



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

1

BBQ Bus Tour
&
Bourbon Tasting
March 25

2

Pr ofessional
Educational
Sessions
March 26-27

3

Awards
of
Excellence
March 26

4

Live
Fire
Competitions
March 27-28

Explore local BBQ gems on a guided
tour.

The heart and soul of what
this association is all about

Celebrate the best ithe 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 FullConference 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 Inclusive



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:

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

~~\$4,000~~
SOLD

Showcase your brand on attendee lanyards.

GoodieBagProvider

~~\$4,000~~
SOLD

Have your logo printed on the attendee goodie bags.

Wi-FiSponsorship

\$500

Provide free internet to conference attendees

Break Sponsor

\$700

Provide coffee & tea breaks - 3 opportunities

Friday "Night of Fire"

~~\$3,500~~
SOLD

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 - Opportunities are Limited!

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