



Sponsorship Opportunities

September 7-9, 2012

www.PanhandlePickin.com

Pickin' in the Panhandle: The WV State BBQ and Bluegrass Festival is a signature tourism event for the Eastern Panhandle. Sponsoring this event offers maximum exposure to thousands - through advertising in the mid-Atlantic and in targeted national publications, as well as onsite to thousands of attendees.

All About Pickin'

- In 2007, Pickin' was named a **"MUST DO"** event by the *Pittsburgh Post Gazette* and *Richmond Times Dispatch*
- In 2008, Pickin' was named as one of the **55 "Good Things" in WV** by *The State Journal*
- In 2008-2011, Governor Joe Manchin proclaimed Pickin' as **The WV State BBQ & Bluegrass Championship**
- In 2010, Pickin' in the Panhandle attracted over 8,500 people over the course of three days



2011 Event Highlights

- The addition of the "Mountaineer Stage" to highlight musicians with West Virginia roots
- The addition of the "Tastin' Tent," which allowed event attendees to sample the BBQ competition
- Headliners included country rockers Confederate Railroad and Trent Tomlinson, and bluegrass/country legend Marty Stuart (pictured left)
- Over 9,100 attendees throughout the weekend



The festival has continued to grow each year and we believe 2012 will attract upwards of 10,000 people.

We have created a variety of sponsorship opportunities, or can tailor a package to meet your needs. We are happy to consider prize donations and in-kind sponsorships. All sponsors will be listed on our website with a link to your website.



Sponsorship Levels >>	Bass Level <i>Event Co-Sponsorship</i> <i>Only ONE available</i> \$10,000	Guitar Level <i>Only TWO available</i> \$5,000	Banjo Level \$2,500	Fiddle Level \$1,000	Mandolin Level \$500
Weekend Tickets to Event	75	30	15	10	5
Passes to Hospitality Tent	20	10	5	-	-
Meet & Greet Reception	√	√	-	-	-
Logo on Website	√	√	√	√	√
Logo on Advertisements	√	√	√	-	-
Logo on Festival Program	√	√	√	√	√
Onsite signage	√	√	√	√	√
Mentions from all three stages all weekend long	√	√	√	√	√

If you're interested in sponsoring this family-friendly event, don't delay! We'd appreciate your sponsorship commitment by **March 30, 2012** so we can ensure you're included in our advertising and promotional efforts.



2012 Sponsorship Commitment Form

Select a sponsorship level:

- | | |
|---|---|
| <input type="checkbox"/> Bass \$10,000 Event Co-Sponsorship | <input type="checkbox"/> Fiddle \$1,000 |
| <input type="checkbox"/> Guitar \$5,000 | <input type="checkbox"/> Mandolin \$500 |
| <input type="checkbox"/> Banjo \$2,500 | |
| <input type="checkbox"/> In-Kind or Other _____ | |

SPONSOR INFORMATION

Contact Name: _____ Company/Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Check Enclosed

Credit Card *(please complete info below)*

Name on Card: _____ Card Number: _____ Exp Date: _____

Signature: _____ Date: _____

By signing, I authorize the MBCCVB to charge my credit card for the amount specified above.

Please email your logo in .JPG format to Jenn@TravelWV.com for inclusion on our website and marketing materials. We will distribute complimentary tickets prior to the event and hospitality passes will be distributed onsite. The sponsor agrees to provide names of hospitality tent VIP pass recipients to the MBCCVB for security purposes prior to the event.

Please mail or fax your completed form and payment to:

Martinsburg-Berkeley County Convention and Visitors Bureau • 115 N. Queen St • Martinsburg, WV 25401 • 304-264-8802 fax

Questions? Call us at 304-264-8801