



36th Annual Chugwater's Chili Cook-off & Roundup

📍 PO Box 222 Chugwater, WY 82210

✉️ chugwaterchilicookoff@gmail.com

January 1, 2022

Dear Sponsor:

Chugwater Events, Inc, a registered 501c(3), is pleased to announce the presentation of the 36th annual Wyoming State Championship Chili Cook-off and Round-up, held in Chugwater, Wyoming on June 18, 2022. We invite you to tap into Platte County's premier summer celebration by becoming a sponsor and partner.

More than 36 years ago, this event (commonly known as the Chugwater Chili Cook-off) began as a small gathering of people to celebrate the best chili and the best community, together. Over the years, this event has transformed into the largest Chili Cook-off in the state and has drawn thousands of people from across the United States to share the love of good chili, western heritage, and great company. Last year attendance was at an all-time high with visitors from nearly every continental state.

This event has, no doubt, kept the small town of Chugwater on the map. Each year, thousands join our welcoming community where time moves slower and smiles are bigger. As our fame continues to grow, so do our goals. We are expanding both our reach and events to meet these goals. To do so, we are seeking your sponsorship once again, and have several exciting new additions to our event that will without a doubt be an excellent way to promote you, our sponsors.

New sponsor opportunities this year:

CCCR Photo Booth

Ensure your name is seen on every image taken and uploaded to social media at our complimentary photo booth, located at the center of the park.

Horse-Drawn Carriages

Draw attention to your organization as attendees see your name on complimentary horse-drawn wagon rides to and from the park, in use throughout the day.

Social Media Highlights

Enjoy complimentary social media advertising and introduce your brand to thousands of new viewers. Video promotions offered along with multiple occurrences.

The mission of the Chugwater Chili Cookoff has always been to promote and celebrate the culture in our community. Last year, we were able to donate to several groups and assist with many vital projects:

- Chugwater Historical Group for museum upkeep and renovations
- Chugwater Economic Development for support to local businesses
- Chugwater Fire Department for the purchase of new equipment
- Chugwater FFA/FBLA for their trip to nationals

With your continued support, we hope to expand our outreach even more. In addition to the continued support of the organizations listed above, we are excited to announce the implementation of a scholarship fund with a portion of this year's proceeds. As a registered 501c(3), all donations made to this year's State Championship Cookoff are tax deductible.

Sincerely,

Ryleigh Vaughn

36th Annual CCCR, Event Chair

2022 Sponsorship Opportunities

Premier - \$6,500+ (limit 2)

Your logo on:

- Photo Booth backdrop at center of the park
- Horse-drawn carriages (large)
- Event Tickets
- Event Hats, T-Shirts, Mugs, Cooks' Bags,
- All Marketing Material
- Large Banner on stages and choice arena location
- Front Cover of Event Brochure
- Logo + Link on company website

Advertising Included:

- Weekly Social Media Highlights, 2 video promos
- ALL print, radio, and online
- Live mentions throughout the event

Additional Assets:

- 5 chili judging finals' seats
- Vendor booth located in chili tasting area
- Admission for entire team
- 4 invitations to exclusive cook's dinner
- 10 event T-shirts / 10 event hats

Platinum - \$4,000 +

Your logo on:

- Horse-drawn carriages (medium)
- Event T-Shirts, Mugs, and Cooks' Bags
- All Marketing Material
- Large Banner on stages and choice arena location
- Inside Event Brochure (large)
- Logo + Link on company website

Advertising Included:

- Bi-weekly Social Media Highlights, 1 video promo
- ALL radio and online
- Live mentions throughout the event

Additional Assets:

- 3 chili judging finals' seats
- Vendor booth located in chili tasting area
- 10 admission tickets
- 2 invitations to exclusive cook's dinner
- 5 event T-shirts / 5 event hats

Gold - \$2,500 +

Your logo on:

- Horse-drawn carriages (small)
- Event T-Shirts
- All Marketing Material
- Large Banner on stages OR choice arena location
- Inside Event Brochure (medium)
- Logo + Link on company website

Advertising Included:

- Social Media Highlight
- ALL online
- Live mentions throughout the event

Additional Assets:

- 3 preliminary chili judging seats
- Vendor booth in preferred location
- 8 admission tickets
- 2 invitations to exclusive cook's dinner
- 3 event T-shirts

Silver - \$1,000 +

Your logo on:

- Event T-Shirts
- Banner on our tent OR standard arena location
- Inside Event Brochure (small)

Advertising Included:

- Live mentions throughout the event

Additional Assets:

- 2 preliminary chili judging seats
- Vendor booth in standard location
- 5 admission tickets
- 2 event T-shirts

Bronze - \$ 500 + (cash or in-kind)

Your logo on:

- Event T-Shirts (name only)
- Large event display
- Inside Event Brochure (name only)

Additional Assets:

- 1 preliminary chili judging seats
- Vendor booth in standard location
- 1 event T-shirts

~ A La Carte Sponsorship Options ~

(will include name recognition, name in brochure, and small event display advertisement)

- Green Chili, Salsa, or Cobbler Added Prize Money
- Rodeo Added Prize Money
- Kid's Corner (banner included in play area)
- Cornhole, Jalepeno Eating, or Pie Eating Contest Prizes
- Cooker Bag donations (100 small branded items)

*****ALL DONATIONS ACCEPTED AND APPRECIATED!*****



Sponsorship Opportunities

	Premier – \$6,500+ (limit 2)	Platinum – \$4,000 +	Gold – \$2,500 +	Silver – \$1,000 +	Bronze – \$500 + (cash or in-kind)
Presenting Sponsor	x				
Logo Placement:					
Photo Booth	x				
Horse-Drawn Carriages	Large	Medium	Small		
Event Tickets	x				
Hats	x				
Mugs	x	x			
Cook's Bags	x	x			
T-shirts	x	x	x	x	
Marketing Material	x	x	x		Name Only
Logo/Company Link on Website	x	x	x		
Banner	Stages and Choice Arena	Stages and Choice Arena	Stage or Choice Arena	Tent or Standard Arena	Small Event Display
Brochure	Front Cover	Large	Medium	Small	Name Only
Advertising Inclusion:					
Social Media Highlights	Weekly Highlight, 2 videos	Bi-Weekly Highlight, 1 video	x		
Advertising	All print, radio, and online	All radio and online	All online		
Live mentions throughout the event	x	x	x	x	
Additional Assets:					
Judging Spots	5 Finals	3 Finals	3 Preliminary	2 Preliminary	1 Preliminary
Vendor Booth	Chili Tasting	Chili Tasting	Preferred location	Standard Location	Standard Location
Admission	all	10	8	5	
Cooks Dinner	4	2	2		
T-Shirts	10	5	3	2	1
Hats	10	5			



Deadline for Sponsorship: Wednesday, March 30, 2022

So that we may thank you properly, please include an 8 ½ x 11” Advertisement for our Sponsor Appreciation boards and an ad for the brochures. Files may also be sent to: chugwaterchilicookoff@gmail.com

If you will be supplying a business banner for your sponsorship level, we will gladly pick it/them up!

Yes! We will Sponsor the 36th Annual Chugwater’s Chili Cook-off and Roundup

Cook Off Sponsor Levels	Amount Due:
Platinum \$6,500+	
Premier \$4,000+	
Gold \$2,500+	
Silver \$1000+	
Bronze \$500+ (Cash or In-Kind)	
A La Carte	Amount Added
Green Chili, Salsa, or Cobbler Added Prize Money	
Rodeo Added Prize Money	
Kid’s Corner	
Cornhole, Jalapeno Eating, or Pie Eating Contest Prizes	
Gift Bags Sponsor x100 gifts	Yes/No
Other:	
Total Enclosed	

Name: _____ Phone: _____

Address: _____ Email: _____

Special Instructions:

