



Kansas City Barbeque Society

**Advertising & Marketing
Opportunities**

www.kcbs.us



**KANSAS CITY
BARBEQUE
★ SOCIETY ★**

KCBS: America's BBQ Experts



#1

Organization of BBQ and Grilling Enthusiasts Globally

16,000

Members Across U.S. and Globally

#1

Sanctioning Body for BBQ Food Sport Competitions

400

Contests Sanctioned Annually;
Reaching +4 Million People and 75,000 Cook Team Entries

35

Countries

100,000

Followers on Social Media



@KansasCityBarbequeSociety



@kcbbqsociety



@kcbbqsociety



“America’s Barbeque Expert,” KCBS is a nonprofit organization dedicated to preserving, celebrating, promoting, and educating the public about barbeque as a distinctively American cuisine.”

Kansas City Barbeque Society

Connecting People and Brands with the World of Barbeque

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



@KansasCityBarbequeSociety
73.3K Followers



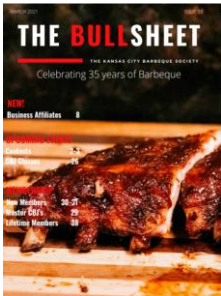
@kcbbqsociety
19.7K Followers



@kcbbqsociety
20.6K Followers



kansascitybarbequesociety
2.34K Subscribers



Monthly Digital Magazine
16,000 Recipients



* Data as of April 2022

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

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

KCBS website is the main repository for KCBS information: averaging between 36,000 and 47,000 visitors per month.

Digital Opportunities with KCBS

Connect with KCBS Brand and Members to Drive Engagement with Your Brand and Products



*Banner & Footer Rotations
on www.kcbs.us*



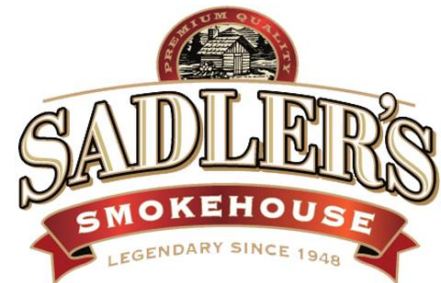
**KANSAS CITY
BARBEQUE
SOCIETY**

NATIONAL TURKEY FEDERATION PARTNERS WITH KANSAS CITY
BARBEQUE SOCIETY
TO CONTINUE TURKEY SMOKE SERIES

KANSAS CITY, Mo. – (March 10, 2021) – To encourage both professional and amateur pitmasters to showcase the versatility and creativity of using turkey on the smoker or grill, the National Turkey Federation (NTF) is pleased to partner with the Kansas City Barbeque Society (KCBS) to kick off the second year of the Turkey Smoke Series. The Turkey Smoke Series will incorporate a turkey category into barbeque competitions throughout the United States during the 2021 barbeque season, adding thousands of dollars in extra prize money and bragging rights among pitmaster competitors at numerous KCBS-sanctioned barbeque contests. Winning recipes will also be featured across KCBS and NTF digital platforms.

Dedicated emails to KCBS Membership

*Advertorial opportunities in BullSheet &
MeatSheet – monthly newsletters*



Sadler's Smokehouse is pleased to offer KCBS members a special discount at our online store. Visit their [store](#) and during check-out enter "KCBS" in the discount code box to receive a 20% discount.

*Members Perks Page on
www.kcbs.us*

Digital Opportunities with KCBS

Connect with KCBS Brand and Members to Drive Engagement with Your Brand, Products and/or Events

KCBBQSOCIETY @KCBBQSOCIETY · Apr 15

Nothing beats the smell of the grill and the thrill of competition. Join us for Poosa-Q, May 6th and May 7th. It's the biggest and best BBQ competition around, with a share of \$75,000 in CASH & Prizes. Visit WindCreekMontgomery.com for more info. See you there! #AD #IAMKCBS



The Kansas City Barbeque Society
Published by Tyler Morgan Reid · April 6 at 3:48 PM

In partnership with [Prairie Fresh](#), we are excited to announce the Prairie Fresh Rib Battle, a One-Meat Rib contest series coming to ten KCBS-sanctioned competitions across the United States in 2022!

The Rib Battle Series will be open to both grilling and outdoor smoking enthusiasts, as well as Master and Backyard series competition pitmasters. Active KCBS pitmasters will receive KCBS Rib Team of the Year points for each Rib Battle contest in which they compete.

To learn mo... See more



2022 ONE-MEAT RIB SERIES
SPONSORED BY PRAIRIE FRESH

- 4/1 Almost Heaven Rib Fest, Buckhannon, WV
- 4/29 Rod Trowbridge Memorial Cook Fly In, Derby, KS
- 5/6 Columbia Elks BBQ Cook Off, Columbia, MO
- 6/3 Original SD BBQ Championships, Huron, SD
- 6/25 Heritage Days BBQ Showdown, Belvidere, IL
- 7/15 Cameron Elks BBQ Cook Off, Cameron, MO
- 7/15 Central Illinois BBQ Throwdown, Eureka, IL
- 7/29 Colorado Rib Challenge, Castle Rock, CO
- 8/26 Roast N Boast Rib Roast, Columbus, MS
- 10/21 Nightmare Before Zepherus, Galax, VA

2,528 People reached | 138 Engagements | [Boost post](#)

KCBBQSOCIETY @KCBBQSOCIETY · Nov 19, 2020

Great virtual happy hour today at 5:30p Central. Our friends @ServeTurkey have invited Ray "Dr. BBQ" Lampe to share his plan for reinventing Turkey leftovers plus answer your questions leading up to Thanksgiving. Grab a beverage and join them here: fb.me/e/1L7qmKzK



VIRTUAL HAPPY HOUR WITH DR. BBQ
TUNE IN AT SERVETURKEY ON 11/19 AT 6:30 P.M. ET

The Kansas City Barbeque Society
Published by Tyler Morgan Reid · April 10 at 12:00 PM

If you come to the Kansas City area, make sure to head to [Holladay Distillery](#) in historic Weston, MO. You can visit their McCormick on Main and take a tour of their distillery. Stay tuned for their new bourbon release coming in May.

#IAMKCBS #KCBBQSOCIETY #sponsored

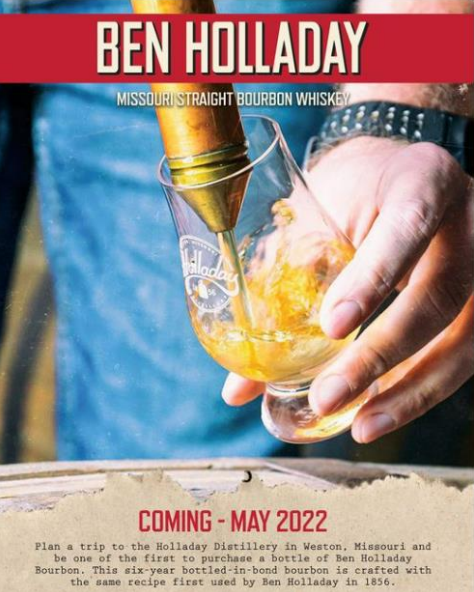


SMOKIN' WITH Smithfield

★ Enter for Your Chance to ★

WIN FREE BACON

for a Year



BEN HOLLADAY
MISSOURI STRAIGHT BOURBON WHISKEY

COMING - MAY 2022

Plan a trip to the Holladay Distillery in Weston, Missouri and be one of the first to purchase a bottle of Ben Holladay Bourbon. This six-year bottled-in-bond bourbon is crafted with the same recipe first used by Ben Holladay in 1856.

Social channel opportunities

KCBS Advertising Price Sheet & Marketing Agreement

Kansas City Barbeque Society
 2519 Madison Ave., Ste. 100
 Kansas City, MO 64108 media@kcbs.us
 816-765-5891 or Toll-Free 1-800-963-KCBS (5227)



KCBS ADVERTISING & MARKETING OPPORTUNITIES

Type	Price	Description
Silver Package	\$500	All the following are included: <ul style="list-style-type: none"> 1-full page <u>BullSheet & MeatSheet Ad</u> (7.5x10) 2-months Header and/or Footer Banner Website Ad (728x90 & 213x237) 6-Social Media Posts (<i>all KCBS social channels</i>)
Gold Package	\$1,000	All the following are included: <ul style="list-style-type: none"> 3-full page <u>BullSheet & MeatSheet Ads</u> (7.5x10) 4-months Header or Footer Banner Website Ad (728x90 & 213x237) 9-Social Media Posts (<i>all KCBS social channels</i>)
Platinum Package	\$2,500	All the following are included: <ul style="list-style-type: none"> 4-full page <u>BullSheet & MeatSheet Ads</u> (7.5x10) 6-months Header or Footer Banner Website Ad (728x90 & 213x237) 12-Social Media Posts (<i>all KCBS social channels</i>) 1-eBlast (<i>full KCBS membership</i>)
Custom Packages		Contact KCBS to discuss a custom package discount

BULLSHEET OR MEAT SHEET

Digital monthly newspaper and newsletter in full color

Type	1 month	3 months	6 months	12 months
Full Page (7.5x10)	\$200	\$500	\$1,000	\$2,000

KCBS WEBSITE

Digital advertising on kcbs.us

Type	1 month	3 months	6 months	12 months
Header & Footer Banner (728x90 pixels & 213x237 pixels)	\$100	\$250	\$500	\$1,000

SOCIAL MEDIA MARKETING

Reach more than 100K followers via FB, Instagram, Twitter, YouTube

Type	1 month	3 months	6 months	12 months
Two (2) social posts per month on all KCBS social channels (<i>size varies</i>)	\$150	\$400	\$720	\$1,350
Four (4) social posts per month on all KCBS social channels (<i>sizes varies</i>)	\$400	\$1,000	\$1,920	\$3,600

EMAIL MARKETING

Share your message with barbeque and grilling enthusiasts

Type	Per eblast (approximately 16,000 addresses)
Email to KCBS members – Full Membership	\$1,000
Targeted Contest Email to Cooks and/or Judges	\$250

KCBS Advertising Price Sheet & Marketing Agreement

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2519 Madison Ave., Ste. 100
Kansas City, MO 64108 media@kcbs.us
816-765-5891 or Toll-Free 1-800-963-KCBS (5227)



Advertiser Information:

Company or Contest Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Advertisement Information:

Packages (check one):

Silver Package Gold Package Platinum Package

A la carte items (check all that apply):

Advertising Channel	Quantity (i.e. Ads, Posts, Emails)	Run Dates (i.e. Month, Date)	Additional Notes regarding Ads
Digital <u>BullSheet</u> & <u>MeatSheet</u>			
E-Blasts			
Header & Footer Banners			
Social Media Posts (2 per month)			
Social Media Posts (4 per month)			

Preferred URL (for direct link): _____

Preferred Social Media Channels & Handles for Tagging: _____

All creative content must be provided to KCBS digitally ready and must be provided by the 15th of the month prior to when it would need to run.

Payment Information:

KCBS requires payment of advertisements prior to placing ads. **Credit Card and/or Check must be received prior to advertisement being run.** Exceptions are made for government-entities requiring billing statements. Please contact the KCBS office at 816-765-5891 or toll-free at 1-800-963-KCBS (5227) to pay over the phone with credit card or to receive an invoice.

Advertising Agreement:

TERMS: all advertising placed with the Kansas City Barbeque Society (KCBS) is subject to the rate information on the date of issue or by prearrangement and/or advertising contract. Copies of such rates are available upon request. Only one discount per order. Discounts may not be combined. KCBS reserves the right to refuse any advertising order. No advertising may contain promotion of a competitive sanctioning body (This includes but not limited to, MBN, FBA, SCA, IBCA, SBN, GBA, CBA, National Barbeque Tour, etc., without prior approval of the KCBS CEO and/or the Board of Directors). Any publication of said advertising will constitute final acceptance by both parties. When no acceptable copy is furnished in time to meet the issue deadlines contracted for, KCBS reserves the right to repeat the last available advertisement and charge for the space. Web ads may be temporarily removed from Main Page for website takeovers up to two days per month. Publisher shall have no liability whatsoever, by reason of any error in connection with any ad run by the client. This includes omission corrections and additions, on published advertisements. The Client assumes full responsibility for connection with any ad run by the client. Client shall indemnify and hold harmless the publisher against any and all demands, claims or liability arising from the advertising content published. The client shall reimburse the publisher in settlement of any claims made concerning the collection of any and all monies to settle his or her account with this publication. This will include, but not be the collection of any and all monies to settle his or her account with this publication. This will include, but not be limited to, attorney's fees and cost of litigation. Publishers liability for any and all errors, misprints, or any other claims are strictly limited to the cash amount paid by the client for the advertising space involved in the claim.

Payment for the ad will be due and payable at the time the ad is submitted. Delinquent accounts are subject to a monthly service fee. The signature below constitutes that the Client has read and agreed to the above terms and conditions. Please send completed form to media@kcbs.us.

Date: _____

Client Name: (Print) _____

Client Signature: _____

KCBS Signature: _____



Thank you!

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