16TH ANNUAL

BO'S ROAST

& CHILI COOK-OFF

16 Years. One Mission.

ONE INCREDIBLE COMMUNITY.

SATURDAY
JANUARY 23, 2027

JAMES ISLAND COUNTY PARK

1,000+ PAID ATTENDEES FROM ACROSS THE U.S. AND CANADA

RAIN OR SHINE EVENT

100% OF PROCEEDS BENEFIT

Islands Against Cancer, Inc.

A Community. A Cause. A Commitment.

PARTNER WITH US. *Make an Impact. Build the Tradition.*

Bo's Roast is more than an event—it's a Charleston tradition that brings our community together for great food, live music, and unforgettable fun, all to support cancer patients and their caregivers.

2027 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	INVESTMENT	VIP WRISTBANDS	RECOGNITION HIGHLIGHTS
PRESENTING SPONSOR — EXCLUSIVE —	$10,000	10	• Event naming rights • Largest logo on all marketing • Premium placement on website
OYSTER ROAST SPONSOR — EXCLUSIVE —	$5,000	8	• Naming rights to the Oyster Roast • Prominent signage at oyster area • Logo on website
BEER GARDEN SPONSOR — EXCLUSIVE —	$4,000	8	• Naming rights to the Beer Garden • Prominent signage • Logo on website
BACKYARD BBQ CHALLENGE SPONSOR — EXCLUSIVE —	$3,500	6	• "Bo's Backyard BBQ" Challenge presented by..." • Logo on BBQ materials • Recognition during BBQ awards
ENTERTAINMENT SPONSOR — EXCLUSIVE —	$3,000	6	• Logo on entertainment stage • Recognition throughout the day • Social media recognition
WARRIOR WALL SPONSOR — EXCLUSIVE —	$2,500	4	• Logo on Warrior Wall • Recognition during Warrior Wall announcements • Social media recognition
RADIO SPONSOR — 2 AVAILABLE —	$2,000	4	• Recognition during radio broadcasts • Website recognition • Social media recognition
VIKING TROPHY SPONSOR — EXCLUSIVE —	$1,500	2	• Logo at awards table • Recognition before each award • Social media recognition
EVENT T-SHIRT SPONSOR — 4 AVAILABLE —	$1,000	2	• Logo on official event t-shirt • Website recognition • Social media recognition
EVENT BANNER SPONSOR	$750	2	• Logo on event banner • Website recognition • Social media recognition
WRISTBAND SPONSORS — 3 AVAILABLE —	$750 EACH	2	• Logo on wristband • Website recognition • Social media recognition
KIDS' CORNER SPONSOR	$550 EACH	2	• Signage at sponsored activity • Website recognition • Social media recognition
COMMUNITY PARTNER	$500	2	• Recognition on sponsor page of website • Shared sponsor signage at the event • Social media recognition

Why Sponsor Bo's Roast?

REACH A LOYAL & GROWING AUDIENCE
1,000+ engaged attendees from across the U.S. and Canada.

ASSOCIATE WITH A MEANINGFUL CAUSE
100% of proceeds support cancer patients and their caregivers.

GAIN POWERFUL VISIBILITY
Brand exposure through signage, stage recognition, radio, social media, and more.

INVEST IN OUR COMMUNITY
Be a part of a 16-year tradition that makes a lasting impact.

Interested?

Let's build something incredible together!

SCAN TO VIEW OUR SPONSORSHIP PACKET OR CONTACT US TODAY!

Questions?
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Good Food. Great Friends. One Incredible Cause.