

MARCH 13 | 2027
SPEED & FEED BBQ FESTIVAL
DARLINGTON, SC

Join us March 13, 2027 for the return of Darlington Raceway's Speed and Feed BBQ Festival and Car Show. Friday evening consists of a private party for partners, invited guests and BBQ Cook Teams while Saturday will showcase the BBQ Competition and Car Show Cruise-In.

SPONSORSHIP OPPORTUNITIES

GRAND CHAMPION (PRESENTING) - $7,500

- Presenting sponsor of the 2027 Speed and Feed BBQ Festival
- Company Logo inclusion on primary Speed and Feed logo (Presented By)
- Event Logo inclusion on all BBQ awards
- Event Logo inclusion on festival merchandise
- One (1) marketing table at the festival (up to 20' x 12')
- Event Logo inclusion on website event page
- Event Logo inclusion on select social media promotions and tagged mentions
- Company Logo inclusion on website event "Partner Recognition" page
- Company Logo inclusion on all signage
- Recognition during festival stage announcements
- Opportunity for company representative to speak on stage during the festival
- 40 Admissions for Team Wing Competition/Partner Party (Friday evening)
- 300 Saturday Sampling Tickets
- 10 VIP Parking Passes per day
- 4 NASCAR VIP Passes (Garage + Pit Access) for the 2027 Cook Out Southern 500

PITMASTER PLAZA SPONSOR - $5,000

- Company Logo inclusion on Awards/Entertainment stage and Competition Cooking Area
- Company Logo inclusion on all sponsor signage
- One (1) marketing table at the festival (up to 20' x 12')
- Company Logo inclusion on website event "Partner Recognition" page
- Company Logo inclusion on select social media promotions & tagged mentions
- Recognition during festival stage announcements
- Opportunity for company representative to speak on stage during the festival
- 30 Admissions for Team Wing Competition/Partner Party (Friday Evening)
- 200 Sampling Tickets Saturday
- 5 VIP Parking Passes per day
- 2 NASCAR VIP Passes (Garage + Pit Access) for the 2027 Cook Out Southern 500

GRILLS & GEARS PARTNER – $5,000

- Car Show Cruise-In sponsor of festival
- Logo inclusion on all car show awards
- Logo inclusion on dash plaques
- Logo inclusion on all sponsor signage
- Logo inclusion on all car show signage
- One (1) marketing table at the festival (up to 20' x 12')
- Logo inclusion on website event page
- Logo inclusion on select social media promotions and tagged mentions
- Recognition during festival stage announcements
- Opportunity for company representative to speak on stage during the festival
- 30 Admissions for Team Wing Competition/Partner Party (Friday Evening)
- 200 Sampling Tickets Saturday
- 5 VIP Parking Passes per day
- 2 NASCAR VIP Passes (Garage + Pit Access) for the 2027 Cook Out Southern 500



MARCH 13 | 2027
SPEED & FEED BBQ FESTIVAL
DARLINGTON, SC

Join us March 13, 2027 for the return of Darlington Raceway's Speed and Feed BBQ Festival and Car Show. Friday evening consists of a private party for partners, invited guests and BBQ Cook Teams while Saturday will showcase the BBQ Competition and Car Show Cruise-In.

SPONSORSHIP OPPORTUNITIES

LIL PIGGY - $2,500

- Kids Zone sponsor of festival
- Logo inclusion on all festival sponsor signage
- Logo inclusion on all kids zone signage
- One (1) marketing table at the festival (up to 20' x 12')
- Logo inclusion on website event page
- Logo inclusion on select social media promotions and tagged mentions
- Recognition during festival stage announcements
- 20 Admissions for Team Wing Competition/Partner Party (Friday Evening)
- 100 Sampling Tickets Saturday
- 2 VIP Parking Passes per day

WINGIN' IT - $2,500

- Friday Evening Team Wing Competition/Partner Party Sponsor (Private for partners, special guests, BBQ teams)
- Logo inclusion on all festival sponsor signage
- One (1) marketing table at festival (up to 20' x 12')
- Logo inclusion on website event page
- Logo inclusion on select social media promotions and tagged mentions
- Recognition during festival stage announcements
- 20 Admissions for Team Wing Competition/Partner Party (Friday Evening)
- 100 Sampling Tickets Saturday
- 5 VIP Parking Passes Friday
- 2 VIP Parking Passes Saturday

GRILL MASTER GURU - $1,000

- Logo inclusion on all festival sponsor signage
- One (1) marketing table at festival (10' x 10')
- Logo inclusion on website event page
- Logo inclusion on select social media promotions and tagged mentions
- Recognition during festival stage announcements
- 10 Admissions for Team Wing Competition/Partner Party (Friday Evening)
- 50 Sampling Tickets Saturday
- 1 VIP Parking Pass per day

BBQ BOOSTER - $750

- Logo inclusion on all festival sponsor signage
- One (1) marketing table at festival (10' x 10')
- Logo inclusion on website event page
- Logo inclusion on select social media promotions and tagged mentions
- Recognition during festival stage announcements
- 6 Admissions for Team Wing Competition/Partner Party (Friday Evening)
- 25 Sampling Tickets Saturday
- 1 VIP Parking Pass per day

SMOKEHOUSE SUPPORTER - $500

- One (1) marketing table at festival (10' x 10')
- Logo inclusion on website event page
- 4 Friday Evening Admissions for Team Wing Competition/Partner Party
- Recognition during festival stage announcements