



## 2021 Apopka BBQ Showdown Sponsorship Agreement

The City of Apopka c/o BBQ Competition  
3710 Jason Dwellley Parkway, Apopka, FL 32712  
Phone: 407-703-1700  
[www.ApopkaBBQ.com](http://www.ApopkaBBQ.com)

### Event Information:

This event is sanctioned by the Florida BBQ Association. The 2021 Apopka BBQ Showdown is April 9 and 10, 2021 at the Northwest Recreation Complex (3710 Jason Dwellley Parkway, Apopka, FL 32712). The BBQ Competition is Saturday, April 10, 2021. BBQ set up is at 2500 Appy Road, Apopka, FL 32712.

### Agreement:

An Agreement made on the \_\_\_\_\_ Day of \_\_\_\_\_, 2021, between the City of Apopka, 120 E. Main Street, Apopka, FL 32703, (hereinafter called "The City") of one part and \_\_\_\_\_ (hereinafter called "Sponsor") of the other part WHEREBY IT IS AGREED:

1. In consideration of this agreement by the Sponsor to pay The City the sum of \$ \_\_\_\_\_ to sponsor the 2021 Apopka BBQ Showdown on April 9 and 10 at the Northwest Recreation Complex, The City agrees to provide the benefits set out in section 2 below.

2. **Benefits to Sponsor**

From this signed date through April 10, 2021, The City agrees:

- a. Sponsor will have exclusive title sponsorship as outlined in the event sponsorship package to include sole placement of Sponsor logo underneath the event name in the event logo.
  - b. The event will be titled as the "Apopka BBQ Showdown presented by \_\_\_\_\_."
  - c. Top sponsor identification by in print, radio and video promotions, all at-event signage and event hand-outs.
  - d. Top sponsor recognition in the event website and social media. Online campaign and event promotion will precede the event by at least two months.
  - e. First choice of display booths/areas at event site and opportunity to display any products, services or company marketing materials.
  - f. Opportunity to provide promotional material / items for competitors and visitors.
  - g. Allotted time to speak to competitors and attendees during pre-competition meeting and to be present on stage for awards announcements for winning cooks.
3. **Payment**  
Payment of the said sum of \$ \_\_\_\_\_ shall be made in full at the time this agreement is signed.

**4. Other Agreements**

- a. It is agreed that all matters relating to the administration of this event, advertising, promotion and sponsorships shall remain the exclusive responsibility of The City. Also, The City will make every effort not to seek sponsorship or event participation from companies or products that directly compete with the business interests of Sponsor.
- b. It is agreed that in the event of any earned media or news coverage, The City will make every effort to include Sponsor's name and to provide credit of support for this event.
- c. This event will be held April 9 & 10, 2021, rain or shine. This agreement will be respected regardless of weather or attendance at the event.

This agreement is made solely with Sponsor as “\_\_\_\_\_”  
and shall not be re-assignable without written permission from The City.

**In Witness Whereof**, the undersigned have caused this Agreement to be duly executed as of the date set forth below.

**City of Apopka, FL**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Sponsor Name:** \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_