



# Kansas City Barbeque Society



KCBS Business Affiliate

2022 Program



# Kansas City Barbeque Society

*"America's Barbeque Expert"*



#1

Organization of Barbeque and Grilling Enthusiasts Globally

20,000

Members

#1

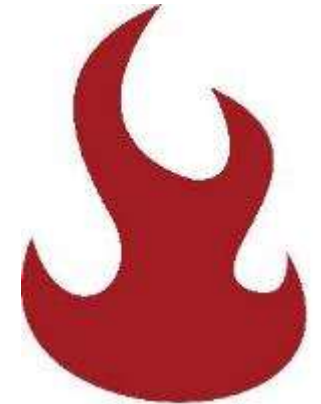
Sanctioning Body for BBQ Food Sport Competitions

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](http://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](http://www.kcbs.us)





## KCBS Business Affiliate Program



# Barbeque Lovers Welcome Here

## Become a KCBS Business Affiliate

**Enroll your business or organization in the 2022 KCBS Business Affiliate program and receive these benefits:**

- Associate your brand with KCBS
- Listing in the KCBS Directory on [kcbs.us](http://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 2022 calendar year with the option to renew
- \$100 cost
- Email [membership@kcbs.us](mailto:membership@kcbs.us) with any questions

**Click HERE to join**





**Thank you!**

**[www.kcbs.us](http://www.kcbs.us)**

[membership@kcbs.us](mailto:membership@kcbs.us)

