

2026

Live Fire Experience

Series



THREE REGIONAL EVENTS.

ONE NATIONAL BBQ & GRILLING ACTIVATION TOUR.

Connect your brand with passionate BBQ and grilling consumers through live-fire experiences, sampling, demos, and community-driven events.

PRESENTED BY:



INTRODUCTION



INTRODUCING THE NBBQA LIVE FIRE EXPERIENCE

The NBBQA Live Fire Experience is a high-energy, consumer-focused event series created to connect brands with passionate BBQ, grilling, and live-fire audiences.

Built around live-fire cooking, live demos, product interaction, food sampling, entertainment, and unforgettable brand experiences, this series gives sponsors direct access to consumers in an environment where taste, trust, and community come together.

Led by elite pitmasters, BBQ champions, and live-fire professionals, the Live Fire Experience brings the credibility of NBBQA to the growing outdoor cooking lifestyle.

- LIVE DEMOS
- FOOD SAMPLING
- BRAND ACTIVATION

WHY NBBQA?



The National Barbecue & Grilling Association represents the people, brands, pitmasters, restaurants, and professionals shaping BBQ and grilling culture.

The Live Fire Experience brings that credibility directly to consumers through live cooking, education, product discovery, and community engagement.

For sponsors, this creates a unique opportunity to connect with consumers through the trusted voice of NBBQA and the hands-on excitement of live-fire cooking.

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BENEFITS

Partnering with the NBBQA Live Fire Experience gives your brand direct access to local consumers, BBQ enthusiasts, food lovers, and outdoor cooking audiences in a setting built for engagement.

ENGAGE

- *DIRECT ACCESS TO LOCAL CONSUMERS*
- *FACE-TO-FACE CUSTOMER ENGAGEMENT*
- *HIGH-VISIBILITY PRODUCT EXPOSURE*

PROMOTE

- *SAMPLING, DEMONSTRATIONS, AND GIVEAWAYS*
- *ADDED MEDIA AND SOCIAL EXPOSURE*
- *ALIGNMENT WITH BBQ AND LIVE-FIRE CULTURE*

CONNECT

- *HOMETOWN BRAND LOYALTY*
- *NETWORKING WITH LOCAL BUSINESSES*
- *STRONGER COMMUNITY PRESENCE*

BUILT-IN AUDIENCE

NEARLY 70% OF U.S. HOUSEHOLDS OWN AN OUTDOOR COOKING DEVICE, MAKING THE LIVE FIRE EXPERIENCE RELEVANT TO ONE OF AMERICA'S MOST PASSIONATE CONSUMER LIFESTYLE CATEGORIES.



OUTDOOR COOKING HOUSEHOLDS

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LIFESTYLE-DRIVEN CONSUMERS

OUTDOOR COOKING CONTINUES TO BE A MAJOR PART OF HOW AMERICANS ENTERTAIN AND ENJOY THEIR LIVES



PASSIONATE BBQ & GRILLING FANS

THE LIVE FIRE EXPERIENCE ATTRACTS CONSUMERS WHO CARE ABOUT FLAVOR, EQUIPMENT, PRODUCTS, TECHNIQUES, AND THE CULTURE OF LIVE-FIRE COOKING.

2026 LIVE FIRE EXPERIENCE SERIES

THREE PREMIER BBQ MARKETS. ONE POWERFUL OPPORTUNITY TO ACTIVATE YOUR BRAND.



Nashville Tennessee

SEPTEMBER 11-12, 2026

Nashville is no stranger to BBQ, food culture, live music, and unforgettable events. The Live Fire Experience is set to become an annual must-attend event.

Greenwood South Carolina

OCTOBER 9-10, 2026

Greenwood has hosted one of the most successful BBQ competitions in America for the past 25 years, making it an ideal market for the Live Fire Experience.

Byhalia Mississippi

NOVEMBER 13-14, 2026

Located just outside Memphis, one of America's true BBQ meccas, the Byhalia, Mississippi event is tailor-made for the Live Fire Experience.

SPONSORSHIP OPPORTUNITIES

MULTIPLE WAYS TO ACTIVATE YOUR BRAND WITH THE NBBQA LIVE FIRE EXPERIENCE.

Local Partners

Connect your brand with the local community through a dedicated 10x10 activation space at the Live Fire Experience. This entry-level partnership is ideal for local businesses looking to build awareness, meet customers, and support a high-energy community event.

INCLUDES:

- 10x10 booth space
- On-site brand visibility
- Opportunity for sampling, demos, or giveaways
- Direct consumer engagement

\$750

Protein Partner

Showcase your protein throughout the Live Fire Experience by integrating your product into VIP dinners, samples, demonstrations, and select competition or pitmaster activations. This is a premium opportunity to place your product in the hands of respected BBQ professionals and engaged consumers.

INCLUDES:

- Product integration
- Sampling opportunities
- Pitmaster use and visibility
- Content and social media opportunities
- 10x10 booth space

CUSTOM PACKAGES AVAILABLE

VIP Dinner Partner

Position your brand at the center of an exclusive VIP dining experience prepared and presented by award-winning BBQ champions and live-fire professionals.

INCLUDES:

- VIP dinner brand recognition
- VIP meet-and-greet access
 - 10x10 booth space
- Content and social media opportunities
 - Premium hospitality association

\$2500 per event

Fuel Partner

Fuel the fire behind the experience by putting your brand directly in the hands of the pitmasters and live-fire professionals cooking throughout the entire series

INCLUDES:

- 10x10 booth space
- Product integration with pitmasters
- On-site brand visibility
- Content and VIP access opportunities
- Category-aligned brand exposure

\$4,500 per series



THANK YOU

Contact us for more details

or

let us build a custom
sponsorship opportunity for
your brand.

CONTACT

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