

**36 Annual  
SERTOMA Chili Cook-off  
Sponsorship Opportunity**



**Friday, February 24, 2017**

**Team Set Up Party**

**4:00PM – 10:30PM**

**Saturday, February 25, 2017**

**Chili Cook-Off**

**11:00AM – 5:00PM**

# 36 Annual SERTOMA Chili Cook-off Sponsorship Opportunity Springfield Expo Center

## About Sertoma in Springfield, Missouri

The Springfield Area Sertoma Clubs are 501(c)3 not-for-profit organizations. We are part of Sertoma International which was founded in 1912, making it one of the oldest civic organizations in the country. Sertoma is an acronym for SERvice TO MAnkind. Sertoma is constantly giving back to our community through community service and by raising funds for local children's charities through events. The first Springfield Sertoma Club was established in 1941 to support the Boys and Girls Clubs of Springfield. Now with six local Sertoma Clubs, through various events we are able to donate about \$500,000 annually to support many different charities.

## About the Sertoma Chili Cook-Off

- 35 years as an Ozarks Tradition.
- 10,000 people walk through the doors during the 6 hours we are open.
- We reach a wide variety of demographics.
- People attend throughout the entire Southwest Missouri Region.
- Largest open-to-the-public one day fundraising event in the area.
- Over 20,000 Cups of Chili served.
- \$2.5 Million Raised for Local Children's Charities

## Contact us with questions or comments to sponsor the Sertoma Chili Cook-Off.

Marc Kiser  
Sponsorship Chair  
417-880-8229  
[mkiser@advertising-plus.com](mailto:mkiser@advertising-plus.com)

Jared Doty  
Sponsorship Committee  
417-823-8300  
[jared@dotyfinancial.com](mailto:jared@dotyfinancial.com)

Eric Merritt  
Event Co-Chair  
417-350-7255  
[Merritt4650@sbcglobal.net](mailto:Merritt4650@sbcglobal.net)



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Where do the funds from the Sertoma Chili Cook-Off go?



**BOYS & GIRLS CLUBS**  
OF SPRINGFIELD

New Sertoma Boys & Girls Club Unit  
School Buses and Shuttles  
Mental Health Programs  
Sports Programs  
Internet & Hardware Updates  
Teen Summer Nights Program  
Campbell-McGregor Summer Program  
Building Maintenance at Musgrave, Henderson, Stalnaker and  
Sertoma Units.  
YEO Job Training Program

## 36 Annual SERTOMA Chili Cook-off Sponsorship Opportunity

<b>Opportunity</b>	<b>Title</b> \$20,000 *Exclusive	<b>Presenting</b> \$15,000 *Exclusive	<b>Premier</b> \$10,000 *Exclusive	<b>Platinum</b> \$7,500 *Exclusive	<b>Gold</b> \$5,000 *Exclusive	<b>Silver</b> \$2,500	<b>Bronze</b> \$1,000	<b>Friends of Chili</b> \$500	<b>Chili Bowl</b> \$250
<b>Event Tickets</b>	100	75	50	35	25	20	15	10	8
<b>Logo displayed on Website</b>	X	X	X	X	X	X	X	Name	Name
<b>Recognition on Facebook and on Sponsor Banner</b>	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
<b>VIP Tickets</b>	20	16	14	12	10	8	6	4	2
<b>Company Provided Banner Displayed at Event</b>	X	X	X	X	X	X	X	X	
<b>Tickets to Sponsorship Banquet with a commemorative gift</b>	14	12	10	8	6	4	2		
<b>Recognition on Video Screens during event (company supplied)</b>	Logo	Logo	Logo	Logo	Logo	Logo	Logo		
<b>Entry into Poker Tournament</b>	10	8	6	4	2	2	1		
<b>Booth Space (Must serve chili at booth)</b>	4	3	2	2	1	1			
<b>Naming Rights for Event Feature (Coordinate with Sponsorship Chair on Choice of Feature)</b>	Event	Stage, Stage Break, Main Floor	Lower Level, and Upstairs of Expo	Bathrooms, Smoking Section, Poker Area	Man Cave, Friday Poker Tourney, VIP Lounge, Street Sign, Audio Visual	Back of Ticket, Event Pass			
<b>Recognition on Posters</b>	Logo	Logo	Logo	Logo	Logo				
<b>TV, Radio, Billboard, PSA Material, Print (See sponsorship agreement)</b>	X	X	X	X					
<b>30 Second Commercial Ran Between Band Sets at Event (Company Supplied)</b>	X	X	X						
<b>Recognized on Event T-Shirts and Photo Booth and All Event Signage</b>	X	X							

# 36 Annual SERTOMA Chili Cook-off Sponsorship Opportunity

## SPONSOR APPLICATION

Yes, we would like to be a Chili Cook-Off Sponsor!

- TITLE Sponsor \$20,000
- PRESENTING Sponsor \$15,000
- PLATINUM Sponsor \$7,500
- SILVER Sponsor \$2,500
- "FRIENDS OF CHILI" Sponsor \$500
- PREMIER Sponsor \$10,000
- GOLD Sponsor \$5,000
- BRONZE Sponsor \$1,000
- "CHILI BOWL" Sponsor \$250

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsorship Amount: \$ \_\_\_\_\_

Please Circle the Appropriate Payment Option:

Send Invoice      Check Enclosed      Credit Card

Name on Card \_\_\_\_\_ CC #: \_\_\_\_\_

EXP: \_\_\_\_\_ CVC: \_\_\_\_\_ Mailing Address: \_\_\_\_\_ - \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

(For the person listed on the card)

- Email logo graphics to [Sertoma@sbcglobal.net](mailto:Sertoma@sbcglobal.net) as soon as possible. Deadline to submit a logo for advertising purposes is December 1, 2016.
- Sertoma will make every effort to mention Title, Presenting, and Platinum Sponsors on as many advertisements as possible. However, due to the number of ad variations we run and rules governing non-profit advertising we cannot guarantee your company will be mentioned in every advertisement.
- This Sponsor Application serves as a contract agreement for sponsorship in the form of a cash contribution as designated above. Please consider this an agreement with the Sertoma Clubs of Springfield.
- Silver Sponsors and Higher are offered a booth as part of their sponsorship packet. You must let the office know prior to Feb. 1, 2017 if you would like a booth. Since booth spaces are sold, the booth provided will be based upon availability. The booth provided is for the business sponsoring the Chili Cook-off and cannot be sold or shared with another business or individual unless approved by the Cook-Off Committee prior to Feb.1.

Please return signed contract by December 1, 2016 to: Sertoma Clubs of Springfield  
1717 E. Republic Rd., Suite A  
Springfield, MO 65806