



COMMUNITY IMPACT

Our overriding goal is to promote the good life! Each year, the funds raised at the Wichita Wagonmasters Downtown Chili Cookoff are distributed back to the community through the Wichita Community Foundation. Through the Wagonmasters' Good Life Grants program, hundreds of thousands of dollars have been donated to local non-profits. Each of the Good Life Grants is focused on benefiting the quality of life for people in the Wichita area.



Be a part of this great community event that raises thousands of dollars for charity and promotes the good life in Wichita.



September 25, 2021

**Located on Douglas Ave.
Downtown, Wichita, KS**

wagonmasterschili.com



**★ WICHITA ★
WAGONMASTERS
DOWNTOWN
CHILI
COOKOFF**

September 25, 2021

2021

**SPONSORSHIP
OPPORTUNITIES**



A BRIEF HISTORY OF CHILI

With teams from Kansas and surrounding states, the Wichita Wagonmasters Downtown Chili Cookoff has been a Wichita tradition for over 30 years. The Wichita Wagonmasters, an organization made up of volunteer business leaders, took over the Chili Cookoff in 2005. The Wagonmasters brought the event back downtown, and have grown the event every year in both attendance and funds raised.

Since the return to Douglas Avenue, the crowds have responded with strong support for the event. A hungry crowd of over 9,000 will be on hand, eager to taste the best chili in the Midwest.

We award over \$5,000 in prize money for different categories, with the Grand Champion taking home \$1,000 in a contest that judges not only their chili but booth design and spirit as well. Contestants also have the opportunity to enter a team in the Chili for Charity category to win \$500 for their favorite charity.



PREMIER OPPORTUNITIES

As a sponsor, you receive a free team entry for the event! This is a great team building opportunity and great venue for promoting your organization to a huge audience.

SPONSOR BENEFITS

- ★ Blocks of Douglas Avenue in the heart of downtown Wichita
- ★ 10,000+ attendees excited to meet you and your chili team
- ★ Average of 80+ teams participating from all over Kansas and surrounding states
- ★ Recognition in signage, activity naming rights, and more
- ★ Activities designed to bring sponsors, teams, and the attendees together



FRIEND OF CHILI - \$500

- ★ Complimentary competitor booth space for your Chili team(s)
- ★ Insertion opportunity in Competitor Packets and Tasting Kits
- ★ Complimentary Tasting Kits you can distribute to customers or employees

HOT CHILI PARTNER - \$1000

- ★ Everything in the "Friend of Chili" package
- ★ Company name listing on print materials & promotional posters
- ★ Company name displayed during Chili
- ★ Mention in event PA announcements during Chili
- ★ Official Chili event aprons for cooking team participants
- ★ Corporate product giveaway opportunity during Chili

GOLD SPONSOR - \$2500

- ★ Everything in the "Hot Chili Partner" package
- ★ Banner recognition on stage during Chili
- ★ Company mention in pre-event radio teasers
- ★ Sponsorship level designation in event PA announcements and media releases

PLATINUM SPONSOR - \$5000

- ★ Everything in the "Gold Sponsor" package
- ★ Company logo placement on print materials & promotional posters
- ★ Television & Radio inclusion by TV and Radio Broadcasting partners
- ★ Sponsorship level designation in event PA announcements and media releases

PRESENTING SPONSOR - \$10000

- ★ Everything in the "Platinum Sponsor" package
- ★ Event stage banner recognizing your company to headline the stage
- ★ Professional chef & ingredients provided to lead your Chili team

ADDITIONAL OPPORTUNITIES

These will be allocated on a first come basis tied to each qualified sponsorship level:

- ★ Recognition as sponsor of the 50/50 raffle - **New in 2021!**
- ★ Sponsorship signage for Face Painting, Kids Zone, Condiment Stations or the Beer Garden.
- ★ Logo on sleeve of official Chili event t-shirt, koozies sold throughout the event, Chin Wipin' napkins included in all Tasting Kits, Tasting Kit bags distributed to Chili attendees.