

*Bacon and Beer Classic™
2017 Partnership Opportunities*



Welcome

I am thrilled to announce that the Bacon and Beer Classic will be **touring professional stadiums** across the country this year for its fourth annual tour. Having drawn sold-out crowds for three years, the Classic is now considered one of the **fastest growing food and beverage festivals nationwide**.

I conceptualized the idea for the Classic after throwing bacon and craft beer-themed dinners in Chicago. Inspired by thousands of eager eaters and blowout sales, I decided I needed a bigger venue than the typical corner pub or neighborhood restaurant. Sports stadiums seemed like an ideal fit for our foodie spin on the classic foot-long hotdog and tall-boy beer.

Millennials are yearning for new and unique experiences, and nothing brings them together better than sharing refreshing suds and tasty grub. The perfect marriage of food, drink and adventure, our festivals give attendees the opportunity to experience the goods they love in a completely new way.

I hope you can join us on this ever-expanding, delicious journey!

Cheers,

Kate Levenstien

Kate Levenstien, CEO + Founder
Cannonball Productions, M/WBE



What Makes Bacon and Beer Classic Unique?



Stadium

Our events are hosted inside and on the fields of professional stadiums around the country on non-gamedays.



Nationwide

In 2015 and 2016, we hosted 16 festivals with over 85,000 guests from all 50 states and 24 countries.



All-Inclusive

Attendees receive a signature keepsake tasting cup and hours of unlimited bacon and beer sampling is guaranteed without ever having to think about their wallet.



Charity

We partner with local food rescue and non-profit organizations like City Harvest, Meals-On-Wheels, Zero Percent and more.

Drink Up and Chow Down

We partner with a range of food and beverage professionals to create a festival that is both influential and memorable.



Chefs

25+ talented chefs--whether up-and-coming or nationally recognized--create dishes that are as diverse and distinct as our host cities.



Brewmasters

60+ brewery representatives on-site share their beer and their passion for brewing with attendees.



Judges

Local influencers of all stripes--restaurateurs, cicerones, food critics and more-- judge beers and dishes on-site. We send the winning restaurant to the World Food Championships.



Hospitality Lounge

The lounge provides a unique opportunity for vendors to eat, relax and mingle between festival sessions, while highlighting select partners and sponsors.

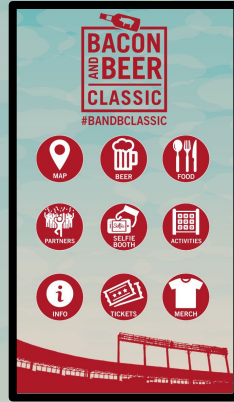
Entertainment

In addition to the suds and grub, guests play games, brand themselves with bacon and beer-inspired tats, compete for bacon-eating champion and more.



Games + Contests

When guests need a break from sampling, they can try their hand at games like giant Jenga, cornhole, and the bungee run. And, participants prove their passion for pork in the Hormel® Bacon Eating Contest.



Mobile App

As of September 2016, Bacon and Beer Classic will have a newly designed mobile app where attendees can take tasting notes, vote for their favorites, learn more about each purveyor + sponsor, receive push notifications, and even take a “selfie” photo booth to share on social.



Music + Videoboard

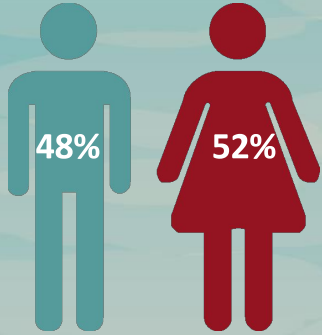
A DJ, roaming brass band keep guests dancing and entertained. Live feed cameras, an emcee and static images sync with the video board, TVs and ribbon board to educate and update guests throughout the entire event.



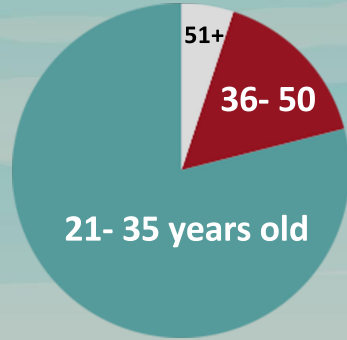
Swag + Volunteer T's

Alums re-live the boozy, bacon-fueled fun year round with signature T-shirts, sweatshirts, hats and more. Hundred of volunteers also sport different t-shirts around the event that can be custom and sponsored.

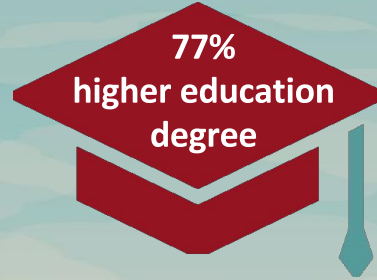
Audience Demographics



Festival attendance is split, though 58% of ticket purchasers are female.



People of all ages attend in pairs or groups.



Earned college or graduate degrees and hold professional positions in finance, marketing and medical industries.



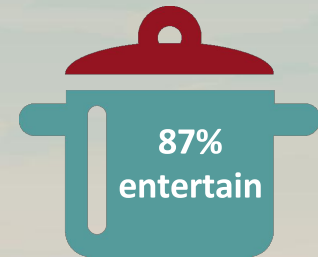
Attendees are seeking financial goods and services such as mortgages, life insurance and investment advice.



Guests spend \$100+ on food/bev over a typical weekend and dine out 7x/month at a fine dining establishment.



Say they are likely to recommend a product they tried and liked at the event to friends and family.



Consider themselves foodies and beer connoisseurs who frequently cook, entertain and host.

2017 Tour

Session times: 12-4PM and 6-10PM

Levi's Stadium

Santa Clara, CA
February 2017
7.5K Attendees

Globe Life Park

Arlington, TX
March 2017
5K Attendees

Citi Field

New York, NY
April 2017
15K Attendees

Mile High Stadium

Denver, CO
April/May 2017
6K Attendees

Safeco Field

Seattle, WA
May 2017
6K Attendees

Wrigley Field

Chicago, IL
May 2017
7.5K Attendees

Fifth Third Bank Stadium

Atlanta, GA
June 2017
5K Attendees

Nissan Stadium

Nashville, TN
November 2017
6K Attendees

Still awaiting dates from:

Philadelphia, PA

Indianapolis, IN

Scottsdale, AZ























Washington D.C.

San Francisco, CA



100,000+ expected attendees nationwide.

2016 Marketing Highlights

 WEBSITE	 276,636 Unique Visitors	 1,279,746 Page Views	 1:54 Avg. Time on Site	
 EMAIL	 67,100 Subscribers	 35.4%* Unique Open Rate	 16.9%* Avg. CTR	 214 Emails Sent
 FACEBOOK	 50,000 Fans	 4,218,501 Campaign Reach	 114,805 Likes, Shares + Comments	
 INSTAGRAM	 21,000 Followers	 32,145 Likes, Shares + Comments	 7,919 #bandbclassic Tagged Posts	
 COLLATERAL	 8,000 Posters	 50,000 Festival Maps	 1,200 Volunteer Shirts	 50,000 Souvenir Cups

* Unique open rate is 2.45x above industry average; CTR is 10.84x above industry average.

2016 Press Highlights


PRINT

THE WALL STREET
JOURNAL.

 **THRILLIST**

The
New York
Times

THE
HUFFINGTON
POST

Forbes

BUSINESS
INSIDER

TimeOut




TV

WINDY CITY
LIVE

Q13
FOX

THE
CW

FOX
32
CHICAGO

 **K5**


RADIO


iHeart
RADIO

ERIC AND
KATHY
MORNINGS

ESPN

 **CBS RADIO**



U B E R

yelp.

UNTAPPD
DRINK SOCIALLY


GILT
CITY

FOURSQUARE

Our press mentions, paid media advertisements and marketing partners results in over 150,000,000 impressions.

2017 Partnership Opportunities



Additional Opportunities

On-site Integrations

- Emcee announcement to visit sponsor booth
- Logo in rotation on videoboard throughout festival
- Wandering rights
- Business category exclusivity and first right of renewal
- Ability to distribute product to guests at entrance
- Additional banners displayed inside venue
- Logo on back of volunteer t-shirts

Naming Rights

- Hospitality lounge (250-500 people)
- Awards for bacon eating contest
- Judges awards (restaurant/breweries)
- Hydration station
- Activities/games area

Hospitality and Entertainment

- Additional VIP or GA tickets

Advertising

- Logo included on all print/digital advertisements
- Brand mentioned in radio advertisements
- Name listed in news release
- Logo included on printed festival promotional materials
- Logo and link listed on festival website as sponsor
- Mobile app integration including: custom push notifications, logo listed, specialty filters and timed ads

Digital and Social Promotion

- Inclusion in Virtual Event Bag sent to all attendees
- Logo inclusion in festival email marketing
- Logo included in festival pre or post-event email
- Facebook Promotion or Instagram mention
- Dedicated blog post

**Pricing will vary based on selections.*

Partner Benefits

Our programs will increase brand exposure, provide fun corporate entertainment, and showcase your products to a targeted audience.



Maximum Exposure

- Reach targeted customers at an iconic venue
- Create brand awareness among new and potential customers
- Gain insight into existing customers' brand perception in real-time
- Generate sales + form new relationships with vendors and attendees



Nationwide Coverage

- Gain exposure and engage with customers through our targeted and effective marketing campaign
- Highlighted through tv, radio, print, digital, social and guerilla marketing



Give Back

- Demonstrate a genuine interest in supporting the local community
- Help support numerous charities around the country: City Harvest, American Cancer Society, Global Citizen, United Way, One Brick, Meals-on-Wheels and more