



# **BIG KAHUNA** **WING FESTIVAL**

## **2024 SPONSORSHIP OPPORTUNITIES**

***Sunday, September 1<sup>st</sup> - 3pm to 9pm***

***Worlds Fair Park - Downtown Knoxville, TN***





# 2023 SPONSORS & CONTRIBUTORS

## PRESENTING SPONSOR



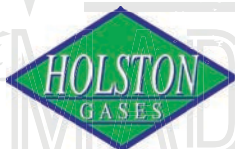
## PREMIER SPONSORS



R2R studio, llc  
architecture + design



## SILVER SPONSORS



## CONTRIBUTORS

MARRIOTT

GREENFIELD HOME IMPROVEMENT

GATORADE

RESTAURANT TECHNOLOGIES

JUNK BEE GONE

HOLROB



# THE BIG KAHUNA WING FESTIVAL

This year, the 11th Annual Big Kahuna Wing Festival celebrates the creation of the “Buffalo Wing”, which has become a national food icon. Invented in 1964 at the world famous Anchor Bar by Teresa Bellisimo, the popularity of the chicken wing has made it America’s #1 appetizer. Last year alone over 20 billion wings were consumed by Americans, 1.25 billion on Super Bowl weekend alone.

In 2011, Knoxville’s Matt Beeler, owner of Big Kahuna Wings, traveled across the state to be a part of a local HotWing Festival. It was there that he discovered something that was missing from his hometown. With all the wing lovers in the East Tennessee area why wasn’t there a festival to celebrate Wings!

Upon returning to Knoxville, Beeler began the process of building a wing festival to raise money for local charities, asking the community for its support. That was over ten years ago...over ten years filled with 65,000 people, over 1,100,000 wings weighing more than 145,000 lbs, 270 different participating teams, and over \$575,000 in charitable contributions.

The Wingfest has drawn the attention of media throughout the region, including many appearances on WATE, WVLTV, WBIR, Live at 5@4, Good Morning Tennessee, and Daytime Tri-Cities, and was also the subject for a Resort and Lodges story. The festival also drew the attention of Tailgater Magazine which featured the event in its National magazine.

The Big Kahuna Wing Festival has become one of the best culinary events in the region. Through the years the festival has averaged over 7,000 attendees whom enjoyed over 100 different sauces from different teams representing restaurants, cooking teams, businesses, and The University of Tennessee Culinary Institute. Attendees and visitors come from all over the region. All for the love of the “Buffalo Wing” and to raise money for charity.

The popularity and buzz surrounding the event has made the Big Kahuna Wing Festival a “must” for local and regional sponsors, mobile marketers and regional partners.

## EVENT DETAILS

### LOCATION

Worlds Fair Park in Downtown  
Knoxville, TN - Home of the 1982  
Worlds Fair

### CONTACT

Matt Beeler (865) 466-8365  
Matt@BKWFestival.com

Brooke Carper (865) 824-8214  
Brooke@Eventshopknox.com

### DATE & TIME

Sunday, September 1<sup>st</sup> - 3pm to 9pm

### CROWD ESTIMATE

8,000+ patrons

### 2024 FESTIVAL FEATURES

- More than 10,000 lbs. of Wings
- NEW! Expanded Layout to include both Festival and Performance Lawn
- Expansive Fireworks Show
- Wings Around the World Area
- Wing Eating Competitions
- Bobbing for Wings Contest
- Wing Cooking Competition
- Live Music Performances
- Kids Corner & Entertainment
- Fun for the Entire Family

### DEMOGRAPHICS

*\* Survey conducted in 2016 by Devine Research.*

AVERAGE AGE: 35

AVERAGE HH INCOME: \$70,144

48% MALE 52% FEMALE

### OVERALL GROWTH

Since its beginning in 2013, the Big Kahuna Wing Festival has seen tremendous growth in competing teams, patrons, and charitable contributions.

Total Donations Since 2013

**\$575,000**





# BIG KAHUNA WING FESTIVAL

## INTANGIBLE ASSETS YOU RECEIVE AS A FESTIVAL SPONSOR

### **PRESTIGE OF PROPERTY**

Value of building equity in your brand by being associated with one of the Chicken Wing Industry's largest local events as well as one of Knoxville, TN's premier food festivals.

### **RECOGNIZABILITY & AWARENESS**

Increased likelihood that the placement of the festival's mark and logo on packaging, in ads, on your website or in sponsor promotions will increase your sales and build incremental brand loyalty.

### **AUDIENCE LOYALTY**

The loyalty and affinity that the attendee has for the festival will create an increased loyalty for the sponsor's brand. We relate the loyalty of the chicken wing consumer to that of Nascar and country music.

### **CATEGORY EXCLUSIVITY**

You will stand out above your competition to the chicken wing loyalists.

### **SPONSORSHIP ACTIVATION**

Opportunity to create more value with your sponsorship through activating a promotion that allows you to directly engage the audience.

### **NETWORKING OPPORTUNITIES**

Run cross-promotions with other festival sponsors, and network with other festival sponsors to create incremental partnering opportunities outside the festival.

### **RETAIL PARTNERSHIP TIE-INS**

Bring in a retail partner to your sponsorship for an increment cost to help drive product sales.



## KNOXVILLE COMMUNITY IMPACT

Partnering with the Big Kahuna Wing Festival means more than sponsorship; it's joining a local event dedicated to giving back. Your involvement directly contributes to sizable donations benefiting charitable causes within our community, creating a meaningful impact beyond the festival gates.



# BENEFITING ORGANIZATIONS

Our Mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. Our Vision is every child who walks through our doors will be prepared to graduate with a plan for post-secondary education, live a healthy lifestyle, and become a contributing member of our community.



**BOYS & GIRLS CLUBS**  
OF THE TENNESSEE VALLEY



EAST TENNESSEE

**Children's  
Hospital**

Mental Health Initiative Fund

Tennessee is facing a mental health crisis among our children, adolescents and teens. One in five Tennessee children struggles with mental health concerns, and nearly 19 percent of all children in the state have seriously considered suicide. These critical cases are the ones we see most often in the Pilot Emergency Care Center at East Tennessee Children's Hospital. We are committed to bringing world class care to our mental and behavioral health patients – in their own backyard. That's why we're launching the Mental Health Initiative Fund to support their needs on our campus and at home.

The University of Tennessee, Knoxville's Culinary Institute has created the Food4VOLS program to end hunger and waste on campus. Partnering with Vol Dining, Food4VOLS collects usable food from campus outlets and transports the food to the UT Culinary Institute where the food is transformed by students into ready-to-heat and ready-to-eat meals that are distributed to those with food insecurity through the Big Orange Pantry.





# SPONSORSHIP OPPORTUNITIES



Each year the Festival Sponsorships help benefit local organizations including East Tennessee Children's Hospital, The Boys & Girls Club TN Valley, and the UT Culinary Food4VOLS program. In its first ten years the festival has raised over \$575,000 for local charities.

## 2024 BKW FESTIVAL PRESENTING SPONSOR

- Company representative will have the opportunity to speak at any press conferences
- Primary inclusion in radio schedule with Cumulus Radio Group - WIVK, WNML, & WOKI
- Inclusion in all additional paid media (TV, Print, Social Media)
- Company logo to appear in all marketing materials and listed as the Presenting sponsor
- 50 General Admission Festival Tickets
- 20 VIP Festival tickets
- Product/ Industry Exclusivity
- Booth for sampling and coupon distribution (if applicable)
- Placement of up to six (6) 3' x 8' banners on site (sponsor provides)
- Logo and link on the festival website
- Live stage announcements during the event
- Full page ad in the Online Festival Guide
- Complimentary Cooking Team Entry

## 2024 BKW FESTIVAL FIREWORKS SPONSOR

- Primary inclusion in radio schedule with Cumulus Radio Group - WIVK, WNML, & WOKI
- Inclusion in all additional paid media (TV, Print, Social Media)
- Company logo to appear in all marketing materials
- 50 General Admission Festival Tickets
- 10 VIP Festival tickets
- Product/ Industry Exclusivity
- Booth for sampling and coupon distribution (if applicable)
- Placement of up to six (6) 3' x 8' banners on site (sponsor provides)
- Logo and link on the festival website
- Live announcements during fireworks show
- Full page ad in the Online Festival Guide
- Complimentary Cooking Team Entry



## VIP AREA SPONSOR

- Signage at VIP Hospitality Tent Area (sponsor provides)
- Primary inclusion in radio schedule with Cumulus Radio Group - WIVK, WNML, WOKI
- Inclusion in all additional paid media (TV, Radio & Print)
- Live Stage Announcements
- Ad (full-page) in Online Festival Guide
- Logo and Link on Festival Website
- Coupon/ flier distribution
- Placement of three (3) 3x8' banners on the festival grounds (sponsor provides)
- 30 General Admission Festival Tickets
- 10 VIP Festival tickets
- Complimentary Cooking Team Entry



## MUSIC STAGE SPONSOR

- Naming Rights to the Music Stage
- Large banner presence on stage (sponsor provides)
- Ad (full-page) in Online Festival Guide
- Logo and Link on the Festival Website
- Coupon/ flier distribution
- Placement of three (3) 3x8' banners on the festival grounds (sponsor provides)
- 30 General Admission Festival Tickets
- 10 VIP Admission tickets
- Inclusion in all additional paid media (TV, Radio, Print)
- Complimentary Cooking Team Entry



## CHICKEN WING SPONSOR

- Live Stage Announcements
- Opportunity to provide prizes
- Ad (full-page) in Online Festival Guides
- Logo and Link on the Festival Website
- 40 General Admission Festival Tickets
- 15 VIP Festival tickets
- Placement of four (4) 3x8' banner on the festival grounds (sponsor provides)
- Inclusion in all additional paid media (TV, Radio, Print)
- Complimentary Cooking Team Entry







## CONTEST STAGE SPONSOR

- Company sponsor for all stage competitions
- Contestants to wear hats and/or shirt with the company logo for exposure (sponsor provides)
- Signage on the stage for maximum exposure (sponsor provides)
- Opportunity to provide prizes (optional)
- Live Stage Announcements
- Ad (full-page) in the Online Festival Guides
- Logo and Link on the Festival Website
- Placement of three (3) 3'x8' banners on the festival grounds (sponsor provides)
- 30 General Admission Festival Tickets
- 10 VIP Festival tickets
- Inclusion in all additional paid media (TV, Radio, Print)
- Complimentary Cooking Team Entry

## WINGS AROUND THE WORLD SPONSOR

- Exclusive 20'x30' Tent Sponsorship
- Opportunity to provide a sauce for WAW
- Live Stage Announcements
- Ad (full-page) in the Online Festival Guide
- Logo and Link on the Festival Website
- Coupon/ flier distribution
- Placement of three (3) 3'x 8' banners on the festival grounds (sponsor provides)
- 30 General Admission Festival Tickets
- 10 VIP Festival tickets
- Inclusion in festival media buys (TV, Radio, Print)
- Complimentary Cooking Team Entry



## LITTLE KAHUNA ZONE SPONSOR

- Exclusive signage in the Little Kahuna Zone area
- Logo on all Kids under 8 Free admission stickers
- Live Stage Announcements
- Ad (full page) in the Online Festival Guide
- Logo and Link on Festival Website
- Booth on site for sampling/ flier distribution
- 10 General Admission Festival Tickets
- 4 VIP Festival Tickets
- Inclusion in radio schedule with Cumulus Radio Group - WIVK, WNML, WOKI
- Complimentary Cooking Team Entry



## BEER TENT SPONSOR

- Placement of company banners in the beer tent area (sponsor provides)
- Ad (1/2 page) in the Online Festival Guide
- Logo and Link on the Festival Website
- Coupon/ flier distribution
- Placement of two (2) 3'x 8' banners on the festival grounds (sponsor provides)
- 20 General Admission Festival Tickets
- 4 VIP Admission Tickets
- Inclusion in all festival paid media buys (TV & Print)
- Complimentary Cooking Team Entry



## FESTIVAL CARD SPONSOR

- Logo on up to 10,000 festival cards
- Ad (full page) in the Online Festival Guide
- Logo and Link on the Festival Website
- Coupon/ flier distribution
- Placement of three (3) 3x8' banners on the festival grounds (sponsor provides)
- 30 General Admission Festival Tickets
- 10 VIP Admission Tickets
- Inclusion in all additional paid media (TV, Radio, Print)
- Complimentary Cooking Team Entry

## ONSITE BOOTH SPONSOR

- 10'x10' tent space within festival grounds (sponsor provides)
- Product Sampling and/ or giveaways
- Ad (1/4 page) in the Online Festival Guide
- Logo and Link on the Festival Website
- Placement of two (2) 3'x 8' banners on the festival grounds (sponsor provides)
- 10 General Admission Festival Tickets
- Complimentary Cooking Team Entry





## PREMIER SPONSOR

- Ad (1/2 page) in the Online Festival Guide
- Logo and Link on the Festival Website
- Placement of two (2) 3'x 8' banners on the festival grounds (sponsor provides)
- Product sampling or giveaways
- 10 General Admission Festival Tickets
- 4 VIP Admission Tickets
- Inclusion in all festival media (TV & Print)
- Complimentary Cooking Team Entry



## SILVER SPONSOR

- Ad (1/4 page) in the Online Festival Guide
- Logo and Link on the Festival Website
- Coupon/ flier distribution
- Placement of two (2) 3'x 8' banners on the festival grounds (sponsor provides)
- 10 General Admission Festival Tickets
- Complimentary Cooking Team Entry

## BIG KAHUNA AMBASSADOR

- Ad (1/8 page) in the Online Festival Guide
- Name and Link on Festival Website
- 10 General Admission Festival Tickets
- Complimentary Cooking Team Entry



## BIG KAHUNA CONTRIBUTOR

- Name and Link on Festival Website
- 4 General Admission Festival Tickets
- Complimentary Cooking Team Entry





[WWW.BKWFFESTIVAL.COM](http://WWW.BKWFFESTIVAL.COM)



**BIG KAHUNA WING FESTIVAL**





# **BIG KAHUNA** **WING FESTIVAL**

**THE BIG KAHUNA WING FESTIVAL**

**BKWFESTIVAL.COM**

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