

Sip. Savor. & Indulge...




CHESAPEAKE Bourbon, Bacon, BBQ & Chocolate SHOWCASE





CHESAPEAKE
CONFERENCE CENTER

professionally managed by
VenuWorks

 www.chesapeakeconference.com

 Chesapeake Conference Center

 757-382-2500

**CHESAPEAKE BOURBON, BACON, BBQ &
CHOCOLATE SHOWCASE
SATURDAY, MARCH 15, 2025**



Event Overview

The Bourbon, Bacon, BBQ & Chocolate Showcase presented by **VenuWorks** and **The Chesapeake Conference Center** will be the first event of its kind in Chesapeake, Virginia.

Bourbon, Bacon, BBQ, Chocolate ... Need We Say More?

Everything tastes better with bacon and chocolate, especially Bourbons and Whiskeys. This event will celebrate the most loved food in the universe, bacon, BBQ and chocolate, and the quintessential American liquor, Bourbon. This showcase will feature a variety of bacon, BBQ and chocolate themed dishes from our culinary kitchen and from the area's favorite restaurants. You will also enjoy craft spirits from noted distillers, wine and more.

Event Name: Bourbon, Bacon, BBQ & Chocolate Showcase

Date: Saturday, March 15, 2025

Time: VIP: 3 p.m. - 4 p.m. General Admission: 4 p.m. - 8 p.m.

Location: Chesapeake Conference Center 700 Conference Center Drive, Chesapeake. VA 23320

Admission: Tickets go on sale on December 6, 2024 through Ticketmaster

VIP: \$75 (includes TM fees) : Includes: five (5) *food sampling vouchers, five (5) beverage sampling .05 ounce vouchers, one (1) logoed souvenir, VIP Gift Bag, VIP area with attendants, 1 hour early access. The Chesapeake Conference Center Executive Chef will be preparing a themed dish for the VIP's (Bourbon pulled chicken slider bar), a variety of music, entertainment, games (pool tables, darts, Foosball, ping pong, chess, & more!)

General Admission: \$20 (includes TM fees): Includes: two (2) *food sampling vouchers, (1) beverage sampling .05 ounce voucher, music and games and entertainment.

***Additional food sampling vouchers are valued at \$2 each and sold in packs of 10 for \$20. These vouchers will be available for sale in different areas throughout the Center.**

On Site Food Sampling Exhibitors will sign on with no vendor fee and will receive \$1.00 of each voucher sold and redeemed at each vendor booth. Vendors should plan on bringing enough food to feed at least 400+ people. There will be a \$150 food donation from Performance Food Group (PFG) for the first ten (10) food vendors (first come first serve).

There will be:

- Bacon, BBQ and Chocolate Infused Culinary Delights
- Full Liquor, Beer, and Wine Bars (cash/credit cards bar)
- Music - A variety of music will be played throughout the event
- Local Restaurant Vendors
- Area's Finest Distilleries including Copper Fox and Deep Creek Distilling





Marketing Plan

Why Be A Sponsor?

The Chesapeake Conference Center Bourbon, Bacon, BBQ & Chocolate Showcase celebrates the most loved foods in the universe – Bacon, BBQ, Chocolate and the quintessential American liquor, Bourbon.

The event provides select national and area companies the opportunity to market their brand and products to event attendees and benefit from extensive E-blast & social media campaigns, print, web, radio, signage and television marketing of the event. Also, the opportunity for on-site presence and direct contact with the demographic that enjoys these products.

In-House Resources & Assets

- Chesapeake Conference Center In-House Marketing
 - LED Digital Marquee Messages (on the busy intersection of Woodlake & Conference Center Dr.)
 - Logo on Event Flyers placed on door signage in the Center
 - Press Releases
 - Logo on www.chesapeakeconference.com (Special Event Page on Website)
 - E-blasts through Constant Contact Newsletter (3,300+ Subscribers who have opted in)
- Social Media
 - Social Media Posts: updates about the announcement, on sale, show information, event reminders, ticket giveaways will all be posted on social media platforms.
- Miscellaneous
 - Event Calendars updated on Chesapeake Conference Center Website and a dedicated event page on website
 - Third Party Promotions include, but not limited to local area colleges, local bars and restaurants



Media Partnerships (Trade)	Category Exclusive Partnerships (Trade)	Onsite Food Exhibitor Vendor Fee (\$0) Beverage Exhibitor Fee (\$550+) Other Vendor Fee (\$0-\$200)
<p>Radio, Television, Print, Digital Media, Billboard.</p> <p>As media sponsor, your brand will be featured and you will have the ability to customize your sponsorship.</p>	<p>As the exclusive sponsor in your category, your brand and products will be featured and you will have the ability to customize your sponsorship.</p>	<ul style="list-style-type: none"> • On Site Food Sampling Exhibitors will sign on with no vendor fee. The first ten (10) restaurants will receive a cash credit of \$150 from PFG. • If a vendor has a product that they can provide for the VIP gift bag, the fee = \$0 • Vendors to receive vouchers from attendees to sample food items • Vendors will receive \$1.00 of each voucher sold and redeemed at each vendor booth • Food Vouchers are valued at \$2 each and sold in packs of 10 for \$20 • 10 x 10 event space & (2) 6' ft. tables • House Table Skirting • Handwashing station • Plates, utensils, provided by the Center • Ice (Upon request - (based on availability) • Electrical outlets (limited number) • Vendors should plan on preparing enough 2 oz. + samples for at least 400+ people.
<p>To ensure that all partnership elements can be executed, final partnership agreements must be received no later than February 1, 2025</p>		
<p>As a Media Trade Sponsor, you will secure the maximum exposure for your company through guaranteed exposure through strategic and targeted pre-showcase advertising and promotion. Moreover, dedicated space & recognition during the event will prove an additional gain in brand recognition.</p>	<p>Categories include but are not limited to:</p> <ul style="list-style-type: none"> • Event Décor (linens, props), Lighting. • Entertainment: Caricature Artist, DJ, Band or other musical artist. • Games: X-Golf Simulator, Corn Hole, Billiard Tables, Darts, Foosball, Ping Pong • Food/Misc: Chocolate Fountain, Chocolate Cordial Glasses, Flasks, Coasters 	<p>Local Distilleries, Bacon Producers, BBQ & other Restaurants, Chocolate Makers, Food Paring Experts, Gourmet Food Shops, Caterers, Beverage Vendors (Craft Breweries), Local Farms, Food & Drink Magazines, Cooking Supply Stores, Bourbon Tasting Clubs, Chocolate & Desserts. <i>On-site activation during the event allows your company/brand to get in front of attendees.</i></p>
<p>Partnership Elements (Open to Individually Customizing)</p>		
<p>ADVERTISING & PROMOTION</p> <ul style="list-style-type: none"> • Your company logo and link on www.chesapeakeconference.com • Logo on print promotional flyers, press releases, social media • 3 Spotlights on E-Blasts (reaching 3,000+ subscribers) • (1) Digital logo/ad in rotation on Chesapeake Conference Center Marquee <p>RECOGNITION DURING EVENT</p> <ul style="list-style-type: none"> • Exhibit Space: Table during event • Signage at 2 main entrances • Up to 3 banners (supplied by sponsor) in prime locations throughout event and entrance • Option to provide Company Branded Swag at event • Option for Vendor table at Main Entrance of event • Recognition day of event with on-stage welcome to attendees 	<p>ADVERTISING & PROMOTION</p> <ul style="list-style-type: none"> • Your company logo and link on www.chesapeakeconference.com • Logo on print promotional flyers, press releases, social media • 3 Spotlights on E-Blasts (reaching 3,300+ subscribers) • (1) Digital logo/ad in rotation on Chesapeake Conference Center Marquee <p>RECOGNITION DURING EVENT</p> <ul style="list-style-type: none"> • Exhibit Space: Table during event • Signage at 2 main entrances • Up to 3 banners (supplied by sponsor) in prime locations throughout event and entrance • Option to provide Company Branded Swag at event • Option for Vendor table at Main Entrance of event • Recognition day of event with on-stage welcome to attendees 	<p>EVENT DAY EXPOSURE</p> <ul style="list-style-type: none"> • Exhibit Space: Table during event • Ability to provide own banners and/or other displays/signage at event booth space (all signage subject to approval by Chesapeake Conference Center) • Ability to hand out promotional items/giveaways to event attendees
<p>Hospitality</p>		
<p>Ten (10) complimentary food vouchers</p>	<ul style="list-style-type: none"> • Ten (10) complimentary food vouchers 	<ul style="list-style-type: none"> • Ten (10) complimentary food vouchers

	Title Sponsor \$5,000	Platinum Barrel Sponsor \$3,500	Gold Barrel Sponsor \$2,000	Silver Barrel Sponsor \$1,500	Bronze Barrel Sponsor \$500	Topaz Barrel Sponsor \$200
TICKETS						
VIP Admission Tickets	10	8				
General Admission Tickets			6	4	2	1
*PRE-EVENT RECOGNITION						
Company logo added to marketing materials, including: Print, Social Media, Website, LED Marquee, Flyers	●	●	●	●	●	●
Logo Only in Pre-Event E-Blasts (to 3,500+ subscribers)	●	●	●	●	●	●
Acknowledgements on Chesapeake Conference Center Social Media Pages	●	●	●			
3 Spotlights on your Company on E-Blasts	●	●				
EVENT RECOGNITION						
Recognition day of event with on-stage welcome to attendees	●	●	●			
Option to provide Company Branded Swag at event	●	●				
Opportunity to Brand a Dedicated area	●	●				
Option for Vendor table at Main Entrance of event	●					
Option for signage/banners throughout facility	●					
POST-EVENT RECOGNITION						
Recognition in Post-Event e-Blast	●	●	●	●	●	●
Personalized Thank You message from CCC Distributed to your company	●	●	●	●	●	●

**Dependent upon DATE Print Deadline. Sponsor areas honored in order of submission. Must confirm sponsorship by February 1, 2025.*

Chesapeake Bourbon, Bacon, BBQ & Chocolate Showcase March 15, 2025 Sponsorship, Trade & Exhibitor Commitment Form

Company Name: _____ Contact Name: _____
 Mailing Address: _____ City: _____ State: _____ Zip: _____
 Phone# _____ Email: _____
 Company Web Address: _____

SPECIALTY SPONSORSHIP INFORMATION (Please check one or more)

MEDIA TRADE PARTNERSHIP

Radio
 Television
 Print
 Digital
 Other _____

EXCLUSIVE TRADE PARTNERSHIP

Event Décor
 Entertainment
 Games
 Other _____

ONSITE FOOD SAMPLING EXHIBITOR (\$0)

Bacon	Area Restaurant
BBQ	Sweet Treats
Chocolate	Savory Snacks
Charcuterie	Smoothie/ Ice Cream

BEVERAGE EXHIBITOR (\$550+)

Bourbon
 Beer
 Wine

SPONSORSHIPS

(Please check one)

Title Sponsor \$5,000	
Platinum Barrel Sponsor \$3,500	
Gold Barrel Sponsor \$2,000	Bronze Barrel Sponsor \$500
Silver Barrel Sponsor \$1,500	Topaz Barrel Sponsor \$250

OTHER EXHIBITOR (\$0-\$200)

Vendor Table (\$200)
 VIP Gift Bag Sponsor (\$0)

COMMITMENT

Company Name _____ Contact Name _____
 Email _____ Mobile# _____ Signature: _____ Date _____

PAYMENT INFORMATION

Check enclosed (payable to Chesapeake Conference Center) Please invoice Please call for payment
 Company Credit Card Payment Personal Credit Card Payment





Contact



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