

SOUTHERN ROOTS

A BBQ REUNION

presented by Performance Food Group

APRIL 20TH, 2024

BENEFITING THE NON-PROFIT IDEFINE
TRAILBLAZER PARK • TRAVELERS REST, SC

**2024
SPONSORSHIP
PACKAGE**



THE CAUSE: A LETTER FROM GEOFF

Thank you so much for your consideration of sponsoring Southern Roots 2024! Your involvement will directly help the non-profit IDefine, Inc. that was created to help families and children with rare genetic disorders.

Our organization, IDefine, Inc, is committed to identifying life-changing treatments and cures for those with Kleefstra Syndrome and other Intellectual Disabilities, building community and resources for families. As a dad to a beautiful little girl impacted by this rare genetic disorder, I will never stop pursuing how to best help her. Our organization has been the beneficiary of funds raised since Southern Root's inaugural year in 2022.

The 2023 festival was able to raise \$50,000 for IDefine and has been used to further our mission goals of building community, developing coordinated care, and progressing research. Since the inception of Southern Roots, we've been able to fund a specialized Kleefstra Clinic at Boston Children's Hospital. With the ultimate goal of a cure in mind, with your support, we can continue to further the research of Kleefstra Syndrome.

Everyone with KS has one damaged copy of the gene EHMT1, but most importantly, they still have one intact copy as well. There is new technology called ASO technology that may provide a path to a treatment by adjusting the activity of that intact EHMT1 gene. IDefine recently launched a project with La Jolla Labs to determine if we can upregulate the causative gene for KS and are doing experiments to validate this ASO strategy. This is an exciting prospect, because it provides a "precision medicine" approach that addresses the underlying issue, rather than just treating symptoms. If we can find an ASO that turns up EHMT1, there is potential to develop this into a drug treatment that would compensate for the missing damaged copy of EHMT1 in KS patients. This, my friends, is our HOPE.

We hope you'll join us at Southern Roots on April 20th and help us take one step closer to finding a cure!

Geoff



SINCE 2022

WE'VE RAISED

\$92,000 for IDefine

to help advance research, spread awareness
and create more opportunities for those
battling Kleefstra Syndrome

- 2023 FESTIVAL -

1,300
attendees



36 local +
out-of-state
chefs + pitmasters





COMMUNITY CARES SPONSOR

Show your support with a Community Cares sponsorship! With a range of price points available, gain sponsorship perks such as logo recognition, event day tickets and more.

Southern Roots Family \$1,000

- 2 VIP Tickets
- Logo inclusion on website
- Recognition on the Thank You Wall

Southern Roots Community \$750

- 2 GA Tickets
- Recognition of name on website
- Recognition on the Thank You Wall

Southern Roots Friend \$500

- Recognition of name on website
- Recognition on the Thank you Wall

Southern Roots Donor \$250

- Recognition on the Thank You Wall
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REUNION TABLE SPONSOR \$2,000

The hottest seat in the house!

You get the best of both worlds with your Reunion Table Sponsorship – reserved seating and a private table for eight inside our VIP section AND the additional sponsorship perks for your company that come along with it!

Enjoy food and beverages specifically made just for our VIP's brought to you by our concierge staff dedicated to taking care of you and your guests.

Advertising and Publicity:

- Company Logo placement on website

Additional On-Site Recognition:

- Logo placement on your reserved table

Hospitality Benefits:

- 8 Event Day VIP Tickets inclusive of all food/beverage and a reserved private table
- 2 VIP Parking Passes



VOLUNTEER SPONSOR \$2,500

Advertising and Publicity:

- Named official Volunteer Sponsor
- Company Logo placement on website

Additional On-Site Recognition:

- Logo on Volunteer T-Shirts
- Logo placement on reunion map

Hospitality Benefits:

- 4 Event Day VIP Tickets inclusive of all food/beverage
- 1 VIP Parking Pass



ACTIVITY/GAME AREA SPONSOR \$5,000

Advertising and Publicity:

- Company Logo placement on website

Additional On-Site Recognition:

- Logo on all games in the game area, i.e. oversized Jenga, corn hole, etc
- Game Area Sponsor Sign
- Logo placement on reunion map
- Opportunity to provide item for chef/pitmaster gift bags

Hospitality Benefits:

- 6 Event Day VIP Tickets inclusive of all food/beverage
- 1 VIP Parking Pass

SENSORY/FAMILY AREA SPONSOR \$5,000

Advertising and Publicity:

- Company Logo placement on website

Additional On-Site Recognition:

- Logo at the Sensory/Family Area Tent
- Decorated tent marking a safe space for our kids and families
- Logo placement on reunion map
- Opportunity to provide item for chef/pitmaster gift bags

Hospitality Benefits:

- 6 Event Day VIP Tickets inclusive of all food/beverage
- 1 VIP Parking Pass

CREDENTIALS SPONSOR \$5,000

Advertising and Publicity:

- Company Logo placement on website

Additional On-Site Recognition:

- Logo on all event wristbands and lanyard credentials
- Opportunity to provide item for chef/pitmaster gift bags

Hospitality Benefits:

- 6 Event Day VIP Tickets inclusive of all food/beverage
 - 1 VIP Parking Passes
-



ARTISAN MARKET SPONSOR \$7,500

Advertising and Publicity:

- Artisan Market Naming Rights
- Company Logo placement on website
- Company Logo placement in appropriate print promotion
- Mention in appropriate social media promotions
- Mention in appropriate contracted print media

Additional On-Site Recognition:

- Branding in Artisan Market area
- Opportunity for on-site activation to showcase your company/brand
- Logo placement on reunion map
- Opportunity to provide item for chef/pitmaster gift bags

Hospitality Benefits:

- 8 Event Day VIP Tickets inclusive of all food/beverage with access to a reserved private table
- 2 VIP Parking Passes

BEVERAGE SPONSOR \$10,000

Advertising and Publicity:

- Beverage Tent Naming Rights
- Company Logo placement on website
- Company Logo placement in appropriate print promotion
- Mention in appropriate social media promotions
- Mention in appropriate contracted print media

Additional On-Site Recognition:

- Logo placement on all event beverage tents
- Logo placement on reunion map
- Opportunity to provide item for chef/pitmaster gift bags

Hospitality Benefits:

- 8 Event Day VIP Tickets inclusive of all food/beverage with access to a reserved private table
 - 2 VIP Parking Passes
-



MUSIC STAGE SPONSOR \$15,000

Advertising and Publicity:

- Main Music Stage Naming Rights
- Opportunity to announce all musical acts
- Company Logo placement on website
- Company Logo placement in all contracted print promotion
- Mention in all contracted social media promotions
- Mention in all contracted print media

Additional On-Site Recognition:

- Logo placement on all main stage signage
- Logo placement on reunion map
- Opportunity to provide item for chef/pitmaster gift bags

Hospitality Benefits:

- 12 Event Day VIP Tickets inclusive of all food/beverage with access to a reserved private table
- 4 VIP Parking Passes

PRESENTING SPONSOR \$20,000

Advertising and Publicity:

- Presenting Naming Rights
- Company Logo placement on website
- Company Logo placement in all contracted print promotion
- Mention in all contracted social media promotions
- Mention in all contracted print media

Additional On-Site Recognition:

- Opportunity to greet the crowds on stage
- Opportunity to provide item for chef/pitmaster gift bags
- Logo placement on all event signage
- Logo placement on reunion map

Hospitality Benefits:

- 24 Event Day VIP Tickets inclusive of all food/beverage with access to a reserved private table
- 6 VIP Parking Passes



We thank you for your consideration in joining our
cause to help better the lives of as many
children and families we can.

Geoff

Geoff Rhyne, Ella's Dad
Co-Founder and Officer
IDefine, Inc

Jason

Jason Callaway
General Manager
Larkin's

Brenda

Brenda Luginbill
Owner/Founder
cb events production

To join our community through sponsorship,
please reach out to

Geoff Rhyne
Ella's Dad
Co-Founder and Officer IDefine, Inc
gr@idefine.org
864-321-2681
IDefine.org

OR

Allie Knight
cb events production
Allie@cbevents.org
631-786-8694
