



June 16-17, 2017

PO Box 2054
Buckhannon, WV 26201

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Website: www.almostheavenbbqbash.com

Sanctioned event of:



Dear Friends,

Following the overwhelming success of the first 2 years of this exciting event, plans are already underway for the 2017 Almost Heaven BBQ Bash, which also serves, by proclamation of the Governor of WV, as the 2017 WV State BBQ Championship. This event is also the WV Cup for the 2017 Mid Atlantic BBQ Championship, a qualifying event for both the American Royal BBQ Tournament and the Sonny's BBQ Invitational Showdown – and the ONLY event of its kind in West Virginia.

With the increasing number of BBQ teams and visitors, (an estimated 7,500 – 10,000 from a minimum of 15 states in our 2nd year), we're excited to partner with the historic Trans-Allegheny Lunatic Asylum (TALA) to host the 2017 event. Conveniently located in downtown Weston, WV with plenty of room to expand and lots of free parking on the beautifully landscaped front lawn area, we anticipate even bigger attendance in 2017.

The 2017 event will include entertainment and activities for visitors of all ages. Several unique WV crafters and commercial and non-profit vendors will be participating, along with a Car Cruise In, BBQ Bingo, Pig Mania (area businesses, organizations, and individuals "adopt" and decorate a concrete pig for great prizes & bragging rights), a Rib Eating Competition between Lewis & Upshur County law enforcement and emergency services, a new Outhouse Race (tentative) which could become an annual tradition of fun and frolic, and YES, there will be lots of delicious BBQ for everyone to enjoy.

*We are pleased to have the generous support of the **Weston Democrat, Record Delta, and the Inter-Mountain** (regular feature stories and sponsor recognition), **WBOY-TV** (recorded and live spots prior to and on-site at the event), and **WV Radio** (regular DJ chatter and promo spots as well as 12 hours of LIVE remotes during the event broadcast on several WV stations). With event and sponsor-specific ads and promotion thru tv, radio, and print, logo placement on our website, Facebook page, event signage, and cross promotion thru TALA's website, FB page and other promotion of our event, your organization is assured maximum return on your community marketing investment. In addition, the event is listed on the KCBS (Kansas City BBQ Society) website, the WV Division of Tourism Event Calendar, the Lewis County CVB website calendar, color rack cards in all WV and tourist-related welcome centers, and other collaterals to be distributed throughout WV and beyond.*

An event of this magnitude simply isn't possible without community involvement and corporate sponsors. We are honored to have the endorsement of the Governor of West Virginia, as well as support from the Lewis County Chamber of Commerce, Lewis County Convention & Visitors Bureau, Lewis County Commission, Weston Rotary Club, and several other area organizations

Thank you for taking the time to review the enclosed information, and we hope to add your name to our expanding list of event sponsors! Please don't hesitate to contact me to discuss your ideas, budget, or if you would like to be involved in a way not mentioned in the enclosed information to make this the best marketing opportunity possible for your organization. Feel free to contact me at the above email or 304 / 472-3033 (W) or 304 / 439-3033 (Cell).

Jody Light
Event Organizer / Sponsor Chair

