



SPONSORSHIP OPPORTUNITIES

BBQ BATTLE 2027

BARTLETT PARK RODEO GROUNDS
TOWNSVILLE



SANCTIONED BY



BBQ BATTLE 2027

Sponsorship Opportunities

The BBQ Battle returns in 2027 bigger, bolder and built for families, food lovers and the Townsville community.

Following a successful 2026 event, we are targeting **6,000-7,000** attendees across the weekend and are actively seeking businesses that want more than logo placement.

At BBQ Battle, we focus on creating genuine partnerships that provide brand exposure, content creation opportunities, customer engagement and meaningful community connections.

More Than a Weekend Event

Our sponsorship campaign begins up to 10 months before event day, giving partners the opportunity to receive ongoing exposure through social media, promotional campaigns, community appearances and content creation opportunities throughout the year.

This ensures your investment delivers value long before the first smoker fires up.

We're not looking for sponsors. We're looking for partners.

LIMITED PARTNERSHIP OPPORTUNITIES

To maximise sponsor value and avoid sponsor saturation, BBQ Battle limits the number of partners within each sponsorship level.

- 1 Naming Rights Partner (Secured by Riverway Meats)
- Up to 3 Major Partners
- Up to 4 Activation Partners
- Limited Category and Event Partners

Early commitment ensures maximum promotional exposure and activation opportunities.

01 \$10,000 MAJOR PARTNER

Your Brand. Our Biggest Stage.

Our premier partnership package designed for businesses seeking maximum exposure, exclusive activation opportunities and year-round engagement

Benefits

- Major Partner recognition across all event marketing
- Premium logo placement across event signage
- Logo placement on stage and major event infrastructure
- MC mentions throughout the weekend
- Dedicated social media promotion
- Content creation at your business
- BBQ Battle team visit to help create promotional content
- Opportunity to showcase products and services at the event
- Included invitation to Sponsor Appreciation Day
- Inclusion in media and promotional campaigns
- Priority renewal rights for 2028
- Included Bonus Partner Experience (Choose One)

Partner Experience Option 1 – Corporate Catering Experience

Approximate Value: \$2,000-\$3,000. You supply the food and consumables and BBQ Battle supplies the smokers, pitmasters and labour.

Perfect for:

- Staff functions
- Client appreciation events
- Corporate family days
- Christmas parties

01 \$10,000 MAJOR PARTNER

Partner Experience Option 2 – Community Activation Experience

Approximate Value: \$1,000-\$2,000. Bring the BBQ Battle experience directly to your workplace, store, dealership or business location.

Includes

- Lil Bertha onsite
- Sausage smoking demonstration, Public engagement activity
- Social media content creation, Customer interaction opportunity

Partner Investment

\$10,000 cash or equivalent in-kind support.

02 \$5,000 ACTIVATION PARTNER

Be Part of the Action

A high-value partnership designed for businesses seeking strong brand exposure and direct customer engagement.

Available Activations

- Mabel Main Stage
- Family Fun Zone
- Laser Show Finale
- Mental Health Partner

Benefits

- Activation Partner recognition across marketing campaigns
- Prominent logo placement throughout the event
- Activation branding rights
- MC recognition during the event
- Dedicated social media promotion
- BBQ Battle team visit to assist with content creation
- Business showcase opportunity onsite
- Partner recognition in event program
- Invitation to Sponsor Appreciation Day
- Priority renewal rights
- Included Bonus Partner Experience (Choose One)

02 \$5,000 ACTIVATION PARTNER

Bonus Partner Experience Options

- Corporate Catering Experience; OR
- Community Activation Experience

Partner Investment

\$5,000 cash or equivalent in-kind support.

03 **\$3,500 CATEGORY PARTNER**

Own a Competition Category

Ideal for businesses seeking strong event exposure without committing to a major sponsorship.

Available Categories

- SCA Double Steak Event + Ancillary Competition
- ABA Grand Champion Award + Reserve Grand Champion Award
- Taste of Competition BBQ

Benefits

- Exclusive naming rights to chosen category
- Logo displayed during category presentations
- MC mentions throughout judging and awards
- Logo on category trophies and certificates
- Social media recognition
- Website recognition
- Event signage recognition
- Invitation to Sponsor Appreciation Day

Partner Investment

\$3,500 cash or equivalent in-kind support.

04 \$2,000 EVENT PARTNER

Support the BBQ Battle. Support Our Community

Perfect for businesses wanting strong community involvement and targeted event exposure.

Available Opportunities

- Inaugural Animal Suit Race
- Brisket Partner
- Pork Partner
- Pork Ribs Partner
- Chicken Partner
- Meat Raffles

Benefits

- Event Partner recognition
- Logo on sponsor signage
- Social media recognition
- Logo included in promotional material
- Partner recognition during the event
- Opportunity to provide promotional products and flyers

Partner Investment

\$2,000 cash or equivalent in-kind support.

05 **\$1,000 COMMUNITY SUPPORTER**

Get Behind the BBQ Battle

An affordable way for local businesses to support one of Townsville's fastest-growing family events.

Benefits

- Community Supporter recognition
- Logo on sponsor signage
- Social media thank you post
- Inclusion on the BBQ Battle website sponsor page
- Inclusion in selected sponsor recognition posts
- Two complimentary weekend passes

Partner Investment

\$1,000 cash or equivalent in-kind support.

06 FOUNDING PARTNERS CIRCLE

Joining the Circle

Businesses investing \$5,000 or more become members of the BBQ Battle Founding Partners Circle.

Benefits

- Invitation to annual Sponsor Appreciation Day
- Priority sponsorship renewal rights
- Early access to future partnership opportunities
- Networking opportunities with business and community leaders
- Exclusive Founding Partner recognition

07 BBQ BATTLE SPONSOR APPRECIATION DAY

Rowes Bay Golf Club

Our way of saying thank you to the businesses that make BBQ Battle possible.

Benefits

- Golf with fellow sponsors and community leaders
- BBQ nibbles supplied by BBQ Battle
- Networking opportunities
- Event updates and future plans
- Sponsor recognition presentation
- Drinks available at own expense

Available to Major Partners, Activation Partners and Category Partners.

08 SPONSOR CONTENT PACKAGE

For Major and Activation Partners

Our team can visit your workplace and help create content you can actually use.

Content Options

- Promotional videos
- Social media reels
- Product showcases
- Staff spotlight features
- Behind-the-scenes content
- Cross-promotion through BBQ Battle platforms

We don't just display your logo. We help promote your business.

09 IN KIND PARTNERSHIPS

For Major and Activation Partners

Have products, equipment or services instead of a sponsorship budget?

We welcome in-kind partnerships that assist in delivering BBQ Battle 2027.

Examples of In Kind Support

- Equipment
- Refrigeration
- Infrastructure
- Fuel
- Transport
- Professional services
- Labour
- Catering supplies

We'll work with you to develop a partnership package that delivers genuine value and appropriate recognition.

10 WHY PARTNER WITH BBQ BATTLE

6,000 – 7,000 Attendees

Put your brand in front of thousands of engaged attendees over the event weekend..

Family Friendly Audience

Connect with families, food lovers and community-minded locals.

Local & Regional Reach

Promote your business to customers from Townsville and across North Queensland.

10 Months of Exposure

Receive value through social media, content creation and promotion before event day.

Digital Marketing Support

Leverage BBQ Battle's growing online audience and community engagement.

Real Customer Engagement

Meet customers face-to-face through activations and event experiences.

Community Impact

Align your business with a positive community event focused on family, connection and support.

11 **READY TO PARTNER?**

Whether you're looking to increase brand awareness, engage customers, reward staff or support a great community event, we'd love to discuss a partnership package tailored to your business.

Sponsorship discussions are now open for BBQ Battle 2027.

BBQ Battle 2027

Bartlett Park Rodeo Grounds, Townsville, Queensland

Let's Talk

Co-Founder: Paul Miller 0408 732 771

Co-Founder: Dan Wilschefski 0407 529 831

Partner with us. Put your brand in the middle of the action

