



Kansas City Barbeque Society



KCBS Business Affiliate 2021 Program



Kansas City Barbeque Society

"America's Barbeque Expert"



#1 Organization of Barbeque and Grilling Enthusiasts Globally

20,000 Members

#1 Sanctioning Body for BBQ Food Sport Competitions

500 Contests Sanctioned Annually

42 Countries



KCBS Members

KCBS membership spans multiple stakeholders



Pitmaster Teams



- Compete in contests large and small
- Can enter KCBS Team of the Year points chase
- Includes famous professionals, talented amateurs just starting out, and everyone in between

Judges



- Largest group of KCBS members
- Certified Barbeque Judges (CBJs) are trained to provide fair and equitable contests
 - 12,000+ CBJs
 - 1,700+ Master CBJs
 - 200+ CBJs judging over 100 times

Contest Organizers & Contest Reps



- Contest Organizers organize and promote individual contests
 - Support civic and charitable causes
 - Call for teams and judges
- Contest Reps oversee execution of contest for team turn-ins, judging and reporting scores

BBQ Enthusiasts



- Passionate about all forms of live-fire cooking
- Trusts KCBS for info on the best products, cooks, and trends
- Enjoys BBQ and grilling content
- Wants to be a part of the 'club' and support the growth of BBQ

Connecting People and Brands with the World of Barbeque

Leveraging social media, web, and member communication to engage smoking and grilling enthusiasts



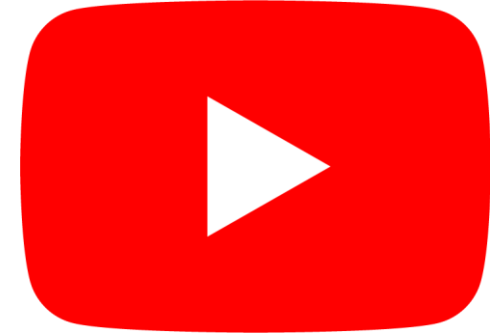
@KansasCityBarbequeSociety
70.4K Followers



@kcbbqsociety
18.6K Followers



@kcbbqsociety
18K Followers



kansascitybarbequesociety
1.6K Subscribers

In addition to social media, KCBS has robust tools to communicate directly with our members:

- BullSheet, monthly newspaper
- Meat Sheet, mid-month digital newsletter
- eBlasts, email to general or targeted membership

Our website, kcbs.us, is the main repository for KCBS information: event listings, membership information, Team of the Year standings, the latest news, judge portal, KCBS gear, partner information, and more.

www.kcbs.us



KCBS Business Affiliate Program



Barbeque Lovers Welcome Here

Become a KCBS Business Affiliate

Enroll your business or organization in the 2021 KCBS Business Affiliate program and receive these benefits:

- Associate your brand with KCBS
- Listing in the KCBS Directory on kcbs.us
- Receive a certificate that lists you as a KCBS Business Affiliate for display at your business
- Receive window clings that can be displayed on your business's front door to drive walk-in traffic
- Ability to display the Business Affiliate logo on your website and social media
- 10% discount on KCBS advertising rates for Bullsheets, website, and social media ads
- Attract BBQ & grilling enthusiasts to your business
- Join like-minded brands in support of KCBS

**Becoming a KCBS Business Affiliate helps support the mission of KCBS:
Preserving, Celebrating, Promoting, and Educating the public about barbecue as a
distinctively American Cuisine**

Enroll Today

Become part of the world of BBQ



Who can become a KCBS Business Affiliate? *

Restaurants

Municipalities

Retailers

International Businesses

Events

Manufacturers

Trade Groups

Associations

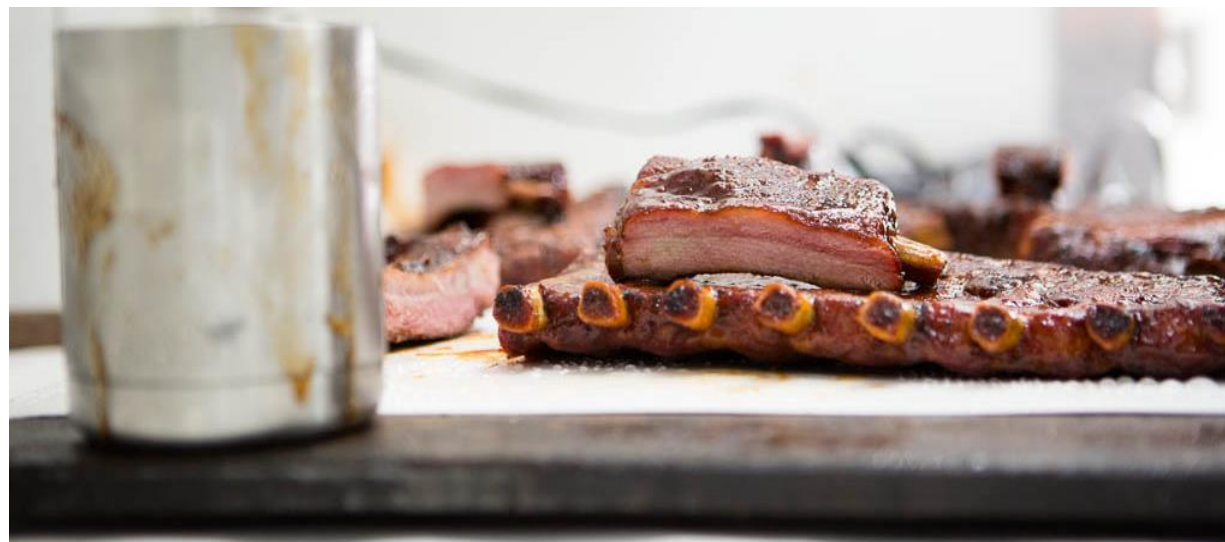
Clubs

Publications

How to enroll:

- The KCBS Business Affiliate program is good for the 2021 calendar year with the option to renew
- \$100 cost
- Email membership@kcbs.us with any questions

Click HERE to join





Thank you!

www.kcbs.us

membership@kcbs.us

