

# 2026 NBBQA Annual Conference

Celebrating 35 Years of Sharing All Things BBQ

## Event Opportunities Guide

Travellers Rest Museum - Nashville, TN

March 25-28, 2026



## Heart of Barbecue

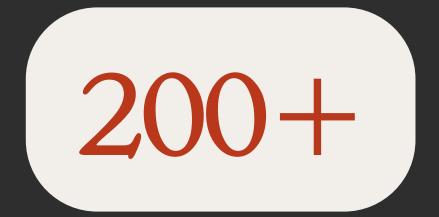
Founded in 1991, the NBBQA has continuted to bring together pitmasters and barbecue enthusiasts from across the nation, fostering a professional community committed to sharing expertise, advancing the craft, and promoting excellence in the world of barbecue.

Join us.

### Who You'll Reach



Connect to barbecue & grilling world with THE 35<sup>th</sup> Anniversary Conference







Attendees at the event

Engaging with diverse barbecue professionals

Audience reach across platforms

Connecting with passionate barbecue lovers nationwide

## Conference Schedule Highlights



BBQ Bus Tour &
Bourbon Tasting
March 25



Professional Educational Sessions March 26-27



Awards of Excellence March 26



Live Fire Competitions March 27-28

### Why Partner?

01

Brand Exposure

Connect with a passionate audience.

02

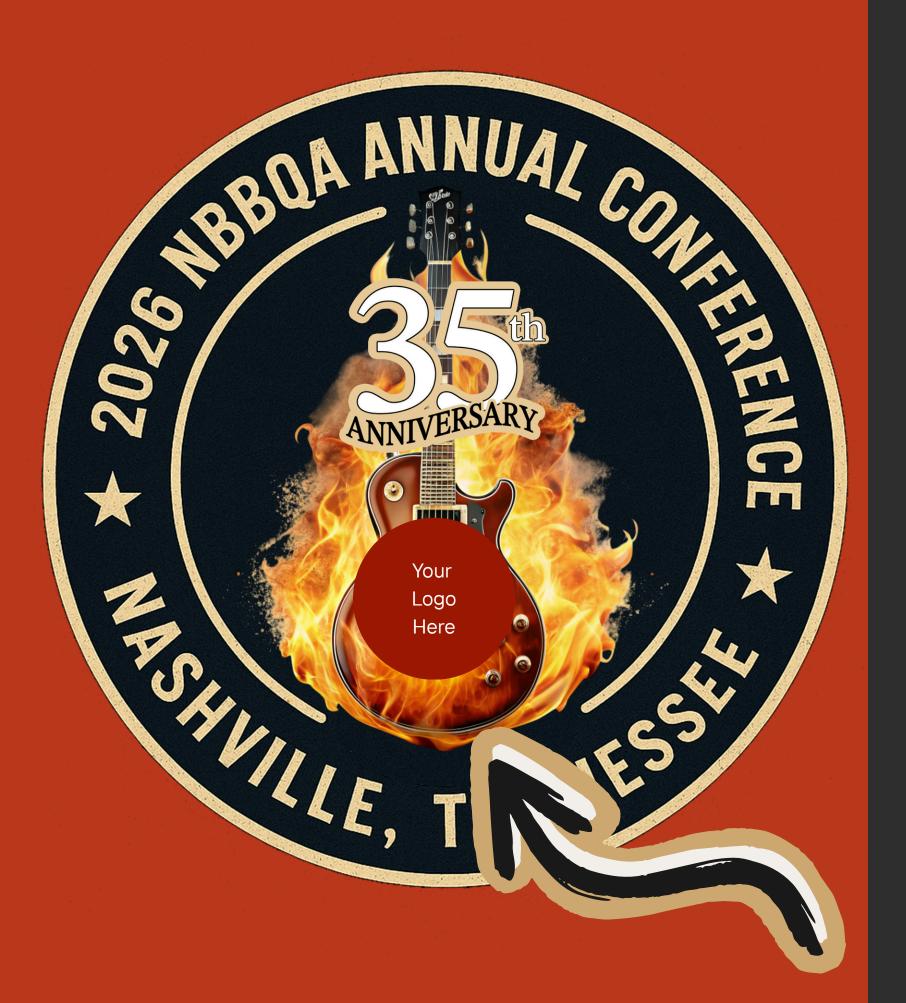
Focused Attendees

Align with industry doers and leaders.

03

National Visibility

Increase awareness through extensive dedicated reach.



## Title Sponsor

#### **Elevate Your Brand Visibility**

Be the exclusive Title Sponsor and put your brand front and center of barbecue's biggest event. Your name and logo become part of the official event branding, featured across all marketing, signage, and promotions.

This limited, time-sensitive opportunity delivers huge ROI and lasting visibility — but only if secured before promotions launch.

#### Includes:

Three Full Conference Passes
Logo Incorporation into event logo
10x10 outdoor expo booth
Presentation during welcome reception
Goodie Bag contribution

\$20,000



## Welcome Reception

**Be The Party Starter** 

Kick off the 35th Anniversary Conference in style! The Welcome Reception brings together attendees for an evening of great food, drinks, and BBQ family fun. As the presenting sponsor, your company hosts the celebration — gaining prime visibility and setting the tone as the official party starter for the entire event.

#### Includes:

One Full Conference Pass
10x10 outdoor expo booth
Presentation during welcome reception
Goodie Bag contribution
Main stage recognition









## Awards of Excellence

**Celebrating BBQ's Best** 

Attach your brand to one of the most prestigious annual events in barbecue — the NBBQA Awards of Excellence. Few opportunities offer this level of visibility and prestige. This timesensitive partnership launches with entry promotions opening October 1, 2025.

#### Includes:

Official "Presenter"

Logo on all materials

Invitation to serve as a judge (Dec. 6, 2025)

On-stage congratulations photo with each winner

10x10 outdoor expo booth

One full conference pass

Goodie bag contribution

\$6,500

## Awards of Excellence Key Inclusives



**Registration Start October 1, 2025** 



Registration Ends December 1, 2025



Judging of Awards December 6, 2025



Awards Dinner March 26, 2026

Initial start to the event with opportunity to be included on all forms

Opportunity to send personalized email out to each competitor

Opportunity to secure your seat for the judging of this contest

Opportunity for presentation on your brand to kickoff this ceremony and dinner



## Video Sponsorship

**Become Part Of History** 

Looking for an opportunity that delivers lasting visibility?

As the Official Video Sponsor, your brand will be featured across all video content from the 2026 NBBQA Conference — recorded live and shared on NBBQA.org and major streaming platforms. This sponsorship keeps your name front and center — long after the smoke clears!

#### Includes:

Logo added to ALL recorded material One full conference pass 10x10 outdoor expo booth Goodie bag contribution

\$6,500



## Meet The Masters

Where Legends and Learners Come Together

Attach your brand to one of NBBQA's most celebrated traditions — the Meet the Masters event.

A cornerstone of every conference, this high-energy session blends entertainment and education as top pitmasters share stories, answer questions, and inspire the next generation of barbecue pros.

#### **Includes:**

Logo added all promo/after materials
Presentation during the luncheon
One full conference pass
10x10 outdoor expo booth
Goodie bag contribution

\$4,500



## National Live Fire Championship

**Make BBQ History With Your Brand** 

First Annual National Live Fire Championship — an invitational showdown featuring 10 elite teams competing for a \$10,000 purse and the title of National Champion. As the presenting sponsor, your brand will have all-access visibility to capture and forever be a part of this BBQ history being made.

#### Includes:

Main stage presentation at the start of awards
Recognition on the main stage throughout the conference
Opportunity to contribute to the event goodie bags
TWO judges seats for this event

\$6,500

## Additional Opportunities

Keep your brand visible during the conference

\$4,000 Lanyard Branding

Showcase your brand on attendee lanyards.

Goodie Bag Provider \$4,000

Have your logo printed on the attendee goodie bags.

Wi-Fi Sponsorship

\$500

Provide free internet to conference attendees

Break Sponsor

\$700

Provide coffee & tea breaks - 3 opportunities

Friday "Night of Fire"

\$3,500

Sponsor the Friday event interactive meal

Outdoor Booth Exhibit

\$975

Attend & show your wares to attendees Thurs -Fri-Sat



"Together, we will always be stronger

and better"



Kell Phelps, Barbecue News Magazine
 Publisher

# Be a Part of BBQ History Today!

Reserve Your Sponsorship Now - Opportunites are Limited!

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