

Community Enrichment Organization

14802 Compass Corpus Christi, Texas 78418

info@ceobythebay.com

www.ceobythebay.com

Fax (361) 949-8814

Phone (361) 816-1424

“No Excuses!” 2012 - Sponsorship Proposal

Event: Community Enrichment Organization’s (CEO)
5th Annual “No Excuses!” BBQ Challenge & Music Festival
IBCA Texas State Championship
*****Benefits STARS of South Texas Scholarships

Date: March 16 & 17, 2012

Location: Gulf Coast Racing Track (Greyhound Track)
5302 leopard Street
Corpus Christi, TX. 78408

Description: The “No Excuses!” BBQ Challenge & Music Festival is an official International Barbecue Cooker’s Association -Texas State Championship Cook-Off. Cookers from all over Texas enter the competition in hopes of winning the coveted “No Excuses!”- Grand Champion Title. The title, not only gives the BBQ Team credibility and bragging rights, but automatically qualifies them to enter the International Jack Daniel’s BBQ Invitational in Tennessee.

“No Excuses!” BBQ Championship is coordinated with a 2 Day Music Festival which attracted over 15,000 people from Corpus Christi, surrounding counties and even from cities such as Austin, San Antonio, Laredo, Houston and The Valley. Other attractions include vendors, crafts, horseshoe competition, hot-wing contest, chili cook-off, business mixer, Kid’s Korner, People’s Choice BBQ tasting and a new Miss No Excuses Texas Festival Competition.

History:

2008:

The Community Enrichment Organization coordinated the first BBQ Cook-Off, in order to create a statewide festival for Corpus Christi that would help raise awareness concerning the local dropout epidemic and funds for local scholarships.

Due to the attitudes and excuses of a few committee members in that first year, the President of CEO and Chair of the BBQ Cook-Off, exclaimed that “No excuses will be accepted! CEO is about making things happen - CEO is not about making excuses!”

Hence, the name “**No Excuses!**” **BBQ Challenge & Music Festival.**

Floyd’s Christian Restaurant sponsored a 5 acre lot in Flour Bluff.

The first festival signed up 18 local BBQ teams, a few local bands, a handful of vendors and approximately 300 people attended.

2009:

The first year that “No Excuses!” applied for and received IBCA sanctioning.

The 5 acre lot in Flour Bluff was again sponsored by Floyd’s Christian Restaurant.

28 IBCA Teams participated along with a few local non IBCA BBQ Teams.

Top local bands along with 2 Grammy Award Winning bands - Marcos Orozco y los Rebeldes and Roberto Pulido y Los Classicos participated.

15 Vendors and approximately 3,000 people attended.

2010:

CEO decided that the 5acre lot in Flour Bluff would no longer sustain the event.

Whataburger Field agreed to sponsor the location and the Westside Business Association decided to partner with CEO to raise scholarship funds.

53 IBCA Teams from all over Texas - Austin, San Antonio and the Valley participated.

The 2 Day event boasted Texas Country Night (FRIDAY) with Grammy Award Winning headliner Rick Trevino. Tejano & Rock Roll Night (Saturday) brought in top local bands and headlined with 2 Grammy Award Winning Musicians- Marcos Orozco from San Marcos and Roberto Pulido from the Valley.

30 Vendors and approximately 9,000 people attended.

Friday night added a Horseshoe, Chili con Carne, and a Hot Wing Contest.

2011:

CEO opted for a bigger and better venue at the Greyhound Racing Racetrack off of I-37 and Navigation. which was sponsored by L&F Distributors.

CEO partnered with the STARS scholarship Program and helped raise over \$20,000.

IBCA recognized CEO’s “No Excuses” as an official Texas State Championship Event. Corpus Christi’s only State Championship Cook-Off.

Senator “Chuy” Hinojosa recognized “No Excuses!” with a proclamation.

State Representative Todd Hunter recognized “No Excuses!” with a resolution.

KSAB’s Dan Pena partnered with CEO to bring in Top Tejano Talent for Saturday which included MAZZ, Los Palominos, Marcos Orozco, and various conjunto bands.

Badlands partnered with CEO to bring in bands such as Jason Meadows, Kyle Bennett Band, Honey Browne, Rankin Twins, Ryko Wils on, Rockn H Band and more.

84 BBQ Teams from all over Texas participated, 50 vendors and approximately 15,000 people to attended the event.

An added attraction was a dodge ball competition sponsored by Dewey’s and Art walk sponsored by Kingsville Artists.

2012:

CEO's "No Excuses" in its second year as an official Texas State Championship Event. The "No Excuses!" Texas Music Festival is again recognized through proclamation by Senator Chuy Hinojosa and State Representative Todd Hunter's a resolution. KSAB's Dan Pena is partnered with CEO to bring in Top Tejano Talent for Saturday. CEO promises to bring bigger and better Music Talent on Friday with special guests. This year CEO expects at least 100 BBQ Teams to participate, 75 vendors and approximately 20,000 people to attend. The added attraction this year will be the "Miss No Excuses!" Scholarship Competition.

Our Demographic

CEO's goal is to raise awareness and funds for local scholarships while at the same time attract and entertain visitors of all ages and demographics from all over Texas. We will attract festival goers, BBQ'rs, art enthusiasts, BBQ lovers, Tejano, Texas Country and Classic Rock Music enthusiast and all their families. This is a branded event that will help bring a positive economic impact to Corpus Christi and will help improve the quality of life for our community.

About Sponsorship

As a sponsor of the 5th Annual CEO "No Excuses!" BBQ Challenge and Music Festival, you will have the opportunity to increase your brand visibility and be recognized as a pro-community advocate and sponsor of education in our community.

For this event we offer five different types of sponsorship opportunities, which allow you to pick what best fits your company's marketing strategy. Once you decide on a sponsorship package, we will work to ensure that you receive true value from your investment. We will work to identify the objectives of your sponsorship and provide you with fulfillment reports and give you a detailed analysis of how we achieve the goal of accomplishing your benefits.

This year CEO has decided to partner with the STARS of South Texas scholarship program. Proceeds will benefit this program and the Miss No Excuses Texas Festival Scholarship Program.

Their mission statement:

South Texas Academic Rising Scholars (STARS) is dedicated to providing successful futures for local students. STARS was established to offer South Texas students equal opportunity for advancement in higher education. Scholarships provide deserving students the ability to achieve success at the college of their choice.

www.SouthTexasStars.org

Sincerely,

Ray Herrera
CEO President

Sponsor agrees to provide the following: \$ _____
(Diamond / Platinum / Gold / Silver / Bronze)

Company Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

PAYMENT INFORMATION:

_____ Check _____ MC _____ Visa _____ Amex _____ Discover

Card Number _____ Expiration Date _____ CVV* _____

Name on Card _____ Signature _____

* Visa/MC the 3-digit CVV# is printed on back of the Card. American Express, the 4-digit CVV # is printed on the front of the card

“No Excuses!” Festival Sponsor Levels

Diamond Sponsor 5,000.00

4*8 Banners at the entrance, the main stage and the VIP area

Logo on all posters, and mention on commercials

Stage - Representative helps give awards BBQ'rs on Stage on Saturday

Full Page advertisement on “No Excuses!” Program

10 VIP tickets – (includes dinner and 2 drink tickets per VIP)

Meet & Greet opportunity on Friday & Saturday

Platinum Sponsor 3,000.00

(2) 3*4 banners on each side of the stage area
3*4 banners at VIP area and entrance
Stage - Representative helps give awards on Stage on Friday
Half Page advertisement on "No Excuses!" Program
Logo on all posters
8 VIP tickets – (includes dinner and 2 drink tickets per VIP)
Meet & Greet opportunity on Friday & Saturday

Gold 2,000.00

(2) 3*4 banners on each side of stage area
3*4 banners at VIP area
Quarter Page Advertisement on "No Excuses! Program
Mention on stage
Logo on all posters
6 VIP tickets – (includes dinner and 2 drink tickets per VIP)

Silver 1,000.00

(2) 3*4 banners on each side of stage area
Mention on stage
4 VIP tickets – (includes dinner and 2 drink tickets per VIP)

Bronze 500.00

(2) 3*4 banners on each side of stage area
Mention on stage
2 VIP tickets – (includes dinner and 2 drink tickets)

All Sponsorships will have:

Gift bag opportunity
Logo on the Official "No Excuses!" King Ranch Truck
Logo on all e-blasts and website
Logo at "No Excuses!" information booth and map board