



2026 **SPONSOR** **OPPORTUNITIES**

LABOR DAY WEEKEND | KLEINER PARK • MERIDIAN, ID

Presented by the Meridian Lions Club
Supporting Treasure Valley Community Programs

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EVENT OVERVIEW



The **Meat & Tater BBQ Fest** is a premier Labor Day weekend festival in Meridian, Idaho celebrating championship barbecue, community, and local culture.

Held at **Kleiner Memorial Park**, the event brings together nationally recognized BBQ teams, regional vendors, live entertainment, and a curated automotive showcase in a family-friendly outdoor festival environment.

Organized by the **Meridian Lions Club**, the event supports charitable initiatives that strengthen communities across the Treasure Valley.

HIGHLIGHTS

5,000+ Attendees

Local Sponsors & Vendor Booths

Classic Car Show & Automotive Showcase

KCBS Sanctioned BBQ Championship

Official BBQ World Cup Qualifier

Live Music, Kid Zone, Family Friendly

100% of proceeds remain in the Treasure Valley supporting community programs.



2025 FESTIVAL RECAP



The inaugural festival established the Meat & Tater BBQ Fest as a growing Labor Day weekend tradition in the Treasure Valley. Between **8,000 - 10,000** BBQ enthusiasts, families and regional visitors gathered to celebrate BBQ, local vendors and community.

EVENT KEY HIGHLIGHTS

150+ Guests at the VIP Fundraiser Dinner Prepared by Celebrity Chef/Pitmaster Brad Leigninger

300+ Automotive Showcase Participants - Sponsored by Kendall Ford the car show was a huge success.

50+ Local Vendors - featuring food and artisan goods - many reported it was the busiest event they'd had all year.

Largest KCBS BBQ Competition in Idaho

42 KCBS Competition Teams

14 States Represented

(from as far away as Virginia and Texas)

10 of the Top 20 KCBS Teams Nationally

(including all KCBS Team of the Year winners)

Featured on KTVB, Hello Meridian, and regional radio.



AUDIENCE & REACH

The Meat & Tater BBQ Fest draws thousands of visitors from across the Treasure Valley and surrounding region, creating a high-energy environment for brands to connect directly with attendees.



EVENT AUDIENCE HIGHLIGHTS

- **8,000–10,000 Festival Attendees**
- Families from across the Treasure Valley
- BBQ enthusiasts and food lovers
- Automotive enthusiasts
- Local businesses and community leaders
- Regional visitors traveling for the event

MARKETING EXPOSURE

- On-site branding and activation
- Regional media coverage
- Social media promotion
- Community partnerships
- Sponsor recognition across event marketing materials



THE FESTIVAL EXPERIENCE

The Meat & Tater BBQ Fest delivers a full weekend celebration of championship barbecue, live entertainment, local vendors, and family-friendly activities.



EXPERIENCE HIGHLIGHTS

Curated Automotive Showcase

A dedicated automotive showcase featuring 300+ standout vehicles.

Sponsor Marketplace & Food Trucks

A marketplace featuring sponsors and food vendors

Championship BBQ Competition

KCBS-sanctioned competition featuring nationally ranked pitmasters from across the country.

Live Music & Entertainment

Regional performers and stage programming all day.

Family Activities

Kids Zone, pancake breakfast, and activities designed for guests of all ages.



COMMUNITY IMPACT



The Meat & Tater BBQ Fest is organized by the Meridian Lions Club, part of Lions Clubs International, the world's largest service organization.

For more than a century, Lions have served communities around the world through initiatives focused on vision care, youth development, humanitarian aid, and hunger relief.

The festival helps generate funding that supports programs and services benefiting individuals and families across the Treasure Valley.

IMPACT AREAS

- Vision Health Programs
- Youth Leadership & Scholarships
- Diabetes Education & Advocacy
- Hunger Relief & Community Assistance
- Local Humanitarian Support

100% of proceeds remain in the Treasure Valley supporting local community programs.



SPONSORSHIP OPPORTUNITIES



The Meat & Tater BBQ Fest offers a range of sponsorship opportunities designed to connect brands with thousands of engaged attendees during Labor Day weekend in the Treasure Valley.

Sponsors receive meaningful visibility through on-site branding, digital promotion, and direct engagement with festival guests.

Partnership opportunities range from brand activations to category exclusivity and premium hospitality experiences.

Custom sponsorship packages can also be developed to meet specific marketing goals.

All sponsorships and donations directly support the execution of this event and help generate funding for **life-changing services right here in our communities.**



SPONSORSHIP OPPORTUNITIES

BENEFIT	SPUD \$1,000	TATER TOT \$2,500	FRENCH FRY \$5,000	WAFFLE FRY \$10,000	BAKED POTATO \$20,000	LOADED BAKED POTATO TITLE SPONSOR \$30,000+
Industry Category Priority or Exclusive (Limited)				● Priority	● Industry Exclusive	Exclusive Presenting Sponsor
Promotional Booth Space	●	●	●	●	● Premium Location	● Premium Location
Custom Brand Activation Opportunities			Optional	●	●	Custom
Logo on Event Banner	●	●	●	●	● Featured	● Premier Placement
Stage Announcements	●	●	●	●	●	●
Logo on Festival Website & Event Program/Map	●	●	●	●	●	●
Social Media Mentions	1	2	3	4	6	10+
Sponsor KCBS Competition BBQ People's Choice Judging Experience				10 Sponsor Guests	20 Sponsor Guests + VIP Perks	20 Sponsor Guests Award Naming Rights Stage Presentation

Meridian Lions is a 501c3 and sponsorship for this event is tax-deductible

2025 SPONSORS





THANK YOU

The Meat & Tater BBQ Fest has quickly become one of the Treasure Valley's most exciting community events — bringing together championship BBQ, local businesses, families, and thousands of guests for a weekend that celebrates great food and community.

With the continued support of our sponsors, volunteers, and the Meridian Lions Club, the festival will continue to grow while generating meaningful funding for programs that serve our community.

We're excited about what's ahead and grateful to everyone who helps make this event possible.

CONTACT US

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