



 GROWING **KINGS**

BARBECUE COMPETITION

SPONSORSHIP PACKET

Presented By

KING OF THE GRILL 2023

BARBECUE COMPETITION FUNDRAISER

OVERVIEW

Get fired up for the ultimate barbecue competition, King of the Grill! Over 40 teams will compete in a fiery battle of flavors, showcasing their grilling skills and culinary creativity. Be a part of this flavorful experience as you indulge in mouthwatering delights from Birmingham's best backyard barbecue cooks!

Growing Kings' King of the Grill fundraising event will take place in the **Avondale neighborhood on Saturday, August 26th from 4:00PM to 7:00PM**. The event is hosted by the Growing Kings Junior Board, a group of young professionals dedicated to fulfilling the Growing Kings mission. Embark on a flavorful journey as you delight in a variety of delectable barbecue offerings from slow-cooked treats to flame broiled eats. There's sure to be something for everyone at this culinary cook-off.

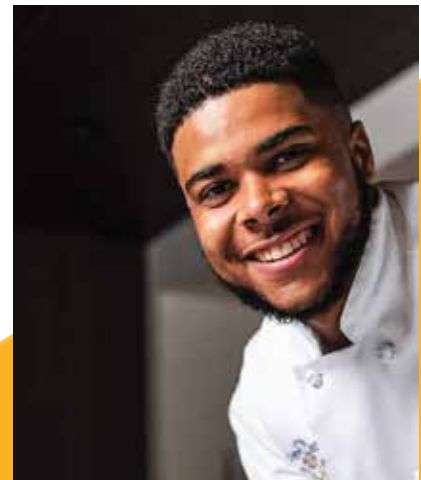
King of the Grill engages a range of Growing Kings' stakeholders, from program participants and their families to community supporters. Attendees will enjoy a unique interactive experience illustrating the Journey of a King, Growing Kings' most longstanding program for underserved boys and young men in Birmingham City Schools.

Bring the whole family! Apart from the delicious food and music, there will be activities to keep everyone entertained. After the judging is over and the king is crowned, stick around and enjoy music from one of Birmingham's most entertaining live bands.

The inaugural King of the Grill event in 2018 treated guests to an assortment of delicious barbecue bites from teams including Wylde Child Catering who took home the crown with his fall-off-the-bone barbecue ribs. The event, put on by the Growing Kings Junior Board with Lorenzo Johnson as board chair, was hosted by WBRC's Mike Dubberly. Judges included Mike Dubberly, Josh Snead from SEC Shorts, and Principal Johnson from Wilkerson Middle School.

We hope to build on the excitement created from the 2019 cook-off and bringing it to the next level with an expanded lineup of talented teams and enhanced festivities. Prepare for a heightened atmosphere of friendly rivalry, as returning and new teams bring their A-game to the grills.

King of the Grill 2023 will be hosted by Executive Chef Justin Robinson. As seen on Food Network Ciao House and Chopped.



ABOUT GROWING KINGS

Growing Kings was founded in 2009 to address the pressing issue of adolescent males experiencing significant setbacks in their lives. Growing Kings operates with a mission to encourage and facilitate the critical thinking and positive attitudes of underserved male youth through systemic and targeted enrichment, research, and advocacy. Since the organization's inception, Growing Kings has reached thousands of male youth through our innovative school-based mentoring and juvenile diversion programs.

We have strategically developed an organizational model that effectively supports underserved male youth in their journey towards becoming young men of integrity and high character. Our research and experience have demonstrated that successful mentoring thrives on ongoing feedback, sustained participant engagement, and tailored levels of rigor. By incorporating these elements into our programs, we are better able to foster the transformative growth and maturation of the individuals we serve.

Driven by our mission to address the challenges faced by underserved boys and young men, Growing Kings has emerged as a pioneer in male youth development. Through our innovative programming, comprehensive approach, and industry leadership, we strive to empower young men, nurture their character, and transform their life trajectories.

With your support, we will be able to continue our vital work and create a positive, lasting impact on the lives of underserved male youth in Birmingham City Schools.

SPONSORSHIP LEVELS

Boss Hog (Presenting) Sponsor - \$10,000	Whole Rack Sponsor - \$5,000	Half Rack Sponsor - \$2,500	Brats Sponsor - \$1,000
Prominent company name and logo placement at event	Company name and logo placement at event	Company name and logo placement at event	Company name and logo in event program
Prominent listing in event program	Company name and logo in event program	Company name and logo in event program	Logo placement in select digital media
Included in event PSA as presenting sponsor	Logo placement in all print and digital media	Logo placement in select digital media	2 VIP tickets and 2 complimentary tickets
On-stage brand placement	Company logo on step-and-repeat	Company logo on step-and-repeat	One cook team with 4 team members
Logo placement in all print and digital media	Priority tent placement	4 VIP tickets and 4 complimentary tickets	
Sponsored Facebook and Instagram advertisements	VIP parking passes for cook team members	One cook team with 4 team members	
Company logo on step-and-repeat	6 VIP tickets and 6 complimentary tickets		
Priority tent placement	One cook team with 4 team members		
Priority setup and break-down	One representative on the judging panel		
VIP parking passes for cook team members			
8 VIP tickerts and 8 complimentary tickets			
One cook team with 4 team members			
One representative on the judging panel			

*VIP Experience

Indulge in the ultimate VIP experience at King of the Grill. Escape the crowds and enjoy a premium atmosphere with dedicated food runners delivering samples from teams right to you! Experience the comfort of upgraded restrooms featuring enhanced amenities for your convenience. VIP guests will also enjoy priority seating for the live band performance.

SPONSORSHIP APPLICATION

Company Name: _____

Contact Name: _____

Address: _____

City / State/ Zip: _____

Phone: _____ E-Mail: _____

SPONSOR LEVEL

Boss Hog - Presenting (\$10,000) Whole Rack (\$5,000) Half Rack (\$2,500) Brats (\$1,000)

Currently, we are unable to to serve as a sponsor this year, but would like to make a tax-deductible gift to support the mission of Growing Kings in the amount of: _____

Please make checks payable to Growing Kings, Inc. If you wish to make a credit card payment, you may use our secure on-line portal at: www.growingkings.org/donate.

TOTAL AMOUNT ENCLOSED: _____

Mail to: Growing Kings, Inc.
P.O. Box 291
Birmingham, AL 35201

Company Representative

Title

Signature

Date

Nonprofits and churches interested in sponsoring King of the Grill, please contact Amy Roberts, Growing Kings Development Director, at amy.roberts@growingkings.org.

Growing Kings, Inc. is a 501(c)3 nonprofit organization. Documentation is available upon request.