

Barn  Burner
BAR-B-Q
AT LAMBS FARM

Sponsorship Information

Friday & Saturday, October 15 & 16, 2010



Empowering people with developmental disabilities to lead personally fulfilling lives.

Barn Burner BAR-B-Q AT LAMBS FARM

What's Cookin' at Lambs Farm?

Who?

Lambs Farm: Barn Burner BAR-B-Q benefits and is produced by Lambs Farm, a 501(c)(3) not-for-profit organization dedicated to empowering people with developmental disabilities to lead personally fulfilling lives.

Visitor profile: The year-round business operations and events held at Lambs Farm draw a steady stream of visitors. Approximately 300,000 people visit our campus annually. The following is some demographic information derived from our last customer base survey:

Gender: 66% female, 34% male

Homeowners: 68% live in a single family dwelling; 70% own their home

Marital Status: 71% are married

Children: 23% have one child; 31% have two children; 21% more than two

Age: 69% between the ages of 25 - 44

Education: over 63% have college degrees

Household Income; over 62% have incomes between \$65k – \$140k/year

Employment: 46% have executive, managerial or administrative jobs

Over 40% of our guests come at least twice in a twelve-month period.

Over 85% of our guests are aware of our mission.



What?

The Barn Burner BAR-B-Q is...

- Sanctioned by the Kansas City BBQ Society, the largest BBQ sanctioning body in the world as well as the Illinois BBQ Society (ILBBQS)
- Competition is a state championship: Grand Champions eligible for the Jack Daniels, Great American BBQ and the Kansas City Royal
- Cooks will compete in 4 categories: brisket, chicken, ribs, pork. Cooks can also compete in the optional dessert category and an optional "wings" category
- Community Chili Challenge open to any person, organization who wants to compete

Where?

Lambs Farm, a popular and well known family attraction, in Libertyville, Illinois.

When?

Friday & Saturday, October 15 & 16, 2010



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Smokin' Statistics

Who Grills and barbeques?

The following facts and figures were provided by the Hearth, Patio and Barbecue Association, the Barbeque Industry Association and Mediamark Research, Inc. and are based on the most recently compiled data submitted by reporting companies and BIA estimates.

- 🕒 The word barbecue most likely comes from the Spanish “barbacoa,” which in turn derives from a Tainu (West Indian) phrase meaning “sacred fire pit.”
- 🕒 66.2 million people have barbequed in the past year
- 🕒 The most popular holidays for barbecuing are, in order, July 4th (71%), Memorial Day (57%), & Labor Day (55%).
- 🕒 64% of barbeque grill owners use their grills all year long
- 🕒 Nearly one out of nine barbeque grill owners have a water smoker in addition to their other grills
- 🕒 Competition barbecuing is one of the hottest hobbies in the country with hundreds of cook-offs held throughout all 50 states. The biggest and most famous are Memphis in May and The American Royal in Kansas City.
- 🕒 57% of the time, men make the decisions about purchasing grills, while women more often make the decisions about when and what types of foods to barbeque
- 🕒 59% of barbequers are men; 41% are women
- 🕒 65% are married
- 🕒 48% have children





Lambs Farm Overview

Purpose

Lambs Farm is a premier non-profit organization celebrating forty-nine years of serving adults with developmental disabilities. We serve a mission of empowering people with developmental disabilities to lead personally fulfilling lives, by providing vocational, residential, social, and recreational programming.

History

Lambs Farm began in 1961 when 12 adults with developmental disabilities were employed in a pet shop on State Street in Chicago. Believing that there had to be something better than the sheltered workshops offered at the time, and using revolutionary vocational training concepts, the Co-Founders identified and focused on the Participants' strengths by teaching them how to complete simple tasks which increased in complexity as their skills were honed. Our Co-Founders felt that if people with developmental disabilities were exposed to the possibilities – and given the opportunities – they would become meaningful, productive members of society. As interest in the program increased, the organization was relocated to a 72-acre campus near Libertyville and subsequently expanded into a living and working community for Program Participants.

Programs

Today, we offer a full range of vocational, residential, social, and recreational services to some 250 men and women annually throughout the Chicago Metropolitan area, principally in Lake and Northern Cook Counties. Our Participants include both residents who live on the campus or in nearby community homes as well as commuters who come on-site to take advantage of the services offered.

Vocational Services

Lambs Farm provides a comprehensive system of assessment training, job placement, and support in developing vocational and social skills, enabling Participants to learn to work at their optimal levels. Depending on their needs and interests, a Participant may work in one of our on-campus businesses, at our work center, or in the community. Older Participants may choose to retire from employment and participate in our Senior Program.

Residential Services

Several living options are available based on the level of support required by each individual Participant. Residences on our campus include nine group homes, the Green-Field Residence for seniors, and a 19-unit apartment building. We also have six community homes located in nearby communities.

Social and Recreational Services

Our social and recreational services focus on helping Participants learn daily living skills, physical wellness, and the development of lifelong interests. Our "Healthy Lambs" and "Healthwise" programs encourage Participants to form good exercise and nutrition habits. The QUEST Enrichment Program provides opportunities for Program Participants to pursue their personal goals with classes centering on daily living skills, social issues, work skills, and hobbies. Many Program Participants take part in individual and team sports, as well as training for the Special Olympics. Additionally, our Weekenders and Friday Night Recreation programs provides exciting weekend activities for all Participants.



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Sponsorship Opportunities

“Whole Hawg” Presenting Sponsor

Total Investment: \$5,000 (*Only one available*)

The premier opportunity with the greatest brand exposure.

- Top billing—Corporate name is attached to the title of the event as “Presented by” in all event materials including, but not limited to: print materials, media, advertising, signage, banners, etc.
- Featured logo position in print ads and event promotion materials (program, banners, signage, advertising, etc.)
- Logo on the cover of event program
- Full page ad premium location (choice of inside or back cover) of event program book
- Multiple locations for company banners and signs during the event
- Opportunity to contribute company information, product, etc. to BBQ and Chili prize packages
- Vendor space for you to sell or display your companies products or services
- Presenter of Grand Champion and Reserve Grand Champion BBQ awards
- Live recognitions throughout the event on Hog Wild Music Stage
- Name featured on electronic billboard on I-94 seen by over 120,000 vehicles each day
- Prominent recognition in Lambs Tales, the Lambs Farm newsletter that is distributed to more than 17,000 contacts, eighty-eight (88%) of which are in the greater Chicago area
- Logo on Lambs Farm website
- Multi-Year preference as platinum event title sponsor
- First right of refusal for the 2011 event

“Top Hawg” Gold Sponsor

Total Investment: \$2,500 (*Only 4 available*)

Choice of Feature sponsorship location: Hog Wild Music stage, KCBS sanctioned BBQ competition event, Chili Challenge, or the Beer Garden

- Logo in print ads and event promotion materials (program, banners, signage, advertising, etc.)
- Space to display your company banner or logo in your featured event area
- On site recognition and live P.A. recognition announcements during your featured event
- Presenter of BBQ competition individual category awards for BBQ feature sponsor
- Full-page ad inside event program book
- Vendor space for you to sell or display your companies products or services
- Presenter of the Chili Challenge winners for Chili Feature sponsor
- Opportunity to contribute company information, product, etc. to BBQ and Chili prize packages
- Prominent recognition in Lambs Tales, the Lambs Farm newsletter that is distributed to more than 17,000 contacts, eighty-eight (88%) of which are in the greater Chicago area
- Logo on Lambs Farm website
- First right of refusal for the 2011 event



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Sponsorship Opportunities Cont.

Sizzlin' Silver Sponsor

Total Investment: \$1,000

- Inclusion of logo on banners and on site signage where possible
- Vendor space for you to sell or display your companies products or services
- Space to display your company banner or logo at the event
- Half-page ad in event program book
- Opportunity to contribute company information, product etc. to BBQ and Chili prize packages
- Recognition in Lambs Tales, the Lambs Farm newsletter
- Logo on Lambs Farm website

Burnin' Bronze Sponsor

Total Investment: \$500

- Space to display your company banner or logo at the event
- Vendor space for you to sell or display your companies products or services
- ¼ page ad in event program book
- Opportunity to contribute company information, product, etc to BBQ and Chili prize packages
- Logo on Lambs Farm website
- Recognition in Lambs Tales, the Lambs Farm newsletter

Bad to the Bone Sponsor

Total Investment: \$250

- 1/8 page ad in event program book
- Opportunity to contribute company information, product, etc to BBQ and Chili prize packages
- Listing on Lambs Farm website
- Recognition in Lambs Tales, the Lambs Farm newsletter

Fired Up Friend of the Farm

Total Investment: \$100

- Listing in event program
- Opportunity to contribute company information, product, etc to BBQ and Chili prize packages

Smokin' Media Sponsor

The benefits for Media Sponsors will be determined based on investment value and will be comparable to other sponsorships of similar investment. Please contact Claudia Stevens at 847-990-3750 or crs@lambsfarm.org to discuss specific Media Sponsor plans.



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Sponsorship Participation Form

Yes! I would like to support Lambs Farm Barn Burner BAR-B-Q. Please sign me up for:

- "Whole Hawg" Presenting Sponsor \$5,000
- "Top Hawg" Gold Sponsor \$2,500
- Sizzlin' Silver Sponsor \$1,000
- Burnin' Bronze Sponsor \$500
- Bad to the Bone Sponsor \$250
- Fired Up Friend of the Farm \$100
- Smokin' Media Sponsor \$_____



- Please accept my donation of \$_____ to support Lambs Farm.
- I would like to sponsor the event in another way, please contact me.

CONTACT INFORMATION

Your Name: _____ Company: _____

Address: _____

City, _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

I have enclosed \$_____

Please make checks payable to Lambs Farm

Please charge my credit card account in the amount of \$_____

- Visa[®] MasterCard[®] Discover[®] American Express[®]

Card Number: _____

Exp. Date: _____

Signature: _____

Return sponsor participation form and payment to:

Event Coordinator
 LAMBS FARM
 14245 W. Rockland Rd.
 Libertyville, IL 60048
 Phone: 847-990-3750
 Fax: 847-362-0742
 www.lambsfarm.org

