

August 1, 2017

Dear Business Owner:

The Bull Shoals-Lakeview Rotary Club is preparing for the 22<sup>nd</sup> Annual Hillbilly Chili Cook-off and Festival on Saturday, October 21, 2017 from 10 a.m. till 4 p.m. at the Bull Shoals-White River State Park. This year's Chili Cook-off event will feature live music all day, karaoke contest, Cutest Chili Dog contest, dozens of arts and crafts vendors, a car and boat show, numerous food vendors, informational booths, a political candidate's lane, children's games and bounce house and our wonderful Sponsor displays. Chili will be in abundance throughout the day and everyone should have an opportunity to sample some award winning chili recipes! The annual Hillbilly Chili Cook-off has attracted over 2500 people each year and we expect an even larger crowd this year.

The 22<sup>nd</sup> Annual Hillbilly Chili Cook-off Committee and our Bull Shoals-Lakeview Rotary Club invite you to become a **Partner** of this important and growing community supported event! With your help, we will raise thousands of dollars this year and then distribute the proceeds to support many superb community projects including: a local Big Brother/Big Sister program, a 3<sup>rd</sup> Grade Dictionary project at Flippin Elementary School, a CHOICES program for middle school students, vocational and academic scholarships, Rotary Youth Leadership Awards, the Dolly Parton Imagination Library supplying books monthly from infancy to 5 years of age to area children, food pantry, 4<sup>th</sup> of July fireworks and other great community projects. One of our charitable goals is to provide as many leadership opportunities as possible for our area youth. Our Rotary Club has given over \$400,000 to area students' programs, scholarships, and other charitable programs over the past years, and we hope to make this number grow with your generous help.

As a **Partner**, depending on the level of sponsorship you choose, there are rewards above and beyond the simple great feeling you will get just for giving back to your community. Attached is a partnership Application that explains the levels of support. We're asking for donations of \$500, \$250, \$100, or \$50. We realize this donation is very generous, but be assured that your business will be recognized as an official sponsor and partner of the Hillbilly Chili Cook-off.

If you happen to be a great Chili Cook or know one, be sure to check out the Cooks section of our Rotary website. We always make room for Chili Cooks who make the best chili or just want to compete in the "People's Choice" challenge. The competition is divided into several categories. This year we will crown the best Salsa, have judged Homestyle Chili and the ever-popular People's Choice division which allows area businesses and organizations to compete and raise money for their favorite charity. Cash prizes are awarded for the best Homestyle Chili, Salsa, People's Choice Chili, Karaoke contest, Cutest Chili Dog contest and Best Decorated Vendor and Cook's Booths. Please visit our website for more information and photos at: [www.bullshoalslakeviewrotaryclub.org](http://www.bullshoalslakeviewrotaryclub.org).

Thank you for your consideration and generous donation to become a Partner with us in this worthwhile fundraiser. Together we will be sowing the seeds for a brighter future! Please join us!

Sincerely,

Trieneke M. Self, Chairperson  
21<sup>st</sup> Annual Hillbilly Chili Cook-Off  
(870)404-2864  
trienekeself@yahoo.com

**22nd Annual Hillbilly Chili Cook-off  
October 21, 2017**

**PARTNERSHIP APPLICATION**

**Gold Hillbilly Chili Partner - \$500 or more!**

- Your business mentioned as a sponsor of the event in radio promo spots (KTLO FM/AM, OLDIES 101.7)
- On-air interview during KTLO's live remote at the Chili Cook-off event
- Sponsorship mentioned in all print advertising
- Partner's booth at the event
- Company Banner recognizing your business on the main stage
- Frequent recognitions over the event loudspeaker announcing your business as a proud Partner

**Silver Hillbilly Chili Partner - \$250**

- Sponsorship mentioned in all print advertising
- Company Banner recognizing your business on the main stage
- Partner's booth at the event
- Frequent recognitions over the event loudspeaker announcing your business as a proud Partner,

**Bronze Hillbilly Chili Partner - \$100**

- Company Banner recognizing your business on the main stage
- Frequent recognitions over the event loudspeaker announcing your business as a proud Partner

**Basic Hillbilly Chili Partner - \$50**

- Company Banner hung on the outer perimeter of stage

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Please return this form with your Partner contribution no later than **September 1, 2017** – in order to include YOUR BUSINESS NAME in all of our advertising!

EACH SPONSOR IS RESPONSIBLE for the set-up of their booth including tables, chairs and canopies. Due to space constraints, banners for Bronze and Basic Partners are limited to 3' x 5' size. Banners, if we don't already have yours in storage, must be dropped off at Gabrielle's Flower and Fiber Shop no later than Friday, October 7<sup>th</sup> in order to be displayed at the event on October 21<sup>st</sup>.

If you have any questions, please contact Trieneke Self at 870-404-2864 or e-mail: [trienekeself@yahoo.com](mailto:trienekeself@yahoo.com).

BUSINESS / ORGANIZATION NAME: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

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

LEVEL OF PARTNERSHIP (CHECK ONE PLEASE)

Gold, \$500       Silver, \$250       Bronze, \$100       Basic, \$50

**Please Mail Your Check with the completed form to:**  
Bull Shoals-Lakeview Rotary Club  
P. O. Box 10  
Bull Shoals, AR 72619