



Hosted by The Rotary Clubs of:  
 Mooresville, Mooresville-Lake Norman,  
 Top of the Lake, and Troutman



[www.TheGreatChiliCookOff.com](http://www.TheGreatChiliCookOff.com)  
[www.facebook.com/TheGreatChiliCookOff](https://www.facebook.com/TheGreatChiliCookOff)  
Benefitting Charities supported by Rotary

## 2017 FACT SHEET

- 2016 Event Date:** September 30, 2017 (4 pm – 9 pm)  
*Rain Date: Saturday, October 7, 2017 (4 pm – 9 pm)*
- Event Description:** Annual fundraiser event including a chili cook-off competition, live music, local vendors, huge kid's zone, beer garden, etc.  
First prize in the Home Town Cooker category is **\$2,500** plus awards in other categories and a total of \$5,500 of prize money will be awarded to all categories.
- Hosted by:** The Rotary Clubs of Mooresville, Mooresville-Lake Norman, Top of the Lake, and Troutman
- Website:** [www.thegreatchilicookoff.com](http://www.thegreatchilicookoff.com)
- Social Media:** [www.facebook.com/TheGreatChiliCookOff](https://www.facebook.com/TheGreatChiliCookOff)
- Event History:** Annual community event since 2009  
Over 4,000 people attend the event each year  
Benefactors have included Hospice of Iredell, HealthReach, Mooresville Soup Kitchen, SCAN, Barium Springs Home for Children, Red Cross, Christian Mission and many more  
Over \$240,000 raised and donated to charities since 2009  
50 cookers competed in the 2016 chili cook-off competition including local residents, Restaurants, etc.
- Sponsor Levels** Sponsorship opportunities range from \$500 to \$5,000; benefits are commensurate with giving.
- Previous Sponsors:** Budweiser, M.I. Connection, SAKS Orthodontics, Trinity Health Care, First Bank, Wells Fargo, Paquette Orthodontics, Energy United, Trump National Golf Club, Lowes Foods, BJ's Wholesale, Randy Marion Auto, Lowes Home Improvement, Atlantic Financial, Northshore Orthopedic, Southern Constructors, Jones Childers McLurkin Donaldson Attorneys at Law, Lawrie Lawrence Real Estate, The Francis Real Estate Team, Ivester Jackson Distinctive Properties, Tall Oaks Family Practice, The Peninsula Yacht Club, NFSG, Ford Hunger Drive, The Christy Allen Team, Lake Norman Magazine, The Meat Center, OLA Marketing, ReMax Lake Norman, Bill Baity Law, AmStar Cinemas, Mooresville Town Square, Holy Smokes Mission Ministry and La Patisserie
- Event Location:** Iredell County Fairgrounds, 630 North Main Street in Troutman, NC
- Contact Information:** Sponsorships – Eric Hutchby ([eric@traverse-partners.com](mailto:eric@traverse-partners.com))  
Vendors – Denise Dumford ([denise@imaginemusicgroup.com](mailto:denise@imaginemusicgroup.com))  
Event Chair Person – Michael Gander ([mgander@localfirstbank.com](mailto:mgander@localfirstbank.com))

## 2017 Sponsorship Packages

BENEFITS	Leading Sponsorship \$5,000	Level 2 Sponsorship \$2,500	Level 3 Sponsorship \$1,000	Level 4 Sponsorship \$500
<b>TELEVISION</b> Company mentioned as official sponsor during all interviews. Potential for company representation at interviews.	<b>X</b>			
Placement of your corporate logo and voice mention on 7,500 TV spots on MI Connection. 30-sec spots will run from Aug. – Sept.	<b>X</b>	<b>X</b>		
<b>WEB MEDIA</b> Placement of corporate logo on the Great Chili Cook-Off website with link to your company's website or FB page	<b>X</b>	<b>X</b>	<b>x</b>	<b>x</b>
Placement and mention on Great Chili Cook-off FB posts	<b>X</b>	<b>X</b>	<b>x</b>	
<b>PRINT PLACEMENT</b> Multiple Press Releases with sponsor mention to 40 local media outlets including TV, print & radio	<b>X</b>	<b>X</b>	<b>x</b>	
Logo on promotional banner, flyers, and posters.	<b>X</b>			
<b>EVENT T-SHIRTS</b> Corporate logo on all event T-Shirts	<b>X</b>	<b>X</b>	<b>x</b>	
<b>ON SITE MARKETING</b> Company logo on large event banner and booth placement for display and product samples	<b>X</b>	<b>X</b>	<b>x</b>	<b>x</b>
Corporate logo printed on all event tickets	<b>X</b>			
Message broadcast by event emcee, frequency commensurate with giving level	<b>X</b>	<b>X</b>	<b>x</b>	
<b>TICKETS</b> Complimentary event admission.	<b>20</b>	<b>10</b>	<b>4</b>	