



SPONSORSHIP PACKET

The wonderful time of the year when the entirety of downtown Memphis is filled with the smells of world-class barbeque is rapidly approaching! The Moody Ques have been involved with BBQ Fest as a team for 5 years and we are looking to add some new sponsors and members to our team. We have had a great run in the last four years and would love to continue having the best party on the Bluff as well as providing our team with championship quality food and drinks!

ABOUT MEMPHIS IN MAY (MIM) WORLD CHAMPIONSHIP BARBEQUE CONTEST (A.K.A. BBQ FEST)

Each year, on a spring weekend in May, more than 250 teams from 20+ states and several countries converge to vie for smoke-filled glory in the largest pork barbeque competition in the world. Teams contend in three different categories (shoulder, ribs and whole hog) as well as a number of ancillary competitions. An estimated 100,000 people attend the competition.



ABOUT THE MOODY QUES

Started in 2012 , The Moody Ques is an eclectic mix of 35 people who come together in a shared love of barbeque and enjoyment. While we are a mostly comprised of members from downtown Memphis, we also have several out-of-state and international members who travel to the Bluff City just for this event. Apart from our localities, our members come from every walk of life including the medical, technological and financial fields. In addition, some of our members have up to 30+ years participating in MIM. The team is a certified C Corporation.

AWARDS

While we have not yet achieved the ultimate barbeque fest glory (ie: Grand Champion), over the years, we have been able to win a few prizes at the MIM World Championship Barbeque Contest.



2012
3rd Place
Best Booth



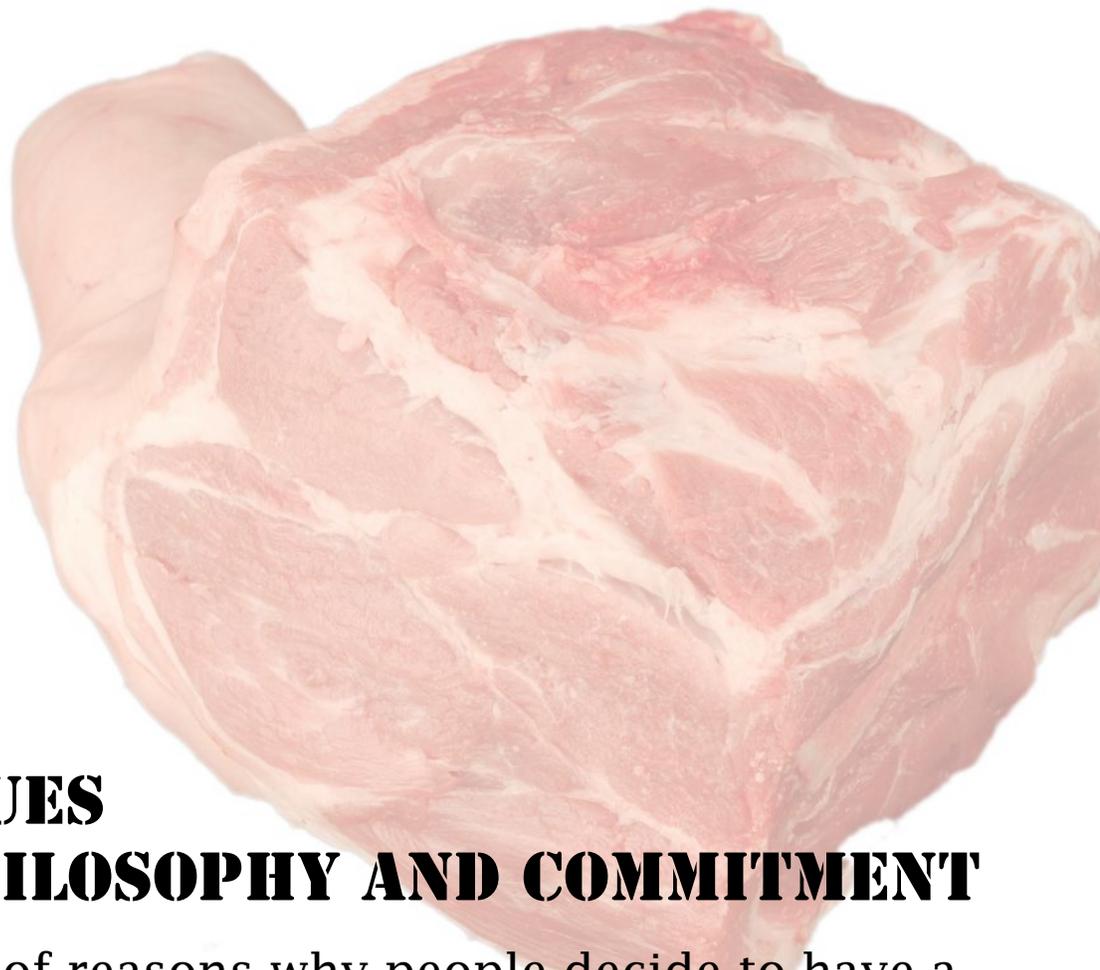
2014
1st Place
Best Booth



2013
1st Place
Best Booth



2015
2nd Place
Best Booth



THE MOODY QUES BARBEQUE PHILOSOPHY AND COMMITMENT

There are a number of reasons why people decide to have a competitive barbeque team. Some teams are all about the party, and some teams are all about the food. The Moody Ques tries to incorporate both into one, fantastic experience for our team members and guests. We have been extremely focused on improving our barbeque and smoking “chops” and promoting team unity. Our cook team has been focused on making the best possible pork that we can.

This year, our Pitmaster, team president, and vice-president attended the MIM sanctioned judging seminar to increase their knowledge of exactly what the judges are looking for. We have held several practice cooking sessions and taste tests for our team members, catered birthday parties and events around Memphis and competed in the Best of Memphis Burger Festival. We also plan on doing a full “dress rehearsal” of our cooking and presentation methodology with certified MIM judges and competing in two competitions BEFORE we even step into the park.

WHAT WE ARE LOOKING FOR IN A SPONSOR

In truth, competitive barbeque is not a cheap endeavor. It costs us \$5,000 before we even get into the park in May. We are looking for an organization or group of individuals who would like to participate with us to make The Moody Ques one of the best competitive barbeque teams around.

Just to be clear, we are looking for a sponsor who wants to be a part of the team and not just a financial contributor. Whether you want to get your hands dirty smoking some award-winning pork or just have a professionally designed and built space to relax and bring clients, we welcome you to our barbeque family.

WHAT WE CAN DO FOR YOU, THE SPONSOR

As a Sponsor, you are coming in to an established, legally-insured team that is well versed in all aspects of the MIM World Championship Barbeque Contest. We have an established space in the park and professionals build the booth every year. Due to our success in the Best Booth category, we receive great news coverage and attention, which would include your logo as a Sponsor incorporated into the theme.

We also are committed to feeding our team (and, of course, you and your guests) at least 3 times per day and to providing libations and entertainment all day. Outside of MIM, we would also love if you wanted to join us for other competitions or practice sessions we plan throughout the year. Specific sponsorship details can be found following; however, we recognize that every Sponsor is different and that nothing is set in stone. We can work with you to include whatever works best for you as the Sponsor. The main thing is that we want you as part of our team.



SPONSORSHIP OPPORTUNITIES

We realize that in these difficult economic times many companies cannot be involved, so we came up with a four-tiered program to allow more opportunity to enjoy BBQ Fest just as much as large corporations. We can also offer team and Wednesday night tickets to sponsors depending on sponsorship level and availability.

PLEASE NOTE:

These levels of sponsorship and what we can offer are just suggestions and we are willing to discuss any issues or changes. For example, if you would prefer for us to cater a luncheon for your company in the park one day, we can do that. We are completely flexible and would love to work with you.

ALL SPONSORS WILL RECEIVE

BRONZE \$2,000
4 Guests

SILVER \$5,000
10 Guests

GOLD \$7,500
15 Guests

PLATINUM \$10,000
25 Guests

- 3 meals/day and full access to tend and bar

- Prominent sponsor recognition on all team related marketing & promotional collateral

- Sponsor recognition and link on the Moody Ques website

- Company name mentioned in all instances of media advertising as available: print, online and radio

- Designated space within the team booth for Sponsor table and the opportunity to display any products, services or company marketing materials

****ALL SPONSORSHIP LEVELS ARE COMPLETELY NEGOTIABLE****

INTERESTED IN JOINING OUR TEAM?

Please address any sponsorship related questions, comments or concerns to team vice-president, Erik Karlsson at:

e.a.karlsson@gmail.com
(919)225-6018

SEE YOU IN MAY!