHAMPIONSHIP TEAM SPOT

- BBQ Spot - 15' x 25'
- (2) Captains Dinner
- (10) VIP SWAG BAGS
- (10) BIG TEXAS BBQ Button Up
- (10) VIP BBQ Concert Lounge
- (10) Concert Ticket + GA
- (2) Racks of Ribs

### PREMIER TEAM SPOT

- BBQ Spot - 12' x 20'
- (2) Captains Dinner
- (10) SWAG BAGS
- (1) BIG TEXAS BBQ Button UP
- (2) VIP BBQ Concert Lounge
- (10) Concert Ticket + GA
- (2) Racks of Ribs

### PRIME TEAM SPOT

- BBQ Spot - 12' x 20'
- (1) Captains Dinner
- (10) SWAG BAG
- (4) Concert Tickets + GA
- (10) GA Tickets
- (2) Racks of Ribs

### BBQ TEAM SPOT

- BBQ Spot - 12' x 20'
- (1) Captains Dinner
- (10) SWAG BAG
- (10) GA Tickets
- (2) Racks of Ribs



# TICKETS

**\$75**

## **BIG TEXAS BBQ GENERAL ADMISSION**

- General Admission
- Open Bar & Provisions  
(Until Concert Kickoff)
- Beer Garden Entry

**\$150**

## **CONCERT TICKET BIG TEXAS BBQ GA TICKET**

- General Admission
- Open Bar & Provisions  
(All Day + Headline Concert)
- Beer Garden Entry
- Headlining Concert
- Pitmaster BBQ Bites

**\$250**

## **BIG TEXAS VIP TICKET & CONCERT LOUNGE**

- VIP Concert Lounge  
Access & Private Bar
- Concert Ticket
- BBQ General Admission
- Skip the Line Texas  
Pitmaster BBQ Bites

**21 & OVER MUST PRESENT TICKET**

**FREE ENTRY UNDER 21**

# EXPERIENTIAL SHOPPING MARKETPLACE

**NEW  
FOR  
2023**



For 2023 we are curating a lifestyle brand marketplace for patrons to come out and shop the brands they only see on social media. We are inviting all direct to consumer brands, artist, or lifestyle influencers to come out to The BIG TEXAS BBQ and join us in the vendors pavillion. Meet your customers in person and share your merch with attendees. .



# CELEBRITY BBQ JUDGES



**MS. TOOTSIE**  
SNOWS BBQ



**DANIEL VAUGHN**  
TX MONTHLY BBQ EDITOR



**JACK PERKINS**  
MAPLE & MOTOR



**MARSHALL PRICHARD**  
SAMMY'S BBQ



**DOUG PICKERING**  
DOUGLAS



**JEFFREY HOBBS**  
SLOW BONE BBQ

# MUSIC ALL DAY LONG!



## HEADLINER

Headlining act that you won't want to miss. Want to book your favorite band? Lets make it happen!



## DAY STAGE

Up and coming artists playing playing all the hits to get the energy up all day long.



## BEER GARDEN ACOUSTIC

Craft Beer & Acoustic band sets in the tree-lined beer garden!



## SPONSORSHIP OR BBQ TEAM FORM

**COMPANY or TEAM NAME:** \_\_\_\_\_

**SPONSOR or BBQ LEVEL:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**REFERRED BY:** \_\_\_\_\_

## PAYMENT INFORMATION

☐ **CHECK** - Made out to Touchdown Club of Dallas

☐ **CARD** (circle)

**VISA**

**MC**

**AMEX**

**NAME ON CARD:** \_\_\_\_\_

**CC:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**MAIL:** Caroline Snabes  
6000 Preston Rd. Dallas, TX 75205

**EMAIL**  
CSNABES@YMCADALLAS.ORG





# BIG TEXAS BBQ

## MARCH 25, 2023

COTTON BOWL PLAZA, DALLAS TX

THANK YOU FOR YOUR SUPPORT!

Elias Bahar  
Co-Chair  
ebahar@balfourbeattyus.com  
214.437.8348

Caroline Snabes  
csnabes@ymcadallas.ord  
847.668.6027

Dylan Leonoudakis  
Co-Chair  
dylanleonoudakis@gmail.com  
903.278.7923

Benefitting The Ashford Rise School of Dallas

