



Kansas City Barbeque Society



KCBS Business Network Partner

2025 Program



Kansas City Barbeque Society

"America's Barbeque Expert"



#1 Organization of Barbeque and Grilling Enthusiasts Globally

15,000 Members

#1 Sanctioning Body for BBQ Food Sport Competitions

+400 Events Sanctioned Annually

37 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



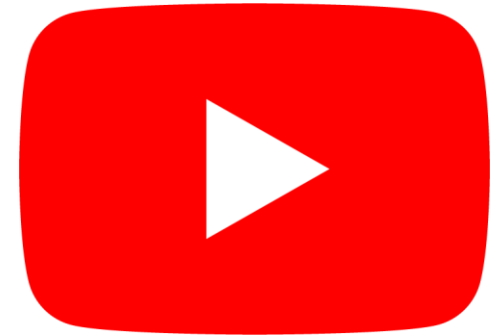
@KansasCityBarbequeSociety
78.6K Followers



@kcbbqsociety
22K Followers



@kcbbqsociety
26K Followers



kansascitybarbequesociety
2.8K Subscribers

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

- BullSheet, monthly newspaper
- 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 Network Partner Program

Barbeque Lovers Welcome Here

Become a KCBS Business Network Partner

Enroll your business or organization in the 2025 KCBS Business Network Partner program and receive these benefits:

- Associate your brand with KCBS.
- List your business in the KCBS Directory on the www.kcbs.us website.
- Receive a window cling to display on your business's front door to drive walk-in traffic.
- Receive access to a digital logo to display on your website and social media.
- Receive a 20% discount on KCBS advertising rates for *The BullSheet*, website, and social media ads. *
- Attract BBQ & grilling enthusiasts to your business.

** Content for all ads must be provided by the Business Network Partner.*

**Becoming a KCBS Business Network Partner supports the mission of KCBS:
Celebrating, teaching, preserving and promoting barbeque
as a culinary technique, sport and art form.**



Enroll Today

Become part of the world of BBQ



Who can become a KCBS Business Network Partner? *

Restaurants

Municipalities

Retailers

International Businesses

Events

Manufacturers

Trade Groups

Associations

Clubs

Publications

How to enroll:

- The KCBS Business Network Partner program is good for a 12-month period with the option to renew.
- \$100 cost
- Email businessnetwork@kcsb.us with any questions.

Click HERE to join





Thank you!



www.kcbs.us
businessnetwork@kcbs.us