

COLIGNY PRESENTS



A WEEKEND ON
HILTON HEAD
ISLAND
CELEBRATING
WORLD CLASS BBQ
LOCAL BOOZE
ROCK'N ROLL



HEADLINER

blues traveler



ANGIE APARO



OCT 14 / 15 2022

ROCKNRIBSHHI.COM



BECOME A PARTNER!

Contact Caitlin Lee

Email: info@rocknribshhi.com

COLIGNY PRESENTS



MARKETING PARTNERSHIPS

ABOUT THE EVENT

- Presented by Coligny, classic Southern, rock & roll weekend celebrating BBQ, the people who make it, and the people who eat it
- Pitmasters from all over the US with national name recognition in culinary spaces
- 600 ticket holders from targeted areas, including Charlotte, Atlanta & Charleston
- High-end event with casual vibe to attract engaged "foodie" crowd

MARKETING REACH

- COLIGNY: 15,000 daily social media followers, 10,000 email subscribers 2x weekly updates w/ 24% click-through rate, 800 daily text subscribers, 1,000,000 visitors on colignyplaza.com annually
- PIT MASTERS: 75,000+ social media followers for 10 confirmed Pit Masters
- LOCAL RESTAURANTS: 35,000+ social media followers for our 7 local participating restaurants
- BLUES TRAVELER: 325,000+ social media followers, 1.7M+ monthly listeners on Spotify

THE PIT BOSS

INVESTMENT: \$5,000

PARTNERSHIP INCLUDES

- 4 "Coligny BBQ Society" (Weekend VIP) Tickets valued at \$1,300+ to use for promotions/internal marketing which includes:
 - Private Celebrity Chef Dinner & Angie Aparo Concert on Friday, October 14th for Partners & VIP ticket holders
- 6 "Pitmaster" (10/15) VIP Tickets valued at \$850+ to use for promotions/internal marketing
- Inclusion on Event Poster
- Dedicated partner website page on rocknribshhi.com with direct links to your website
- Dedicated email blast and social media post promoting your business
- Signage and branding displayed throughout Saturday's main festival and concert
- Option to include swag & other promotional items in VIP Welcome Bags

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PITMASTER'S FRIEND

INVESTMENT: \$2,500

PARTNERSHIP INCLUDES

- 4 "Pitmaster" (10/15) VIP Tickets valued at \$950+ to use for promotions/internal marketing
- Dedicated partner website page on rocknribshhi.com with direct links to your website
- Dedicated email blast and social media post promoting your business
- Your business featured in front of a pitmasters station at Saturday's main festival and concert
- Option to include swag & other promotional items in VIP Welcome Bags