

# NBBQA

NATIONAL BARBECUE & GRILLING ASSOCIATION

# 2025

# Conference Prospectus

Jan. 15 - 18, 2025



#BBQFAMILYREUNION  
NBBQA Annual Conference



# 2025

# Conference Prospectus

## THANKS AS ALWAYS

We're excited to invite you to the 2025 NBBQA Mini-Conference, happening January 15–18, 2025, on the beautiful Gulf Coast in Ocean Springs, Mississippi. This year, we're embracing the theme of a great big BBQ family reunion, bringing together the best of the barbecue and grilling community.

The enclosed prospectus outlines opportunities to showcase your business and connect with industry leaders and BBQ enthusiasts. As a sponsor, you'll be part of an event designed to celebrate, inspire, and spark innovation. We're happy to tailor sponsorship packages to fit your goals, ensuring your brand stands out.

This isn't just an event—it's a chance to strengthen bonds, share stories, and grow within a passionate community. Your support drives our success, and we're grateful for your role in making it all possible.

We hope you'll join us in Ocean Springs for this memorable gathering. Please reach out with any questions or to discuss sponsorship opportunities. Thank you for being part of the NBBQA family!

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# #BBQFAMILYREUNION

## NBBQA Annual Conference



2025

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## A PEEK AT THE EVENT

### WEDNESDAY

Happy Hour Meet and Greet at The Shed Saloon

### THURSDAY

3 Educational Sessions

Lunch – Choose from two different food trucks  
or enjoy lunch on your own.

Live Fire Experience Dinner

Awards Of Excellence Awards

### FRIDAY

Friday Night Shed Welcome Dinner

Rhinestone Cowboy Steak Challenge

### SATURDAY

The Shed Showdown!

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## TITLE SPONSOR

Ignite Your Brand's Potential: Be the Power Behind Our Annual Event!

We're thrilled to present a limited-time opportunity that will set your brand on a trajectory of unparalleled success.

We're opening the doors to an exclusive single sponsorship that promises extraordinary returns on investment. Picture this: your brand prominently showcased as the driving force behind our highly anticipated annual event. This is more than sponsorship – it's a chance to be the vital energy that propels our event to new heights!

### Details that accompany this opportunity:

•Event will become known as:

**2025 MEATUP/ MINI CONFERENCE**  
POWERED BY "YOUR COMPANY"

- One 10x10 outdoor expo booth
- 5 minute presentation at AOE Awards
- Five minute presentation during Wednesday evening reception event
- Three Full Conference Passes
- Event Goodie Bag contribution opportunity
- Main stage recognition
- 2026 First Right of Refusal

**ONE AVAILABLE AT \$10,000**

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# AWARDS OF EXCELLENCE

Attach your brand to this major NBBQA annual event. There are few opportunities that will match the value of this one. This offering is time sensitive as the entries for this event opened October 1, 2024 and judging is set to take place on December 7, 2024.

## Details that accompany this opportunity:

- 2025 AOE event will become "YOUR BRAND" Presents 2025 AOE Awards
- Logo on all applications and award certificates for event
- Invite to judge AOE event on December 7, 2024
- Your photo back drop and congratulations photo with each winner at event
- One 10x10 expo booth (inside or outside)
- One Full Conference Pass
- Event Goodie Bag contribution opportunity
- Main stage recognition
- 2026 First Right of Refusal



**ONE AVAILABLE AT \$4,500**

**#BBQFAMILYREUNION**  
**NBBQA Annual Conference**



# 2025 Conference Prospectus

## GOODIE BAG PROVIDER

Attach your brand to the 2025 conference attendee goodie bags with this opportunity that will last for years to come. The 2025 conference goodie bags will be reusable printed bags with NBBQA conference logo on one side and your brand logo on the opposite side. NBBQA will furnish the finished bags for this opportunity.

### Details that accompany this opportunity:

- One Full Conference Pass
- Brand logo imprinted on reusable bag
- Event Goodie Bag contribution opportunity
- Main stage recognition
- 2026 First Right of Refusal



ONE AVAILABLE AT **\$3,500**

**#BBQFAMILYREUNION**  
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## NAME BADGE PROVIDER

Add your brand to the conference name badge holders with this opportunity. ROI for this opportunity will last for years to come. The name badges will feature your logo imprinted on them and will be seen by thousands in photos that are shared from attendees.

### Details that accompany this opportunity:

- One Full Conference Pass
- Brand logo imprinted on name badge holder
- Event Goodie Bag contribution opportunity
- Main stage recognition
- 2026 First Right of Refusal



**ONE AVAILABLE AT \$3,500**

**#BBQFAMILYREUNION**  
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# OUTDOOR EXHIBITORS

The 2025 Conference is offering the opportunity for brands to demo and showcase their brands during the entire event. Booths are set at 10'x10' space and will open on Thursday morning to attendees and close at the end of the conference on Saturday afternoon.

## Details that accompany this opportunity:

- One 10'x10' Expo Booth (outdoor)
- Event Goodie Bag contribution opportunity
- Main stage recognition
- One Full Conference Registration



**\$650 EACH**

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# RHINESTONE COWBOY STEAK CHALLENGE

The NBBQA feature event is back and this opportunity promises to be better than ever! The Friday evening spectacular steak cookoff is set to host some of the biggest names in the barbecue and grilling world with a \$2,900 total payout. First place winner receiving \$1,000 and a custom made Rhinestone Cowboy hat.

## Details that accompany this opportunity:

- One Full Conference Pass
- One 10x10 expo booth (outside)
- Five minute presentation during awards ceremony
- Brand logo on the winning Rhinestone Cowboy Hat
- Event Goodie Bag contribution opportunity
- Main stage recognition
- 2026 First Right of Refusal



**ONE AVAILABLE AT \$4,000**

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# MEET THE MASTERS

Attach your brand to this NBBQA annual super event. Meet the Masters event has been a standard at NBBQA conferences and the 2025 version of this event promises to be as entertaining and informative as ever.

## Details that accompany this opportunity:

- 2025 Meet The Masters event will become “YOUR BRAND” Presents 2024 Meet The Masters
- Main stage recognition
- One Full Conference Pass
- Event Goodie Bag contribution opportunity
- One 10x10 expo booth (outside)
- 2026 First Right of Refusal



**ONE AVAILABLE AT \$2,500**

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