

# 2024

## GRAND CHAMPION SPONSORSHIP

**QUE**  
THE  
**CREEK**  
BBQ FESTIVAL

February 3, 2024

**GLIZZYFEST**  
BC'S HOT DOG COMPETITION

February 24, 2024

**The Big Cheese**  
Battle Creek's  
Mac+Cheese  
Festival

April 20, 2024

Calling all Grand Champions! For the first time we're offering the opportunity to be a sponsor of **ALL THREE** of our major community food events in Battle Creek: **Que the Creek**, **The Big Cheese Mac + Cheese Festival**, and **Glizzy Fest**. By sponsoring these events, you'll become a Battle Creek Grand Champion. As a Grand Champion sponsor, you'll enjoy unparalleled visibility for your organization through benefits defined on this sheet. You'll also enjoy the savings of 0.5% from a single event sponsorship (2.5% the cost of a single event sponsorship). So, the question remains, are you ready to become a Grand Champion for our community? Help us continue to bring fun, exciting and delicious events to Downtown Battle Creek!

**QueTheCreek.com**

**GlizzyFest.com**

**TheBigCheeseBC.com**

### Platinum Sponsor

**\$10,000**

- Includes Gold and Silver benefits as well as
- Arena hospitality room VIP access with 20 event passes for all three events
- 8'x8' print board inside Kellogg Arena (good for 1 year)
- Logo on Arena digital displays day of
- Logo on print-at-home e-tix
- Radio shout-out

### Gold Sponsor

**\$2,500**

- Includes Silver benefits as well as
- Stage banner
- Outdoor marquee logo (up to 90 days)
- Logo included on Beckley Rd digital billboard advertisements

### Silver Sponsor

**\$625**

- Company acknowledgment on all social media posts
- Logo on website
- Logo on printed materials
- Logo on Downtown merchant A-frames

\*All sponsorship benefits are subject to change based on time frame of securing sponsorship.

**YES!**

I would like to become  
a Grand Champion  
sponsor:

☐ PLATINUM SPONSOR - \$10,000

☐ GOLD SPONSOR - \$2,500

☐ SILVER SPONSOR - \$625



**FILL OUT  
FORM  
ONLINE**

BUSINESS NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS, CITY, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

☐ CREDIT CARD: ☐ CHECK (payable to: Kellogg Arena c/o Grand Champion, 1 McCamly Square, Battle Creek, MI 49017)

NAME ON CARD: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_ CW: \_\_\_\_\_