



Dear Friend of the Chili:

Known as the premiere cook-off on the east coast, the South Carolina State Chili Cook-off Championship brings in chili cooks from around the United States, vying for a chance to qualify for the International Chili Society World Championships. For eleven years, over 50 competitors from as far away as California, Ohio, Florida and Canada have descended upon the little town of Belton, SC, to experience the thrill of competition in a home-town setting.

The **SCSCCOC** is an International Chili Society sanctioned not-for-profit fundraising event that helps raise money and awareness for non-profit organizations in our area. The non-profit beneficiaries which are aided by this cook-off include the Belton Interfaith Ministries Association, Shalom Recovery House, the Belton Area Museum Association, the Belton Masonic Lodge #130 Children's Programs, and the Belton Center for the Arts. These organizations offer free services to our community, providing quality of life experiences for everyone.

We use the cook-off sponsorship dollars to create an event that draws crowds of people who pay to sample chili, buy merchandise, drinks, and other items. Proceeds from these purchases go toward the net amount that we are able to give back to these non-profits. Pre-pandemic, an estimated 4194 visitors joined us in 2019 to sample the chili cooks' best recipes and support these non-profits.

And the 12th Annual SC State Chili Cook-off is right around the corner, this year on May 13 -15. As the Marketing and Publicity Chairman for the South Carolina State Chili Cook-Off Championships, I am asking for your help.

Would you consider being a sponsor to help fund this year's event? All sponsorship levels are featured in our social media platforms, in the Cook-Off event program, and during on-stage announcements. You will also be able to compete in People's Choice and host a booth at the Saturday event, but most importantly, your advertising dollars reach thousands in the tri-state area. And if you would like, we would love to secure you as a Judge in the judging room, tasting chili entries from professional cooks who are vying for a chance to go to the World Championships.

I have enclosed a sponsorship level sheet guide, and we will be in touch with you in the next few weeks to follow up and discuss how you can help make this event a success.

Alison A. Darby

Alison Darby
Publicity Chairman
South Carolina State Chili Cook-Off Championships
Phone: 864-958-5264
Email: memoryln@charter.net

12th Annual SC State Chili Cook-off Championships 2022 Sponsorship Form



Due April 22, 2022

Company or Organization Name _____

Address _____

Phone _____

Email _____

Website Address _____

Sponsorship Type:

___ Presenting Habenero Sponsor (\$2500)

___ Jalapeno Sponsor (\$500)

___ Cayenne Sponsor (\$1000)

___ Poblano Sponsor (\$250)

___ Salsa (In Kind) Sponsor (Value \$____)

Ad Copy: _____

***Please attach a business card to this form or send a logo in jpeg or pdf file to
memoryln@charter.net.***

Make Checks payable SCSCCOC and send to Belton Alliance, PO Box 111, Belton,
SC 29627.

For Office Use Only:

Amount Paid: _____ Check Number: _____ Date Received _____

Sponsorship Levels



Presenting Habanero Sponsor (limited to two-\$2500)

1. Recognition as Presenting Sponsor
2. Recognition in all marketing materials, which include any television advertising, print publications, on-air radio advertisements, PR blasts, etc.
3. Sponsor logo advertised on SC Chili Championship Cook-off website and social media pages
4. Your banner with logo at the stage
5. Opportunity to announce and present awards at conclusion of cook-off
6. Full-page, full-color advertisement in SC Chili Championship Cook-off program booklet (\$200 value)
7. Booth/tent space at event on May 14 (\$100 value)
8. People's Choice Competition entry fee (\$25 value)
9. (8) complimentary tickets to VIP Room (\$80 value)
10. (8) complimentary wristbands to SC Chili Championship Cook-off (\$120 value)



Cayenne Sponsor - \$1000

1. Recognition as Cayenne Sponsor
2. Recognition in marketing materials, which may include print publications, PR blasts, etc.
3. Sponsor logo advertised on SC Chili Championship Cook-off website and social media pages
4. Half-page, full color advertisement in SC Chili Championship Cook-off program (\$100 value)
5. Booth/tent space at event on May 14 (\$100 value)
6. People's Choice Competition entry fee (\$25 value)
7. (4) complimentary tickets to VIP Room (\$40 value)
8. (4) complimentary wristbands to SC Chili Championship Cook-off (\$60 value)



Jalapeno Sponsor - \$500

1. Recognition as Jalapeno Sponsor
2. Recognition in marketing materials, which may include print publications, PR blasts, etc.
3. Sponsor logo advertised on SC Chili Championship Cook-off website and social media pages
4. 1/3-page, full color advertisement in SC Chili Championship Cook-off program (\$75 value)
5. Booth/tent space at event on May 14 (\$100 value)
6. People's Choice Competition entry fee (\$25 value)
7. (2) complimentary tickets to VIP Room (\$20 value)
8. (2) complimentary wristbands to SC Chili Championship Cook-off (\$30 value)



Poblano Sponsor - \$250

1. Recognition as Pablano Sponsor
2. Recognition in marketing materials, which includes print publications, PR blasts, etc.
3. Sponsor logo advertised on SC Chili Championship Cook-off website and social media pages
4. 1/4-page, full color advertisement in SC Chili Championship Cook-off program (\$50 value)
5. Booth/tent space at event on May 14 (\$100 value)
6. People's Choice Competition entry fee (\$25 value)

In kind sponsorships – Same perks as at levels described above