



Kansas City Barbeque Society



KCBS Team of the Year
Partnership Opportunities
2021



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





KANSAS CITY BARBEQUE SOCIETY MEMBERS

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

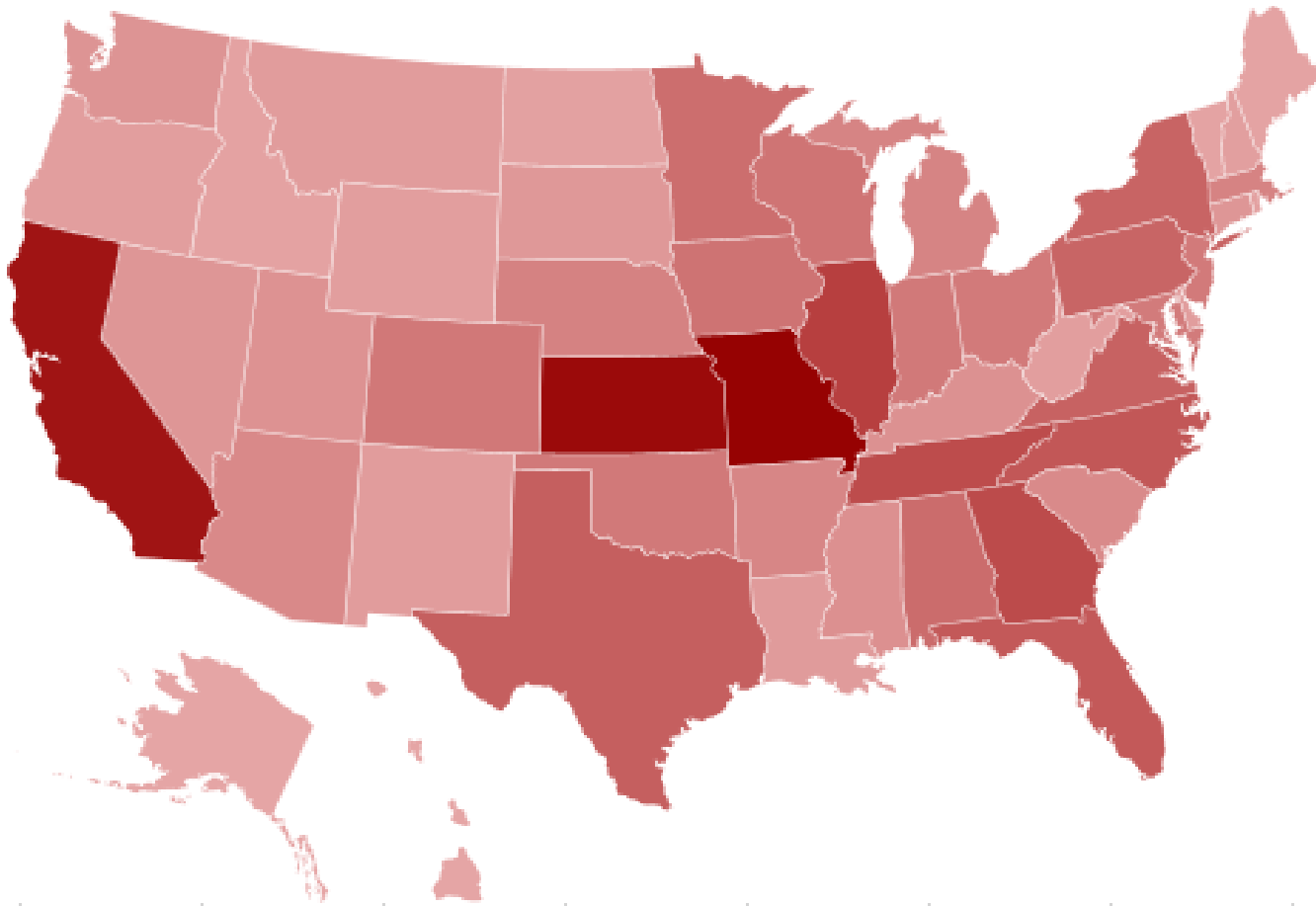
BBQ Enthusiasts



- 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

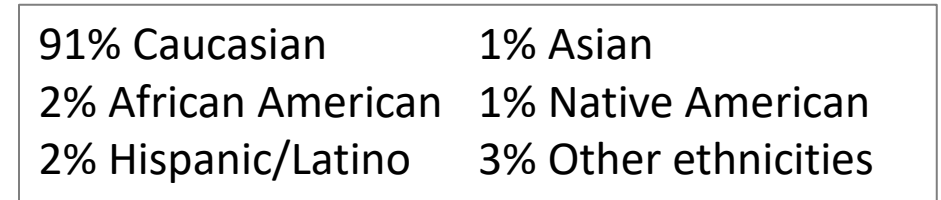
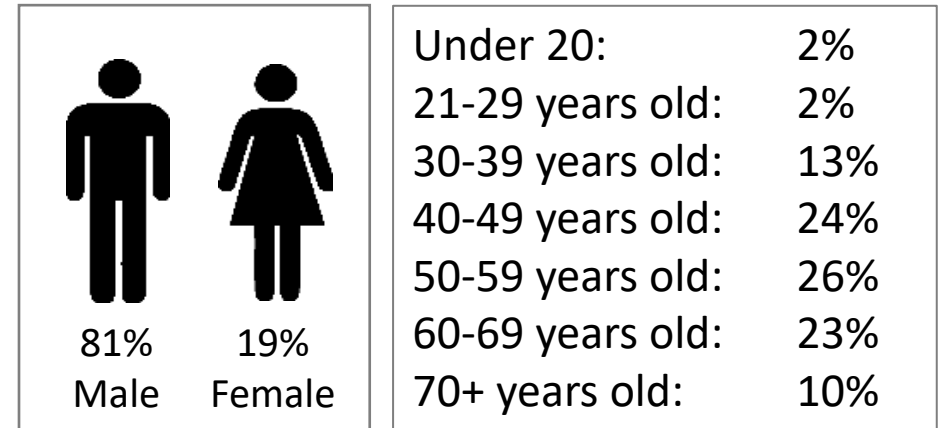
KCBS Member Demographics

KCBS members live in all 50 states and 42 countries



Membership heatmap with darker colors indicating a higher number of members

KCBS has a strong member-base; 20% have been members for 11+ years and 10% of members have joined in the past year



46% of members live in the suburbs, 25% in the city, and 29% in rural communities

* Data as of August 2020



About Our Members

KCBS members are highly engaged and have significant buying power

Education, Employment, Income, Family

- 55% of KCBS members have a bachelor's degree or higher
- 87% own their own home
- 70% are employed full time
 - 30% of members own a business
- 76% of members earn above the United States median household income of \$62k
 - 28% of members earn over \$150,000/year
- Over 99% own at least one vehicle
 - 43% own three or more vehicles
- 84% are married
- 75% have children

Engagement

- 40% of KCBS members participate in 3-10 KCBS-sanctioned events per year
 - 15% participating over 11 times
- Nearly a quarter have paid for Lifetime Membership
- 85% own two or more smokers/grills
 - 43% owning four or more
- 30% use their grill ten or more times per month
- Over half use their smoker nearly weekly
- Nearly $\frac{3}{4}$ do not belong or participate with any other BBQ or grilling organization
 - KCBS is the way to reach these enthusiasts



KCBS members are patriotic and committed to service

- 19% are veterans or active duty military
 - Compared to less than 10% of the US general population



CONTESTS



Master & Backyard Series

Competition for elite barbeque teams and skilled amateur cooks

Master Series Contests

- Most popular type of contest sanctioned by KCBS
- Teams required to cook all 4 meats (Chicken, Pork Ribs, Pork, and Brisket)
 - Exception: One Meat contests, where Master Series teams can earn Team of the Year points if Chicken, Ribs, Pork, or Brisket are cooked & KCBS rules are used
- Cooking source: wood, wood pellets, or charcoal



Backyard Series Contests

- Non-professional teams who like to smoke/grill
- Promote barbeque in smaller locations & events
- Typically chicken & pork ribs; sometimes pork
- Can be stand-alone contests or added to Master Series
- Cooking source: wood, wood pellets, or charcoal



COMMUNICATION



Connecting People and Brands with the World of Barbeque

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



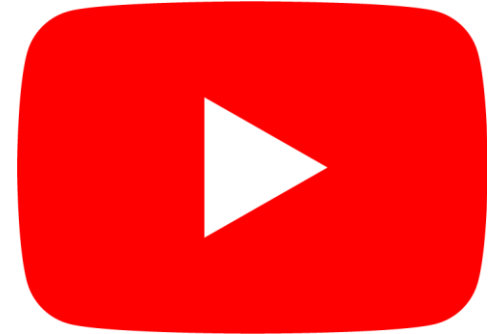
@KansasCityBarbequeSociety
70.3K Followers



@kcbbqsociety
18.0K Followers



@kcbbqsociety
18.9K 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 Team of the
Year Program**



KCBS Team of the Year

KCBS Team of the Year program drives fierce competition all season long

Program overview:

- Pitmasters compete in year-long points chase to win coveted title of “KCBS Team of the Year World Champion”
- Overall champion and individual meat champions in Chicken, Pork Ribs, Pork, and Brisket for Master Series
- Backyard Team of the Year points chase for Chicken and Rib categories
- International regions recognize championship pitmasters globally
- Significant bragging rights to drive awareness of pitmasters, restaurants, and brand partners



Program Details

A year-round program to identify the top-performing pitmasters in the world

How it works:

- The 2021 KCBS Team of the Year season is from November 1, 2020 through October 31, 2021
- KCBS-member pitmasters earn points in every KCBS-sanctioned barbeque contest.
- Points accumulate throughout the year based on how the team ranks in the specific individual meat categories they cook.
 - Master Series: Chicken, Ribs, Pork, Brisket, and Overall
 - Backyard Series: Chicken and Ribs
- Extra points are given based on the size of the contest.
- Team of the Year prizes are awarded at the KCBS Annual Banquet; with prize money, trophies and significant exposure going to the top teams.



B-S BBQ Outlaws, Grand Champions in Pork Master Series



There was a marriage proposal at the 2020 KCBS World Invitational

Master Series

Elite teams cooking all four main meat categories

Master Series:

- Master Series teams across the U.S. and globally can win in each of the four main meat categories - Chicken, Ribs, Pork and Brisket – plus Overall.
- Ultimately, one KCBS-member barbeque cook team will be crowned the KCBS Team of the Year World Champion.
- In the Master Series Team of the Year program, a cook team's highest 10 scores count within each meat category and overall.
- For Master Series teams who don't cook as many contests throughout the Team of the Year season, KCBS also provides Team of the Year recognition to the top team who cooks a smaller number of contests.
 - Awards are based on Overall score of those competing in 5 or fewer contests, 6-10, 11-15, and 16-20 contests.



Slap's Joe Pearce (left) pictured with Gettin' Basted's Brad Leighninger (right)

2021 Launch of Master Series Chases

Three new ways for Master Series teams to compete and win in 2021

Master Series “Chases”

- Beginning at the launch of the 2021 KCBS Team of the Year season on November 1, 2020, there are three new “Chases” added within the Master Series.
- These new KCBS Master Series Chases will run alongside the annual KCBS Master Series Team of the Year program to create more opportunity for teams to compete – and – compete on a similar level.
- Chases were based on time periods with relatively equivalent numbers of contests in a typical year.
 - KCBS Master Series Chase 1: November 1, 2020 to April 30, 2021
 - KCBS Master Series Chase 2: May 1, 2021 to July 31, 2021
 - KCBS Master Series Chase 3: August 1, 2021 to October 31, 2021





International Recognition within Master Series

Special recognition for international teams in specific regions

International Regions:

- The KCBS Team of the Year awards program also recognizes the top pitmasters internationally, with Canadian, European, and Australian divisions.
- Canadian and European teams keep their top 5 highest scores and Australian cook teams keep their top 3 highest scores.
- Note: Any Master Series team can compete in the Team of the Year program, regardless of location. The international categories are simply a way of providing extra recognition to top teams outside the USA.



Backyard Series

Talented amateurs who have made the jump from the cul-de-sac to the competition circuit

Backyard Series:

- Based on the growth and excitement among Backyard barbeque cook teams, the Kansas City Barbeque Society developed a Backyard Series Team of the Year program that launched in 2020.
- KCBS-Member Backyard Series teams can be crowned KCBS Backyard Team of the Year in both the Chicken and Pork Ribs categories.
- A KCBS Backyard team's top highest 5 scores in Chicken and Ribs count for Team of the Year points.





Master Series Chases – The Details

Master Series teams can earn points and be recognized throughout the year

Master Series “Chases”

- Within each Chase, prizes will be awarded to the top ten teams in the Master Series in each of the four main meat categories (Chicken, Ribs, Pork, Brisket) and Overall.
- Points will accumulate in the same way as they do for the annual KCBS Team of the Year program, but only the top five scores within each KCBS Master Series Chase count for that chase’s prize pool.
- The annual KCBS Team of Year World Champion title will still count a Master Series team’s top 10 scores throughout the entire 2021 barbeque Team of the Year season.





TOY Impact

KCBS Team of the Year program generates significant earned media and social media

Media:

- Potential Reach from media coverage about the 2020 KCBS Team of the Year just in November/December: over 20-million
- Advertising Value Equivalent for that Nov/Dec coverage: Nearly \$200,000

Social Media:

- Nearly a half million total impressions and over 25,000 engagements from KCBS posting
- Individual teams and their followers post heavily and grow these numbers



The Kansas City Barbeque Society Announces 2020 Team of the Year World Champion



Media Impact

HOME > MEAT & POULTRY > 2020 Kansas City Barbeque Society World Invitational & Team of the Year Winners Announced

2020 Kansas City Barbeque Society World Invitational & Team of the Year Winners Announced

Kansas City Barbeque Society Meat & Poultry December 16, 2020



KANSAS CITY, Mo. – The Kansas City Barbeque Society (KCBS) has announced the winners of its two largest barbecue competitions; the KCBS World Invitational, presented by Smithfield®, and the KCBS Team of the Year points chase.

The KCBS World Invitational, presented by Smithfield®, provides the opportunity for championship barbecue pitmasters to go head-to-head on a global stage, competing for the title of KCBS World Champion. The



kcgrillingco
Prairie Band Casino & Resort

Liked by **chilescriclin** and 44 others

kcgrillingco Last night was the Annual @kcbbqsociety Team of the Year Banquet. Even with all its challenges, the 2020 KCBS Season ended well for our @kcgrillingco

Lots of hardware was handed out last night. Here are our teams finished out the season.

@allforkedupforq
47th chicken
88th ribs
15th pork
5th brisket
36th overall

@meatrushmorebbq
42nd chicken
20th ribs
8th pork
20th brisket
24th overall

Paul Keltner
Yesterday at 4:54 PM - 🌐

I think this makes a great front porch addition. Thank you to #gatewaydrumsmokers and #snakeriverfarms for the gifts. With that 2020 season is a wrap.



Roanoke.com Tonia Moxley - USA - Dec 13 - 7:00 pm

Christiansburg man smokes the competition at Kansas BBQ World Championship

home. Dennis Bowman of Christiansburg won the 2020 Kansas City Barbeque Society Backyard Series Grand Champion award. Dennis Bowman of



The MEAT SHEET

KCBS' Mid-Month Newsletter -SPECIAL EDITION-

MEAT+POULTRY



11.30.2020 By Ryan McCarthy

KANSAS CITY, MO. – The Kansas City Barbeque Society (KCBS) recently crowned the winners of its two largest barbecue competitions: the KCBS World Invitational and the KCBS Team of the Year points winners.

The KCBS World Invitational, presented by Smithfield Foods, held its annual head-to-head barbecue pitmasters competition at the Prairie Band Casino & Resort in Mayetta, Kan., on Nov. 13-14. This year's event was an invitation of champions and qualifiers from the Master Series division pitmasters. Contestants needed to be a Grand Champion or Reserve Grand Champion at a KCBS-sanctioned barbecue contest between Jan. 1, 2019, and July 31, 2020.

Todd Smith of Smoking Butt Heads in Welford, SC, was victorious as the 2020 KCBS Master Series



Partnership Opportunities – TOY Presenting Sponsor

KCBS' primary partner for the full 2021 Team of the Year program

KCBS 2021 Team of the Year program - Presenting Sponsor

- Your brand will be THE top supporter of the entire 2021 KCBS Team of the Year program, demonstrating a deep commitment to BBQ and building credibility within the BBQ community
- Your brand will be integrated into the official 2021 program logo
- All mentions of the program will include your brand
 - Social media throughout the program year
 - Press releases, news articles, media outreach
 - Communication with KCBS members via eblasts, BullSheet digital newspaper, and Meat Sheet newsletter
- Brand integration on trophies
 - Trophies are proudly displayed by teams in restaurants, catering operations, in their own social media and self-promotion
- Opportunities to deliver a message in-person at the annual TOY banquet
- Opportunities to award special prizes to winning teams (e.g. oversized checks that make great photo opportunities)
- Additional social media (to KCBS' over 100k followers), member communication (nearly 20k members), advertising, and brand integration opportunities throughout the year





Partnership Opportunities – Full Year Master Series

Opportunities to align your brand with the biggest and most influential program in BBQ

- Master Series – Full Program Presenter
- Master Series Individual Categories:
 - Master Series Overall
 - Master Series Chicken
 - Master Series Ribs
 - Master Series Pork
 - Master Series Brisket
- Master Series Overall 1st Place of Smaller Contests
 - Includes all four groups
 - 16-20 contests
 - 11-15 contests
 - 6-10 contests
 - 1-5 contests





Partnership Opportunities – Master Series Chases

Be part of this new and exciting addition to the KCBS Master Series Team of the Year program

- Each Chase allows an opportunity to target your partnership to key selling periods that fit your brand goals
- KCBS Master Series Chase 1: November 1, 2020 to April 30, 2021
- KCBS Master Series Chase 2: May 1, 2021 to July 31, 2021
- KCBS Master Series Chase 3: August 1, 2021 to October 31, 2021



Partnership Opportunities – International Master Series

Opportunities to align your brand with the biggest and most influential program in BBQ

- Master Series International
 - Includes all three regions
 - Canadian
 - European
 - Australian



Partnership Opportunities – Backyard Series

Support the top up-and-coming teams while helping grow the sport of BBQ

- Backyard Series – Full Program Presenter
- Backyard Series Chicken
- Backyard Series Ribs





Thank you!

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