

# BIG BEAR

## BBQ, TUNES & BREWS

2025 Sponsorship Opportunities Guide



# Event Overview

The Big Bear BBQ Festival is a premier community event celebrating the best in barbecue, live music, craft beer, and family fun. May 24-25, 2025 hours are 12 p.m. to 8pm.

It is expected that there will be between 3000 and 5000 people in attendance.

## Venue:

Taking place at the scenic Meadow Park, 41220 Park Ave. Big Bear Lake, CA 92315, this two-day event will feature top BBQ vendors, an exciting beer and wine garden, live entertainment, and friendly competitions, all set against the breathtaking backdrop of Big Bear Lake.

## Food:

The event features up to 15 Barbeque vendors who will compete with each other in categories and for best overall BBQ. Meats included in competition are: Brisket, TriTip, Ribs, Sausage. There will also be competition for Side Dishes.



## Beer and Wine:

There will be up to 20 Craft Beer vendors and 5 wineries also holding competitions for the best in their discipline.



## Music:

The music lineup includes:

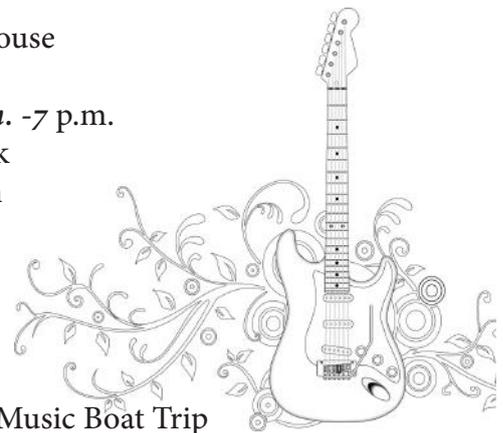
Bluegrass opener each day 4-6pm  
Opener each day 2-4pm

*Saturday 12 p.m. - 7 p.m.*

Honey Buckets  
Steve McCormick  
Ally Mills  
Jonny Roundhouse

*Sunday 12 p.m. - 7 p.m.*

The Black Book  
Hillary Watson  
Deacon Dimes



## Activities

Blues Cruise - Music Boat Trip  
Corn Hole Tournament  
Balloon Animals  
Kids Area

# Why Sponsor the Big Bear BBQ Festival?

## What's in it for you?

- ✓ Exposure to Thousands of Attendees: Expected attendance of 3,000+ guests over two days, including locals, tourists, and BBQ enthusiasts.
- ✓ Brand Visibility: Your company's name and logo will be featured across event signage, promotional materials, social media, and more.
- ✓ Direct Consumer Engagement: Sponsors have the opportunity to set up booths, host branded activities, and connect with festival-goers.
- ✓ Community Support: Showcase your company's commitment to the local community while being part of an unforgettable holiday weekend experience.



## Sponsorship Packages

### *Title Sponsor – \$10,000 (Exclusive)*

- Official presenting sponsor with top billing on all promotional materials
- Prime logo placement on event signage, website, and social media
- Dedicated press mentions and media exposure
- Complimentary vendor booth in a premium location
- VIP passes for 10 guests

### *Gold Sponsor – \$5,000*

- Logo featured on event signage, website, and social media
- Complimentary vendor booth
- VIP passes for 5 guests
- Recognition during stage announcements

### *Silver Sponsor – \$2,500*

- Logo on event signage and website
- Vendor booth space
- VIP passes for 2 guests

### *Supporting Sponsor – \$1,000*

- Name recognition on website and event materials
- Vendor booth space



# Custom Sponsorship Opportunities

We offer tailored sponsorship packages, including stage sponsorship, competition naming rights, beer garden sponsorship, and branded merchandise opportunities. Contact us to discuss how we can customize a partnership that aligns with your brand goals.

## Marketing & Media Exposure:

*Our promotional campaign includes:*

- ✓ Digital marketing and social media outreach (10,000+ followers across platforms)
- ✓ Email marketing campaigns
- ✓ Press releases and media coverage in local and regional outlets
- ✓ Flyers, posters, and event programs



**For sponsorship inquiries and to secure your spot, please contact:**

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Join us in making the Big Bear BBQ Festival a flavorful, music-filled success this Memorial Day Weekend!