

MUSIC CITY **HOT** CHICKEN FESTIVAL



Thursday, July 4, 2024 - East Park
Benefiting Metro Nashville Parks and Recreation

**SPICY SPONSORSHIP
OPPORTUNITIES**



2023 FESTIVAL HIGHLIGHTS



July 4, 2023 - East Park

Nine Hot Chicken Vendors served over 10,000 attendees.

Four bands filled the festival with music and good vibes

The festival hosted its third annual kids area!

Festival sponsors displayed prominently throughout the website. Digital and print marketing include the exclusive Festival poster and shirt featuring festival sponsor logos. The Hot Chicken Amateur Cooking Competition aired on Channel 5 Talk of the Town, the Tennessean, and News 4 Festival featured day of on News 2, News 4, and News 5.

Raised over \$40,000 to benefit Metro Parks.

JOIN US FOR THE 18TH ANNUAL MUSIC CITY HOT CHICKEN FESTIVAL Thursday, July 4, 2024 in Nashville's East Park.

Each July 4, our Festival celebrates Nashville's unique culinary dish attracting attendees from across the country. Since its beginnings, the Hot Chicken Festival has helped to fan the flames, telling the story of the goodness and history of hot chicken across the U.S.

Festival attendees enjoy **amazing hot chicken** from local establishments such as Bolton's, Hattie Bs, Party Fowl, and Prince's, as well as **entertainment and activities for the entire family**. The Festival puts **amateur cooks head-to-head** in competition of their best hot chicken recipe. The festival kicks off with the can't-miss **Fire Truck Parade!**

The Festival benefits Metro Nashville Parks and Recreation, and efforts to preserve, enhance and promote Nashville's beloved parks.



YOU'RE INVITED - 2024 FOWL BALL AND FESTIVAL PERKS!

In addition to supporting a Nashville tradition and the opportunities for brand awareness with thousands of Nashvillians on, all Music City Hot Chicken Festival Sponsors are invited to join us for the Fowl Ball - a special afternoon of Hot Chicken and camaraderie - and the on-site Sponsor Area at the festival with a buffet including samples from all the hot chicken vendors and cold beer from Yazoo Brewery. This is a great opportunity to connect with other festival sponsors and Nashville dignitaries.

Come join in the fun!

PRESENTING SPONSORSHIP — SOLD

As our Hot Chicken Festival Presenting Sponsor, you will receive:



- Company name adjacent to the Festival name and/or logo in all marketing and promotional activities
- Recognition as Presenting Sponsor in all Festival print advertising and public service announcements
- Recognition with logo on Festival print ads and poster
- Recognition as Presenting Sponsor on all Festival websites
- Presenting sponsorship recognition in all Festival radio advertising
- Presenting sponsorship recognition on all Festival printed signs
- Presenting sponsorship recognition with logo on Festival stage signs
- Presenting sponsorship recognition in all Festival press releases
- Complimentary booth space for sales or promotion at the Festival
- Presenting sponsorship recognition of company during stage announcements
- 20 passes to the Fowl Ball sponsorship appreciation event
- 20 passes to the on-site sponsors tent

HOT CHICKEN VENDOR AND SMALL BUSINESS SPONSOR - Only One Available

This sponsorship opportunity supports the minority owned and small businesses that are at the heart of the festival and the heart of Nashville Hot Chicken. The small business sponsor helps underwrite the expense of festival participation for our vendors so they can bring the joy of hot chicken to everyone. Our vendor sponsor will receive the following:

- Your company logo will appear prominently as the vendor sponsor in the festival press release.
- Recognition with logo on Festival signs on signage around the festival and in vendor areas.
- Recognition with logo on Festival print ads and poster
- Recognition as Sponsor on all Festival websites
- Recognition of company during stage announcements
- 12 passes to the Fowl Ball sponsorship appreciation event
- 12 passes to the on-site sponsors tent

Vendor and Small Business Investment: \$7,500



MUSIC AND STAGE SPONSOR

This sponsorship opportunity supports the local musicians who keep us moving and grooving during the Festival. The small business sponsor helps underwrite the expense of musical acts and music production.

- Festival stage branding
- Recognition as music sponsor with logo placement on Festival print ads and poster
- Recognition with logo placement on the Festival website
- Your company logo on Festival signs throughout the Park
- 10 passes to the Fowl Ball sponsorship appreciation event
- 10 passes to the on-site sponsors tent

Music and Stage Investment: \$6,000



AMATEUR COOKING CONTEST SPONSOR

Central to the Festival is the amateur cooking contest where contestants compete for the grand prize trophy. Several of our past winners have gone on to start their own hot chicken businesses. Our Contest sponsors will receive the following:

- Your company logo will appear prominently as the contest sponsor during the competition.
- Recognition with logo on Festival signs throughout the Park
- Recognition with logo on Festival print ads and poster
- Recognition as Sponsor on all Festival websites
- Recognition of company during stage announcements
- 8 passes to the Fowl Ball sponsorship appreciation event
- 8 passes to the on-site sponsors tent

Amateur Competition Investment: \$5,000



FIRE TRUCK PARADE SPONSOR

The Fire Truck Parade kicks off the festival every year with spectators lining Woodland Street to wave and catch beads! The Parade Sponsor will receive the following:

- Your company will be the official sponsor/host of the Fire Truck Parade
- Your company logo will appear prominently as a sponsor of the parade.
- Recognition with logo on Festival signs throughout the Park
- Recognition with logo on Festival print ads and poster
- Recognition as Sponsor on all Festival websites
- Recognition of company during stage announcements
- 8 passes to the Fowl Ball sponsorship appreciation event
- 8 passes to the on-site sponsors tent

Sponsorship Investment: \$5,000



KIDS ACTIVITY ZONE SPONSOR

The Kids Activity Zone provides fun arts activities and games for families attending the festival and is organized in cooperation with Warner Arts Magnet School. Our Kid Zone tent sponsor will receive the following:

- Your company will be the official sponsor/host of the Kids Activity Zone at the Festival
- Your company logo will appear prominently as a sponsor of the Kids Activity Zone.
- Recognition with logo on Festival signs throughout the Park
- Recognition with logo on Festival print ads and poster
- Recognition as Sponsor on all Festival websites
- Recognition of company during stage announcements
- 8 passes to the Fowl Ball sponsorship appreciation event
- 8 passes to the on-site sponsors tent

Sponsorship Investment: \$5,000



SPICY BRAND AWARENESS OPPORTUNITY

This general sponsorship opportunity of the entire event is surely something to cluck about for those wanting to be a part of the Festival excitement. These sponsors will receive:

- Recognition with logo on Festival print ads and poster
- Recognition with logo placement on Festival websites
- Your company logo on Festival signs throughout the Park
- 4 passes to the Fowl Ball sponsorship appreciation event
- 4 passes to the on-site sponsors tent

Brand Awareness Investment: \$3,000

FESTIVAL BENEFACTOR

Benefactors receive the following:

- 2 tickets to the festival's Fowl Ball sponsorship appreciation event
- 2 passes into the festival on site sponsor tent
- Recognition on the Festival websites

Benefactor Status: \$1,000



2024 HOT CHICKEN FESTIVAL HONORARY CHAIRS

Former Mayor of Nashville and Hot Chicken Festival Founder Bill Purcell

Proprietor of the famous Prince's Hot Chicken Shack Andre Prince

100% of proceeds from the 2024 Music City Hot Chicken Festival will benefit Metro Nashville Parks and Recreation, a non-profit, grassroots organization dedicated to preserving and improving Nashville parks.



MUSIC CITY HOT CHICKEN FESTIVAL COMMITMENT FORM

Email to: Abby Trotter, abby@hallstrategies.com

Date of Event: Thursday July 4, 2024.

Time: 11 am to 3 pm

Location: East Park, 700 Woodland Street

YES, WE WILL SPONSOR THE MUSIC CITY HOT CHICKEN FESTIVAL:

Sponsorship Amount: _____

Sponsorship Level: _____

COMPANY INFORMATION

Company name: _____

Preferred company name for listing in festival promotions: _____

Primary contact: _____

Mailing address: _____

Office phone: _____

Mobile phone: _____

Email: _____

PLEASE SEND AN INVOICE:

I WILL MAIL A CHECK:

Please email the high-resolution, digital logo that you'd like to appear on promotions to abby@hallstrategies.com.

Sponsorship checks should be made payable to: Nashville Parks Foundation, P.O. Box 196340, Nashville, TN 37219

For more information contact Abby Trotter, 615-969-8113 abby@hallstrategies.com

