



MID-SOUTH BARBECUE FESTIVAL

FRIDAY, OCTOBER 20

6:00 pm - 9:00 pm

SATURDAY, OCTOBER 21

10:00am - 4:00pm

Historic Downtown Mount Pleasant, Tennessee

EMAIL: dmorency@visitmountpleasanttn.com

PHONE: 931.379.9837

WEBSITE: VisitMountPleasantTN.com



Dear Festival Partners,

The 2017 Mid-South Barbecue Festival will be better than ever!!

Forty-two professional BBQ teams and eight local backyard teams are expected to participate in this year's event. Over 45 KCBS judges from 6 states and 3 countries have already applied and been chosen to judge the competition. With last year's festival attendance over 6000, this year's number is projected to be upwards of 8000.

The Mid-South BBQ Festival provides fundraising opportunities to many other non-profit organizations. Some of these include Family2Family, Mount Pleasant High School Athletic Boosters, The Columbia Cycle Club, and Classics for a Cause Car Club. Again this year, all non-profit organizations will be provided booth spaces at no charge.

Events include the Arrow Lake Foundation 5K, the Scarecrow Century Ride, Classics For a Cause Cruise-In, The Kids Zone, Arts and Craft Vendors, Student Performances, a Children's Costume Contest, and great live entertainment. As always, entry to the Mid-South BBQ Festival is FREE.

We thank you for your past support of the Mid-South Barbecue Festival and ask that you will, again, choose to partner with the Mid-South BBQ Festival in 2017.

Sincerely,

Donna Morency - Co-Chairman
Mid-South BBQ Festival

Crystal Gaddes - Co-Chairman
Mid-South BBQ Festival

KCBS BBQ CONTEST



LIVE ENTERTAINMENT



FREE KIDS ZONE



The Mid-South Barbecue Festival is quickly becoming a favorite Tennessee attraction. Held in Historic Downtown Mount Pleasant, the street festival has been a favorite destination for visitors and residents alike for the past 9 years. Recognized as a Tennessee State Championship Event, and sanctioned by the Kansas City Barbecue Society, The Mid-South Barbecue Festival attracts Professional BBQ Teams and Judges from across the South, including Alabama, Mississippi, Georgia and Kentucky and has hosted professional teams from South Africa and Australia. With a purse exceeding \$10,000, the Mid-South Barbecue Festival is now recognized as one of Maury County's Premier Events.

FRIDAY, OCTOBER 20

Friday is an exciting day as Mid-South Barbecue Teams arrive in Historic Downtown Mount Pleasant and start setting up their camps. KCBS reps are on hand for the required cook's meeting and for meat inspection. Local barbecue teams set up on the "Square" and ready for the "Our Own Backyard" competition that takes place that night. Celebrity judges will be determining the winner, who will win a cash prize of \$500. Friday also includes a Classics for A Cause Cruise-in, plenty of great barbecue to eat, and live entertainment on the Square



BBQ SCHEDULE

PRO TEAM

CHECK-IN & INSPECTION

10:30AM - 5:00PM

COOK'S MEETING

5:00PM

OUR OWN BACKYARD

CHECK-IN & INSPECTION

9:00AM - 11:00AM

COOK'S MEETING

11:15AM

TURN-IN

4:00PM-5:00PM

AWARDS

5:30PM

EVENT SCHEDULE

CRUISE-IN

6:00PM

LIVE ENTERTAINMENT

6:00PM-8:00PM



SATURDAY, OCTOBER 21

Early Saturday morning, the streets of Downtown come alive. Barbecue Teams are readying for the big competition, bicyclists are preparing for the ride, runners are gearing up for the race and vendors are setting up for the festival. The stage is set & Mount Pleasant is an exciting place to be.

FESTIVAL SCHEDULE

SCARECROW CENTURY RIDE

8:00AM

SCARECROW 5K

REGISTRATION 7:30AM

BUS LEAVES 8:30AM

AWARDS 10:15AM

STREET FESTIVAL

10:00AM - 4:00PM

CHILDREN'S COSTUME CONTEST

REGISTRATION 10:00-11:00AM

PARADE AND AWARDS

11:30AM - 12:30 PM

BARBECUE CONTEST

JUDGES SIGN-IN 10:00-10:30AM

JUDGES MEETING 11:00AM

TURN-IN TIMES

CHICKEN 12:00 NOON

PORK RIBS 12:30PM

PORK 1:00PM

BEEF BRISKET 1:30PM

AWARDS 3:00PM

ENTERTAINMENT SCHEDULE

TO BE ANNOUNCED



JOIN OUR BBQ FAMILY



2016 PARTNERS

MAURY COUNTY CONVENTION
AND VISITORS BUREAU
CITY OF MOUNT PLEASANT
SMELTER SERVICE CORPORATION
TENNESSEE ALUMINUM PROCESSORS
NATCHEZ HILLS VINEYARDS
MOUNT PLEASANT POWER SYSTEM
ARROW LAKE FOUNDATION
WOLFE ENTERPRISES - MCDONALD'S
MOUNT PLEASANT GRILLE
HAULERS INSURANCE COMPANY, INC.
COMMUNITY FIRST BANK AND TRUST
FIRST FARMERS AND MERCHANTS BANK
ROBINETTE TRUCKING
WXRQ RADIO



PARTNERSHIP OPPORTUNITIES

PRIME PARTNER

\$5000

Promotional Street Banners

Banner Advertising for 1 year on Mid-South BBQ Festival Website

Top Billing on promotional material - print, radio and social media

Link to company website on visitMountPleasantTN.com and

MidSouthBBQTN.com

12' X 12" Booth Space in Select Location

CHOICE PARTNER

\$2500

Company logo on promotional materials

Link to Company website on

visitMountPleasantTN.com and MidsouthBBQTN.com

12' X 12' Booth Space in Select Location

SELECT PARTNER

\$1500

Company logo on promotional materials

Link to company website on

visitMountPleasantTN.com and

MidSouthBBQTN.com

Company Event Banner Brochure

12' X 12' Booth Space



PARTNERSHIP OPPORTUNITIES

FESTIVAL PATRON

\$500

Company name on promotional materials

link to website on VisitMountPleasantTN.com

and MidSouthBBQTN.com

Company Event Banner

FESTIVAL FRIEND

\$250

Company name on promotional material

Link to website on

VisitMountPleasantTN.com and MidSouthBBQTN.com

With the support of our partners, the Mid-South Barbecue Festival continues to generate capital into the Maury County economy. The Mid-South Barbecue Festival invigorates the Maury County Area, attracting visitors of various demographics, generations and backgrounds.

Become a partner in making the
2017 Mid-South Barbecue Festival our best event yet.

2017 MID-SOUTH BARBECUE FESTIVAL

PARTNERSHIP AGREEMENT

COMPANY: _____

CONTACT NAME: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____

EMAIL: _____

WEBSITE: _____

- | | | |
|--------------------------|-----------------|--------|
| <input type="checkbox"/> | PRIME PARTNER | \$5000 |
| <input type="checkbox"/> | CHOICE PARTNER | \$2500 |
| <input type="checkbox"/> | SELECT PARTNER | \$1500 |
| <input type="checkbox"/> | FESTIVAL PATRON | \$500 |
| <input type="checkbox"/> | FESTIVAL FRIEND | \$250 |

The Mid-South Barbecue Festival agrees to
provide the benefits described in your sponsorship category.

_____ Check enclosed Amount _____

Please make check payable to and return with this form to:

MID-SOUTH BARBECUE FESTIVAL
P.O. Box 92
Mount Pleasant, TN 38474
dmorency@visitmountpleasanttn.com
931-379-9837