



# 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 continued 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 35th Anniversary Conference

200+

Attendees at the event

Engaging with diverse barbecue professionals

600K+

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

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Explore local BBQ gems on a guided tour.

The heart and soul of what this association is all about

Celebrate the best the barbecue & grilling industry has to offer

Show off YOUR skills in multiple live fire cooking contests.

# 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:***

*OneFull Conference Pass*

*10x10 outdoor expo booth*

*Presentation during welcome reception*

*Goodie Bag contribution*

*Main stage recognition*

**\$7,000**

# 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 time-sensitive 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*

**\$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

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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:**

*Mainstage 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



LanyardBranding

**SOLD**  
\$4,000

Showcase your brand on attendee lanyards.

GoodieBagProvider

**SOLD**  
\$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”

**SOLD**  
\$3,500

Sponsor the Friday event **interactive** meal

"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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