



SATURDAY, JUNE 1, 2019

**BENEFITING
COLORADO'S FIRST RESPONDERS**

**SPONSORSHIP
INFORMATION**

ABOUT THE COOK-OFF

North Metro Fire Rescue District and Northglenn Police Department will host the 2nd Annual Red and Blue BBQ Cook-Off on June 1, 2019, at E.B. Rains Jr. Memorial Park in Northglenn, Colorado. The family-friendly event will include a BBQ competition, live music, kids activities and vendors, all while raising funds for two charities that support fallen or seriously injured first responders in Colorado.

The Competition

Cook-off teams, many comprised of firefighters and police officers, will compete in the categories of brisket, chicken and pork ribs. KCBS-certified judges will determine the category winners and the cook-off's grand champion team. Additionally, North Metro Fire and Northglenn Police will square off in a whole hog roast for a special traveling trophy between the two departments. Anyone from the public wishing to sample BBQ from the cook-off teams can purchase tickets.

The Cause

All profits from the cook-off event will go toward two non-profits, Colorado Professional Firefighters Foundation and Colorado C.O.P.S. (Concerns of Police Survivors), which support fallen and seriously injured first responders in Colorado.



The Inspiration

The Red and Blue BBQ Cook-Off is the brainchild of North Metro Firefighter/Engineer Mike Dawson, who wanted to do something to support first responders and their families facing difficult times.

Dawson is no stranger to the support that comes from the first responder community. In 2008, he was diagnosed with cancer, a disease firefighters have a much higher chance of contracting than the average population. Dawson immediately felt the strength and support from his fellow firefighters and police officers as he began down the journey of cancer treatment. He eventually beat the disease and continues to serve as a firefighter and engineer for North Metro Fire.

Given his love for BBQ and helping others, along with his experience raising pigs on his farm, Dawson was inspired to do something to pay it forward to help other first responders.

“I’ve hosted a pig roast at my farm for several years for fellow firefighters and friends. When I started watching cook-off shows on TV, it gave me the idea to expand my small pig roast into a community-wide event and competition,” said Dawson. “Seeing all of the tragic events that have impacted first responders in recent years, I thought it would be great if we could do something bigger to help out, and that’s where the Red and Blue BBQ Cook-Off started.”

The Goal

Last year, the inaugural Red and Blue BBQ Cook-Off raised more than \$8,500, which was split between the two charities. Without the support of many sponsors, that wouldn’t have been possible. **This year, the goal is to raise \$20,000 for charity. With your support as a sponsor, we know we can reach our goal.**

AVAILABLE SPONSORSHIPS

Pitmaster Sponsor - \$5000

- Recognition on all promotional collateral and online marketing
- Logo prominently displayed on event website as premiere sponsor
- Large logo listed at top of event T-shirts
- Logo displayed on premiere sponsor banner on music stage
- Live interview with emcee during event
- Recognition during pre-event radio interviews
- Vendor booth at event
- Complimentary cook-off team entry
- 10 VIP wristbands that provide access to sample from all cook-off teams
- Two VIP parking spots



The Whole Hog Sponsor - \$1500

- Recognition on all promotional collateral and online marketing
- Logo prominently displayed on event website
- Logo on event T-shirts
- Large logo included on sponsors banner displayed on music stage
- Recognition by emcee during the event
- 4 VIP wristbands that provide access to sample from all cook-off teams
- Two VIP parking spots
- Vendor booth at event

The Sides Sponsor - \$500

- Recognition on website and online marketing
- Name included on event T-shirt
- Small logo included on sponsors banner displayed on music stage
- Recognition by emcee during the event
- 4 general admission entries to event
- Vendor booth at event

The Sauce Sponsor - \$250

- Recognition on website and online marketing
- 2 general admission entries to the event
- Vendor booth at event

Supporting Sponsor (In-Kind and Monetary Donations)

Sponsors providing in-kind donations or other monetary donations will be recognized online and at the event. Supporting sponsors providing in-kind or monetary donations valued at \$100 or more will receive two general admission entries to the event. Larger values will receive additional benefits.

All interested sponsors should fill out the following sponsorship form and email it to Jake Cohen at jcohen@northmetrofire.org. You can also register as a sponsor online at www.nmfr.org/bbq. For additional questions, contact Jake at (858) 336-2078.

SPONSOR REGISTRATION FORM



All interested sponsors should fill out the following sponsorship form and email it to Jake Cohen at jcohen@northmetrofire.org. You can also register as a sponsor online at www.nmfr.org/bbq. For additional questions, contact Jake at (858) 336-2078.

Name: _____

Business Name: _____

Address: _____

City: _____ State/Zip: _____

Phone: _____ Email: _____

Select Level of Sponsorship:

Pitmaster (\$5000)

The Whole Hog (\$1500)

The Sides (\$500)

The Sauce (\$250)

In-Kind Donations (Please describe what items or services you would like to donate and the value of your donation. Jake Cohen will contact you regarding your donation, once your registration form is received.):

Form of Payment:

Please make a check payable to North Metro Fire Rescue Community Foundation in the amount of your sponsorship level with attention to BBQ Cook-Off and mail to Attn: Lisa Willis, North Metro Fire, 101 Spader Way, Broomfield, CO. You may also call and provide your credit card information over the phone or register and pay online at www.nmfr.org/bbq.

Logo Use:

If you would like to be recognized on marketing collateral and promotions, please email an EPS or PNG file of your logo to Sara Farris at sfarris@northmetrofire.org. In order to be included on the event T-shirt, logos must be received by May 3.