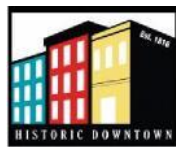




2018



O X F O R D *Catch the Spirit of Downtown OXFORD*

EXECUTIVE SUMMARY

The Downtown Oxford Economic Development Corporation is appealing to your community pride. The State recognized, NC Hot Sauce Contest is held annually on the second Saturday in September, welcoming thousands of visitors. Our 2017 festival topped an estimated 18,000 visitors! The 12th annual festival will be held on Saturday, September 8, 2018 from 11:00 a.m. - 4:00 p.m. on, Main, College, Williamsboro and Hillsboro Streets in Downtown Oxford.

To match up to the festivals in neighboring towns, more funds are needed as the festival continues to grow. In the eleven years since its founding, the NC Hot Sauce Contest has transformed the community and the downtown into **THE “Smoking Hot”** place to be, bringing thousands of people into Oxford. People from all over the State and southern Virginia come to Oxford’s downtown to enjoy sampling North Carolina products, hot sauces, barbeque sauces, breweries, and wines. Enjoy the pepper eating contest, music, craft vendors, Oxford Parks & Recreation Department’s Annual Top 50 Car Show, and children’s activities, Granville Gardeners’ plant sale, and so much more. The event spotlights Granville County as home to the largest pepper producer/distributor on the eastern seaboard, Bailey Farms. We would like to strive for greater growth, and to continue to improve the quality of activities, but we can only achieve this if we acquire more business support from the community.

The North Carolina Hot Sauce Contest has enjoyed excellent support from Bailey Farms, Union Bank, Granville Health System, Stovall’s Gifts, PSNC Energy, CertainTeed, the City of Oxford, Duke Energy, Granville County Farm Bureau, and many other groups. However, business backing is the key to the great success of this smoking hot event. You are invited to take part by being a sponsor.

Join your community – it’s a matter of PRIDE!

Thank you for your consideration and support of this community event.

Why Sponsor the NC Hot Sauce Contest?

A Smoking Hot Event

The NC Hot Sauce Contest brings thousands of people to downtown Oxford to interact with friends, merchants, fans, artisans and vendors. In 2017, we topped an estimated 18,000 visitors. North Carolina's finest products, hot sauces, barbeque sauces, along with breweries and wineries spice up the blends and texture of downtown's historical streets. Enter the NC Pepper Eating Contest. Capture all the history of Oxford by visiting the Granville County Museum and their September Sensations Bazaar as well as at the Harris Exhibit Hall, famous for showcasing local artisans. Visit the Granville Gardeners Plant Sale. We have activities for children, lovely local shops waiting to greet you and great restaurants, all at your fingertips. NC Hot Sauces and Barbecue Sauces will be competing for the title of North Carolina's Best!!!!!!!

A Proud History

More than a century ago, Oxford was described as "one of the prettiest towns in all the country, with wide and well shaded streets, large lawns and elegant residences." That description still holds true today. Surrounded by vital, growing industries housed in state-of-the-art facilities, Oxford nevertheless retains the charm and friendliness of its historic past. The central business and residential districts are on the National Register of Historic Places. Located atop the bustling Research Triangle in the rolling piedmont of northern Granville County, Oxford affords both easy access to metropolitan amenities and a village atmosphere where neighborly greetings and hometown service are the order of the day.

Outstanding Community & Volunteer Support

One of the most important elements in the success of the NC Hot Sauce Contest has been the strong show of support from the community. The DOEDC works year round to ensure smooth running of the event. Area businesses, local residents and civic organizations also give their time and effort to the event, resulting in the contribution of hundreds of hours of volunteer effort. Because the NC Hot Sauce Contest is a free gift to the community, we rely on the generous contributions by many area businesses.





Proven Return on Investment

A 1999 survey conducted by the International Events Group, Inc., the worldwide authority revealed festivals have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales of their product and provide the most conducive environment for experimental sampling. In addition, your sponsorship is **tax deductible**.

Sponsorship Highlights

Marketing Highlights

Prior to and during the NC Hot Sauce Contest, we give you the opportunity to put your brand and your product directly into the hands of thousands of potential customers. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

-  High traffic locations within event grounds
-  High visibility signage
-  Use of event logo in product promotion
-  Retail/trade promotion

Make an impression

Depending upon your level of involvement, your advertising message will be seen during all NC Hot Sauce Contest promotional periods. We're targeting families, seniors and the young – that's everyone! This targeted audience will see your message in a dynamic, unique and attentive environment that will help your product or service.

- 📄 Print advertising
- 📄 Recognition on VisitNC.com
- 📄 Radio spots
- 📄 Website
- 📄 Press releases
- 📄 T-shirts
- 📄 Posters
- 📄 Brochures/Guides
- 📄 Flyers
- 📄 Banners

Sponsorship Benefit Details

The following is a list of benefits available to NC Hot Sauce Contest sponsors; to see what level you will receive as a sponsor, consult *Sponsorship Options*.

Advertising

Print Media, including, but not limited to:

- 📄 Oxford Public Ledger
- 📄 The Daily Dispatch
- 📄 The Butner-Creedmoor News
- 📄 Mecklenburg Sun
- 📄 The News & Observer
- 📄 The Gazette-Virginian

↳ South Hill Enterprise

↳ News and Observer

Radio

↳ 94.7 WQDR

↳ Lakes Media US 98.3

Websites/Social Network

↳ Festival website

↳ The City of Oxford's website

↳ Listing on the Granville County Chamber of Commerce's Calendar of Events

↳ Facebook

↳ Email distribution

Press Releases

↳ Sponsor mention in press releases

Printed Material

↳ Promotional Posters/Flyers

↳ Distributed throughout Oxford and surrounding communities

↳ Banners

↳ On site

↳ T-shirts

↳ Business name will appear on t-shirt

Event Guide

↳ Business included on event guide

↳ **The Bill Board on 85 North**

Your sponsorship will assist in the following opportunities:

- 🔪 Prize money: NC Hot Sauce Contest, BBQ
 - 🔪 Sauce Contest Entertainment stage
 - 🔪 Convenience seating and tables for
 - 🔪 Festival goers Children's activities
 - 🔪 Advertising
 - 🔪 Other
-

Sponsorship Options

Habanero Pepper Level - \$5,000+

As a Habanero Pepper Level Sponsor, your business name will be strongly associated with our marketing and promotional efforts associated with a specific event or activity.

- 🔪 Choose exclusive sponsor at this level from the following categories:
- 🔪 NC Hot Sauces & BBQ Sauces Competitions
- 🔪 Entertainment Stage
- 🔪 This level of sponsorship provides your business the opportunity:
- 🔪 To be identified as making a specific contribution to an event or activity. (i.e. NC Hot Sauces & BBQ Sauces Competitions presented by (**SPONSOR NAME**) shall be on all advertising.
- 🔪 Personal radio spot prior to the event on US 98.3 (radio ad rotates with the general ad for the event)
- 🔪 Banner with business logo posted at the event
- 🔪 Use of event logo in product promotion
- 🔪 Logo on all written materials
- 🔪 Business name will appear on t-shirt
- 🔪 Business linked to event website (everyone is directed to the website)
- 🔪 Business information and/or products included in judges' goody bags
- 🔪 Vendor space at the event

Chile Pepper Level - \$3,000 up to \$4,999

Chili Pepper Sponsor will be offered as the next highest level of visibility and exposure to thousands of patrons who attend the NC Hot Sauce Contest.

- ↳ Mention of sponsorship of festival on some radio advertisements.
- ↳ Logo on all written materials
- ↳ Banner with business logo posted at the event
- ↳ Business linked to event website (everyone is directed to the website)
- ↳ Vendor space at event
- ↳ Business name will appear on t-shirt

Cayenne Pepper Level - \$1,000 up to \$2,999

As a Cayenne Pepper Sponsor, your business will be associated with the NC Hot Sauce Contest, offering visibility and exposure to thousands of patrons who attend the event.

- ↳ Business name listed in some advertising and promotional materials
- ↳ Banner with business name and logo posted at event
- ↳ Business name listed on event website (everyone is directed to the website)
- ↳ Business name will appear on t-shirt
- ↳ 2 Vendor Spaces at the Event

Jalapeno Pepper Level – \$500 up to \$999

- ↳ Business name included in some promotional materials
- ↳ Name listed on event website (everyone is directed to the website)

YOUR SUPPORT IS GREATLY APPRECIATED!



Please make all donation checks payable to the Downtown Oxford Economic Development Corporation, and return by June 30, 2018. Checks should be mailed to the Downtown Oxford Economic Development Corporation, PO Box 1307, Oxford, NC 27565. Thank You!

Downtown Oxford Economic Development Corporation is a 501(c)(3) tax exempt organization. Sponsorship donations are tax deductible.