



Walgreens

FOOD, WINE & MUSIC FESTIVAL

SPONSORSHIP DECK

POMPANO BEACH AMPHITHEATER
NOVEMBER 9TH, 2019



www.gridirongrilloff.com



MAKING A DIFFERENCE



100% of the event net proceeds from
Gridiron Grill-Off benefit Offerdahl's
Hand-Off Foundation & our initiatives:
Housing & Education



*The "Hand-Off" is where business,
government and community resources
are leveraged and willing to feed the
needs of others."*



Home Team Advantage Restorative Housing (HTA) – Offerdahl's Hand-Off Foundation's housing model & program. HTA provide supportive housing for vulnerable families seeking relational restoration & homeownership VICTORY!



**BROWARD COLLEGE
FOUNDATION**

In 2018, the Gridiron Grill-Off, LLC & the Broward College Foundation partnered together to benefit the youth in our community. A portion of the proceeds from the Gridiron Grill-Off Food, Wine & Music Festival supports Offerdahl's Scholarship Fund at Broward College.



HOUSING + EDUCATION = SUCCESS !!

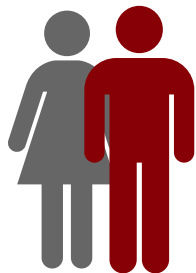




ATTENDEE DEMOGRAPHICS



8,000+
Event Attendees



55% Female
45% Male

Median Age: 36 - 51



Average Household Income:
\$75,000 - \$150,000+

59% Married
24% Single
17% Other



Attendees are Homeowners

Attendees are College Educated



Football and/or Sports Fans

Make Travel Plans Annually



Frequently Cook & Entertain at Home
Dine Out 5-7x Per Month

Connoisseurs of Fine Wine



THE **GRIDIRON GRILL-OFF** SERVES AS THE UMBRELLA FOR A MULTITUDE OF FUNDRAISING EFFORTS



Walgreens
**FOOD, WINE & MUSIC
FESTIVAL**

NOVEMBER 2019
SEE PG. 5 FOR MORE DETAILS

Attracting over 3,000 attendees, this event serves as an all-inclusive “Grand Grill-Off Culinary Experience” featuring 22 Miami Dolphin celebrity legends teamed up with 22 of South Florida’s top chefs for fans to eat, drink, seek celebrity autographs, vote for their favorite grill recipes, and compete in a cornhole competition! This is the pinnacle of entertainment & fine dining off the grill!

BENEFITING: Hand  OFF
FOUNDATION



APRIL 2020 - DRAFT WEEKEND
SEE PG. 19 FOR MORE DETAILS

This first annual Draft Weekend Fundraiser, hosted at the Hard Rock Stadium and presented by UHealth Clinic at Walgreens, will directly benefit the Sylvester Cancer Center. Through our partnership with Sylvester Comprehensive Cancer Center, we hope to make advancements in cancer research in South Florida and beyond

BENEFITING:  **SYLVESTER**
COMPREHENSIVE CANCER CENTER
UNIVERSITY OF MIAMI HEALTH SYSTEM



GRIDIRON GRILL-OFF



WHERE CELEBRITY...



Channing Crowder, fans & John Offerdahl



John Offerdahl, Chef and Zack Thomas



Sammy Hagar, John Offerdahl & fans



John Offerdahl & Adam Richman (Food Channel)

COMPETITION...



Restaurant Team: Pelican Landing



Each team gets judged on their dish & beverage pairing



Restaurant Team: Publix Apron's



Cornhole Competition

AND CHARITY... COLLIDE



Home Team Advantage



The Offerdahl Scholarship Fund at Broward College



Taste of the NFL





PAST CONCERT PERFORMANCES





LEE BRICE



SAMMY HAGAR



VINCE GILL, SISTER HAZEL, BARENAKED LADIES & DAUGHTRY

2019 TALENT TO BE ANNOUNCED IN SUMMER



PARTNERSHIP OPPORTUNITIES



- ➔ **\$2,500**
ON-SITE DISPLAY PARTNER

SPONSORSHIP OPPORTUNITIES

- ➔ **\$5,000**
CHOICE SPONSORSHIP
- ➔ **\$10,000**
PRIME SPONSORSHIP
- ➔ **\$20,000**
NAMING RIGHTS SPONSORSHIP
(ex: BBQ PIT MASTER SPONSOR)
- ➔ **\$30,000**
CONCERT SPONSOR
**Please contact for details*
- ➔ **\$40,000**
PRESENTING SPONSOR
**Please contact for details*
- ➔ **TITLE SPONSOR • SOLD**

Sponsorship levels can be a combination of cash and/or in-kind value
Sponsorship benefits can be customized based on your needs/wants





ON-SITE DISPLAY PARTNER



- ➔ On-site display partners will receive a 10x10 event space
- ➔ Display partners must provide their own tent and set up
- ➔ Display partners must provide an insurance certificate prior to set up
- ➔ Display partners have the option to sell or advertise on-site



\$2,500



CHOICE SPONSOR BENEFITS



- Step & repeat backdrop at a food tent with your logo
- 10 X 10 space for an event display
- Company logo on event website
- Brand mention in comprehensive media & marketing campaign
- Right to display (3) sponsor banners on event perimeter fencing (to be provided by sponsor)
- (8) Grand Grill-Off event tickets
- 1/2 page ad in the digital event program
- 4 parking passes



Branded truck and golf cart displayed on-site

\$5,000





PRIME SPONSOR BENEFITS



- 10 X 20 space for an event display
- Company logo on event entrance
- Company logo on event website
- Brand mention in comprehensive media & marketing campaign
- Right to display (5) sponsor banners on event perimeter fencing (to be provided by sponsor)
- (16) Grand Grill-Off event tickets
- (1) full page ad in the digital event program
- 6 parking passes

\$10,000



10x20 Macy's activation
featuring Nespresso





NAMING RIGHTS SPONSOR BENEFITS



- Naming rights to an event space
- Company logo on event entrance
- Company logo on event website
- Brand mention in PR & marketing campaign
- Right to display (10) sponsor banners on event perimeter fencing (to be provided by sponsor)
- (22) Grand Grill-Off event tickets
- (1) full page ad in the digital event program
- 8 parking passes

SOLD NAMING RIGHTS

Presenting Sponsor



BBQ Pit Master Competition

SOLD NAMING RIGHTS

Toyota Judges Stage & Loyalty Lounge

Tito's Tailgate Zone / Challenge

Sam Adams Beer Garden

VIP Tent Presented by Panache & 4Rivers BBQ



Toyota naming rights of the main stage



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FESTIVAL
Presented by
UHealth Clinic
UNIVERSITY OF MIAMI HEALTH SYSTEM
WALGREENS



GRIDIRON GRILL-OFF
Concert Series

VINCE GILL
BARENAKED LADIES
SISTER HAZEL
DAUGHTRY

POMPANO BEACH AMPHITHEATER

NOVEMBER 9th-11th ★ **GridironGrillOff.com**



Hard Rock naming rights for the 3 nights of concerts

\$20,000 +





EXAMPLES OF CORPORATE SPONSOR ACTIVATION



SELECT SPONSOR



SELECT SPONSOR



CHOICE SPONSOR



CHOICE SPONSOR



PRIME SPONSOR



PRIME SPONSOR



PRIME SPONSOR



PRIME SPONSOR



NAMING RIGHTS



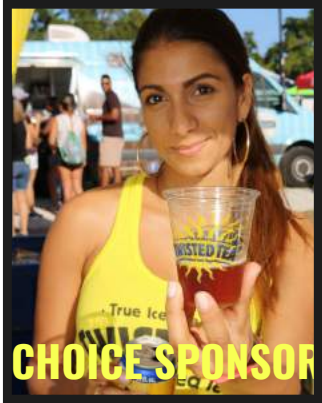
NAMING RIGHTS



NAMING RIGHTS



EXAMPLES OF BEVERAGE SPONSOR ACTIVATIONS





2018 MEDIA COVERAGE OVERVIEW



The Gridiron Grill-Off weekend overall
received **\$1,571,564** in media value
with **230,630,406** impressions in the following mediums:

PRINT • RADIO • TELEVISION • ONLINE





RADIO PROMOTIONS



2018 RADIO PROMOTIONS



Total Radio Value: **\$130,000**

700 + Public Service Announcements
July - November 2018

Total Radio Value: **\$10,000**

200 Spots
October - November 2018



COMCAST

The Gridiron Grill-Off PSA aired 1,794 times between 10/5/18 and 11/17/18 resulting in a \$23,406.59 VALUE



As a sponsor of the Gridiron Grill-Off, you will receive pre-event mentions in radio promotions through iHeart Media





SPONSORS & RESTAURANT PARTNERS



2018 SPONSORS



2018 RESTAURANTS





TAILGATE CHALLENGE



A tailgate challenge consisting of 100 competing teams providing 1 oz. protein samples & cocktail samples for event attendees to taste & vote on their favorite pairing!

Teams will compete for a variety of prizes including best: tailgate dish, speciality cocktail & decorated tailgate!



APRIL 2020 - DRAFT WEEKEND





CORPORATE TICKET PACKAGES



ALL-INCLUSIVE FOOD, ALCOHOL, & ENTERTAINMENT

12pm - 4:00 pm

REASONS TO PURCHASE



The Perfect Office Party • Entertain Your Clients • Employee Incentives

GENERAL ADMISSION

48 Tickets → \$3,264
20% DISCOUNT

96 Tickets → \$5,712
30% DISCOUNT

VIP ADMISSION

48 Tickets → \$4,800
20% DISCOUNT

96 Tickets → \$8,400
30% DISCOUNT



SPONSORSHIP FORM 2019 GRIDIRON GRILL-OFF

Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Johnny Williams, Executive Director, at jwilliams@gridirongrilloff.com - Please contact us with any questions.

CONTACT INFORMATION:

Company Name

Point of Contact (POC)

POC E-mail Address

POC Phone Number

Mailing Address

SPONSOR PACKAGES: **OPTION 1**

**Please check a sponsor level*

_____ \$2,500 - Select Sponsor

_____ \$5,000 - Choice Sponsor

_____ \$10,000 - Prime Sponsor

_____ \$20,000 - Naming Rights
Sponsor

TICKET PACKAGES: **OPTION 2**

GENERAL ADMISSION

_____ 48 tickets → \$3,264
20% DISCOUNT

_____ 96 tickets → \$5,712
30% DISCOUNT

VIP ADMISSION

_____ 48 tickets → \$4,800
20% DISCOUNT

_____ 96 tickets → \$8,400
30% DISCOUNT

PAYMENT INFORMATION:

_____ Please send me an invoice

_____ I have an enclosed check made payable to
Offerdahl's Hand-Off Foundation

_____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Type: Visa / MC / AmEx / Discover

_____ Card Number

_____ Expiration Date

_____ Security Code

\$ _____

(Opt. 1 or Opt. 2 TOTAL **OR** Opt. 1 and Opt. 2 TOTAL

_____ Signature



CONNECT WITH US



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