

SOUTHERN ROOTS

A BBQ REUNION

APRIL 11TH 2026

BENEFITING THE NON-PROFIT IDEFINE

TRAILBLAZER PARK • TRAVELERS REST, SC

2026
SPONSORSHIP
PACKAGE



SINCE 2022

WE'VE RAISED

\$300,000 for IDefine

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

- 2025 FESTIVAL -

1,600 attendees



45 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 reunion map
- 1 VIP Parking Passes

Southern Roots Community \$750

- 2 GA Tickets
- Logo inclusion on website
- Recognition on reunion map

Southern Roots Friend \$500

- Logo inclusion on website
- Recognition on reunion map

Southern Roots Donor \$250

- Recognition on reunion map
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REUNION TABLE SPONSOR \$2,250

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
- Logo placement on reunion map

Hospitality Benefits:

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

6
Available

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
 - 2 VIP Parking Passes
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CUSTOM ACTIVATION \$2,500 – \$5,000

Opportunity for larger, stand alone vendor activations to showcase your brand in a bigger way with options for custom build outs and branding opportunities

Advertising and Publicity:

- Company logo placement on website
- Mention in appropriate social media promotions and shout outs on social media stories the day of the event
- Inclusion in dedicated newsletter highlighting vendor activations

Additional On-Site Recognition:

- 10' x 10' individual tent activation space dedicated to your brand/ company
- Festival signage with company name/logo
- Name listed on the Community Partner Wall at the festival
- Name listed on all crew, sponsor and talent lanyards

Hospitality Benefits:

- 4 Event Day VIP Tickets inclusive of all food/beverage
- 2 VIP Parking Passes

VIP AREA SPONSOR \$7,500

Advertising and Publicity:

- VIP Area 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 VIP space
- 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
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MUSIC STAGE SPONSOR \$10,000

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

Jason

Jason Callaway
General Manager
Larkin's

Geoff

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

Brenda

Brenda Luginbill
Owner/Founder
cb events production

To join our community through sponsorship,
please reach out to

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