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FESTIVAL 2011

Event Recap



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Event Information

The Great American BBQ and Beer Festival

Date: Saturday, March 26th, 2011

Time: 12pm- 8pm

Location: Historic Downtown Chandler – Dr. AJ Chandler Park (east)

Admission: General \$10, kids 12 and under FREE

Entertainment: Take Cover, One Pin Short, The Expendables, Reel Big Fish

Website: www.chandlerbbq.com



Marketing Elements

★★★★★
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TV

Sonoran Living – Morning Segment with Andi Barness

Fox 10 News – Morning segment with Jaime King

Clear Channel Spots

Discovery 3/10 – 3/20 24:30 sec commercials

Food Network 3/10 – 3/20 34:30 sec commercials

TLC 2/20 – 3/10 24:30 sec commercials

SPEED Network 3/10 – 3/20 24:30 sec commercials

Local news/media Partnerships

Radio

The Fan 1060am 72 radio spots 2 weeks

X103.9

1/20 – 3/26 260:30 sec commercials

Morning Show Promos 144:30 sec com.

On Site Live Radio Broad cast

X103.9 Ticket Promotions (50)

X103.9 Street Teams



Marketing Elements

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Print

SanTan Sun News 2/20, 3/5, 3/20 – Full Page full color with right up on front page 3/19

Phoenix New Times

1. Four Full Pages - Full Color Ads (Mar. 3rd, 10th, 17th and 24th)
2. 400,000 Web Impressions (Mar. 3rd – 26th)
3. Three SMS Text Messages (12th, 19th and 25th)
4. 36 Social Media post promoting the event and ticket giveaways
5. Promotional Event Listing on phoenixnewtimes.com
6. Free Stuff listing promoting ticket giveaway
7. Use of New Times Street Team to promote and flier event

AZ Weekly

1. Arizona's Best BBQ Feature Page with 7 ads and full directory listings for BBQ Restaurants (Mar. 17th and 24th)
 2. Four Full Pages - Full Color Ads (Mar. 3rd, 10th, 17th and 24th)
 3. 8 weeks of Editorial ½ page stories featured in Entertainment / Beer / Festival sections
 4. Web banner 250x250 6 weeks
 - 5) Leader board 2 weeks
 - 6) 2 Weeks of: ticket promo, 36 tickets
- AZ Weekly to receive 10x10 announcements, signage, Sponsor passport, promotional stop by AZ weekly booth to win a chance for soldiers r us.

Phoenix New Times Promotions

News • Music • Calendar • Restaurants • Search Phoenix New Times

Free Stuff

Great American Barbecue Festival and Reel Big Fish

Downtown Chandler's Great American BBQ & Beer Festival is March 26! Enter to win tickets into the food and drink phenomenon which is also featuring a concert by Reel Big Fish and more!

This event is for the whole family to enjoy. Throw out the lawn chairs and picnic blankets and prepare to witness Chandler's largest and best BBQ event. Live entertainment, all ages Kid's Zone, Bike Show with the traditional backyard BBQ atmosphere, this is sure to be a finger licking good time.

With great pride, Reel Big Fish, The Expendables, One Pin Short and Take Cover are announced as the musical entertainment for the BBQ Throwdown!



Marketing Elements

★★★★★
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Contest Flyer

New Times Half Page Ad



Online Banner



Flyer



Front

Back



AZ Weekly/New Times Full Pg



New Times Online Ad



New Times Online Banner



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On-Site

Bashas' 35 locations Phoenix metro area with Advanced tickets, \$8

Feb 16-March 25, 1st, 2nd, 3rd week

- 8.5x11 Register / Banner Ad / Supplier purchase \$1 or \$2 off any meat with Necker and tear pads for BBQ
- PR on site / BBQ on site and Select few dates and locations, radio
- Bashas trailer on Arizona Ave in front of Farmers market booth - 10x10 direct to retail booth
- Event POP at all 40 valley wide locations
- 2 week Wednesday Ad in Republic distributed to 3,000 homes
- 2 week Website special ad
- Catalina Marketing ticket POS
- Guest Service Ticket Sales
- In-store TV ads and Bashas' store prints 1.7 million impressions
- \$2 off with coupon
- Visit your Bulleit Bourbon Display for discount at all 130 locations
- See your local Basha's location to get your BBQ tickets

Marketing Elements





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Public Relations

Distributed 8 press releases through January, February and March

Media Coverage

About.com
AZ Central.com
Phoenix New Times
Hello Phoenix
Phoenix Bites
Yelp
Marketing Affiliate Group
Arizona Foothills
Beer & Brewer Magazine
East Valley Tribune

Online Newspapers and Magazine Event Listings

January 3, 2011-May 5, 2011

Yelp.com
Azfamily.com
Azcentral.com
Getoutaz.com
Phoenixnewtimes.com
Showup.com
Metromix.com
Phoenixbites.com
Into the Soup.com
PR Valley Wide
BBQ Website / HDE Website / City of Chandler Website / DCCP Website /AZBBQ Website



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Public Relations

azcentral.com

CHANDLER

Downtown Chandler ready for busy season of festivals

Head week's celebration of culture begins season that includes music, arts and food.

by Melissa B. Johnson - Jan. 8, 2011 08:11 AM
The Arizona Republic

phoenix bites

Events » Food & Drink »

Home » Festivals » Battle of the BBQs

Battle of the BBQs

Photo by Phoenix Bites in Festivals, Opinion | 0 comments

It case you haven't been paying attention, there is a storm brewing. A saucy and sassy storm filled with all the blacks and greys that any decent BBQ entails.

On March 26th there will be 2 opportunities to get your fill of all the mellow goodness. To be fair, each event has some major draws and something for everyone - honestly, it's going to be a Barbecueur of

About.com Phoenix

Phoenix Things to Do Phoenix Pictures Surviving Summer

Great American BBQ & Beer Festival
Barbecue Festival and Family Entertainment in Chandler, Arizona
By Judy Hedding, About.com Guide

See Here About: [events event calendars](#) [chandler](#) [bbq](#) [family events](#)

The Great American BBQ & beer Festival is not just another barbecue competition. It is a family festival in the streets of downtown Chandler where you can listen to music, have fun and enjoy great food and beer. Event proceeds benefit the Downtown Chandler Community Foundation.

This event replaces one that was called the "Downtown Chandler BBQ Throwdown" which was a competitive barbecue event.

See pictures from the Great American BBQ & Beer Festival.

Sponsored Links
Phoenix Coupons

When is The Great American BBQ & Beer Festival?

Arizona Foothills

RESTAURANTS BEST OF AZ FACE OF FOOTHILLS BLOGS EVENTS WEDDINGS

Event: Arizona - Phoenix - Scottsdale

Title: Great American BBQ & Beer Festival in Chandler

When: 01/05/2011 02:00PM - 08:00PM

Where: Dr. AJ Chandler Park East - Chandler

Category: Food & Wine Events

HELLOPHOENIX.COM

Get Connected. Get HyperLocal.

Home » HyperLocal News » Events

Great American BBQ & Beer Festival

yelp.com

Search for (e.g. bars, cheap dinner, hotels) near Address, City, State, ZIP

Want a career that's hotter than the Arizona sun?

Great American BBQ & Beer Festival

Category: Food

When: Saturday, March 26, 2011 2:00 pm - 8:00 pm
Add to Calendar

Where: Dr. AJ Chandler Park (East)
3 South Arizona Avenue
Chandler, AZ 85225

How: Official Website
Tickets

Cost: \$10.00

Add a Photo



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Partnerships

Downtown Chandler Community Foundation
The City of Chandler - Economic Development
Division
KTAR Sports Radio 540-250-2123. Aaron Wylam
Dealchicken.com
Doozy of A Deal
AZ BBQ – web banner 3.5 million impression
Foodieslikeus.com- 1.3.11 - 3.5.11
 300x300 web banner
 Blog post
 Event Listing
 Social Media support
Local First AZ
 Event Listing- 1.3.11 - 3.5.11
 Featured event listing in two LocalFirstAZ.com
 newsletters
 Social Media support

Show-up.com
 Event Listing- 1.3.11 - 3.5.11
 Featured event listing
 AZ Weekly Highlight event feature
 Discount Tickets Features
 Social Media support and email blasts
 Good Morning Arizona Feature and VIP
 Giveaway on air Day of Event
 AZcentral.com highlight event feature
Veteran Tickets Foundation
 Website Ticket promotion \$15 GA / \$30 VIP
Travel Zoo
 Website Ticket promotion 2 for \$10.00



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BBQ ISLAND
 FREE SHIPPING ON ORDERS OVER \$50!
 OUTDOOR PRODUCTS

BBQ Grills | Smokers | Kamado Grills | Outdoor Kitchens

The Great American BBQ & Beer Festival

Posted by Administrator on 3/26/2011 to [Events](#)

To prepare for an event this size, we had to start cooking the food the night before. So we put 32 bonnets on the smoker overnight.

Phoenix, AZ - [msnbc.com](#)

Barbeque & Beer Festival ready to feed Chandler a good time

By Elliott Valley Tribune
 Updated 3/23/2011 1:45:53 PM EDT

Barbeque is moving back to downtown Chandler, and, this time, there's going to be plenty of it.

Cracking Good

Posts Tagged 'The Great American Barbecue & Beer Festival'

Phoenix things to do: March 25-27
 Posted March 25, 2011 at 5:05 pm by carrie

Do you like Barbecue? Well then this is your weekend, with not just one — but TWO barbecue festivals going on — plus loads of other events.

Beer MAGAZINE
[www.kegsonline.com.au](#) To serve

HOME | SUBSCRIBE/RENEW | STOCKISTS | MAGAZINE | DIRECTORY | EVENTS

GREAT AMERICAN BBQ & BEER FESTIVAL ANNOUNCES LINEUP OF CRAFT BEERS

15 March 2011



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Smokin' Hot and Saucy

The Great American Barbeque & Beer Festival 2011 draws thousands of BBQ fans from all over the Valley

The BBQ was smokin', samples were flying and beer was flowing.

THERE COULD NOT HAVE BEEN A MORE PERFECT DAY for the second go-around of this tasty Festival. Last year's event had a bit of a rocky start because barbeque competition teams were not entirely prepared for the turnout. But, this year was an amazing turnaround. The BBQ was smokin', samples were flying and beer was flowing. The team from *Arizona Sports & Lifestyle Magazine* was there and prepared with killer finger-licking skills and plenty of napkins. The Great

American Barbeque & Beer Festival 2011 was a resounding success.

Throughout the day, a variety of family-friendly events kept the crowds entertained. The KidZone featured a whole pack of inflatable jump attractions that, as an added bonus were free with the price of admission. A giant, inflatable shallow pool with kids inside of giant, inflatable balls was an attention-getter. After all, who doesn't want to see a bunch of people rolling around inside of a giant, clear vinyl ball in a massive pool of water? Chandler Harley Davidson was also on hand with a custom bike show and Von Hansen's Meat Store sponsored the braisewurst-eating contest that took place in three rounds throughout the day. There was a little something for everyone.

The standout barbeque vendor was Montana Bar-BQ Co. Toward the end of our barbeque obsequy as we headed back toward the exit gates, there was a line that stretched nearly the length of the event. With an exceptional set-up that included smokers, huge grills and plenty of staff, owners Mike and Lynn Jeffery were there to introduce their superb barbeque to event attendees. "They have had the longest line so we figured it was



the best," said Arnie Spielberger as she waited with her husband. Our crew anxiously waited too, watching the "Q-and" cook and BBQ sauce fly. It was worth the wait, the tender pork had the slightest crisp coating, was fall-off-the-skewer tender and the barbeque sauce had the right blend of smokes and tang. The Jefferys are planning to open up a barbeque hot spot in Prescott right on historic Whiskey Row and when that happens, you can be sure *Arizona Sports & Lifestyle Magazine* will be there to share the news.

Another great vendor that was really cooking at the Fest included Brush Fire BBQ Co. from Tucson. Co-owners Jared Wren and Ben Rhe were on hand with their delish barbeque, coleslaw and barbeque baked beans that may have well just fallen from heaven. "We do everything as long as it's barbeque," said Jared Wren.

Freddie C's BBQ Sauce was dishing out their signature sauce that took third place in the BBQ Throwdown last year and is on the menu at Senften Brewing and Pittsburg Willy's. Other vendors showing off their barbeque skills and sharing other bits for noshing included Bashas', Hungry Monk, Chandler BBQ Co., Von Hansen's Meats, Big Daddy's BBQ, The Hog Pit, Bill Johnson's Big Apple, Memphis Best BBQ, Senften Brewery, Korri kai and McReynolds Farms among others.

The Great American Barbeque & Beer Festival also included an entire day's worth of entertainment. The Mesa band Take Cover kicked off the Festival with a set of great covers. Next up was One Pin Short, a really cool reggae rock band filled with cool hipsters of Mexican, Filipino and Jordanian backgrounds. Surf Rockers, The Expendables took the stage with a stylized

mixture of punk and reggae and then national act, The Big Fish closed out the show. MTV darlings, The Black Eyed Peas, closed out the show with their new wave/pop/ska sound and fun stage show.

Arizona Sports & Lifestyle Magazine was proud to sponsor this year's Great American Barbeque & Beer Festival. We can't wait to do it again next year. Many thanks to the hardworking team at HDE Agency for the deliciousness of this year's Fest. 🍖





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Social Media

Facebook Advertising- Impressions/Click Throughs

- Facebook.com/chandlerbbq
- Twitter.com/chandlerbbq
- <http://www.bashas.com/Savings/Promotions.aspx>
- <http://twitter.com/bashasnews>



Friday is the last day to buy \$8 discount tickets at Bashas' for
The Great American BBQ & Beer Festival.

<http://tinyurl.com/2vgajl8>

6:20 PM Mar 24th via web



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Entertainment





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BBQ Restaurants

Chandler BBQ Co.
The Hungry Monk
McReynold's Farm
Big Daddy's BBQ
Brush Fire BBQ Co.
Catalina Barbeque
Hog Pit Smokehouse
Tom's BBQ

Sally's BBQ
Hawg n Dawg
Honey Bear's
Bill Johnson's Big Apple
Memphis Best BBQ
Bear Creek BBQ
Wranglers Reserve BBQ
JoBob's BBQ



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Bashas' & Alliance Beverage





★★★★★ ★★★★★
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X 103.9





SanTan Brewing

★★★★★ ★★★★★
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Kids Zone

★★★★★ ★★★★★
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Brought to you by





Bratwurst Eating Contest

★★★★★
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★★★★★ ★★★★★
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Entertainment





More Event Pictures

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Event Recap

The Great American Barbeque & Beer Festival celebrated in Historic Downtown Chandler Saturday, March 26, 2011. The BBQ and Beer Fest drew from near and far supporting our local community and abroad. This was truly amazing an amazing Undertaking new format and such a success that brought the BBQ community in the Masses and drew more than 16,000 spectators, fans and patrons allowing for HDE to donate a portion of their liquor proceeds in the amount of \$21,250 to charity.

“We couldn’t have asked for anything more from this event,” said Landon Evans of the HDE Agency. “I want to thank all the sponsors, volunteers and great BBQ restaurants for all their efforts. We’re already making plans for next year’s event.”

“What a great day for a barbeque festival,” said Michael Reimann, President of AZ Barbeque, which assisted with the Great American BBQ & Beer Festival. “It was incredible to see all of the public out at this event. Everyone I talked to said how great it smelled as soon as they got out of their cars. We certainly look forward to growing it next year and making it bigger and better.”





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Special Thanks

Bashas'



BIG TWO **TOYOTA** *of Chandler*
SCION



New Times



AZ SPORTS
& LIFESTYLE MAGAZINE