



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

20,000

Members Across U.S. and Globally

#1

Sanctioning Body for BBQ Food Sport Competitions

500

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

33

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
70.5K Followers



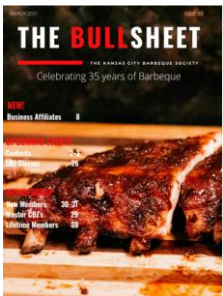
@kcbbqsociety
18.6K Followers



@kcbbqsociety
18K Followers



kansascitybarbequesociety
1.7K Subscribers



Monthly Digital Magazine
20,000 Recipients

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.

* Data as of February 2021



Digital Opportunities with KCBS

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

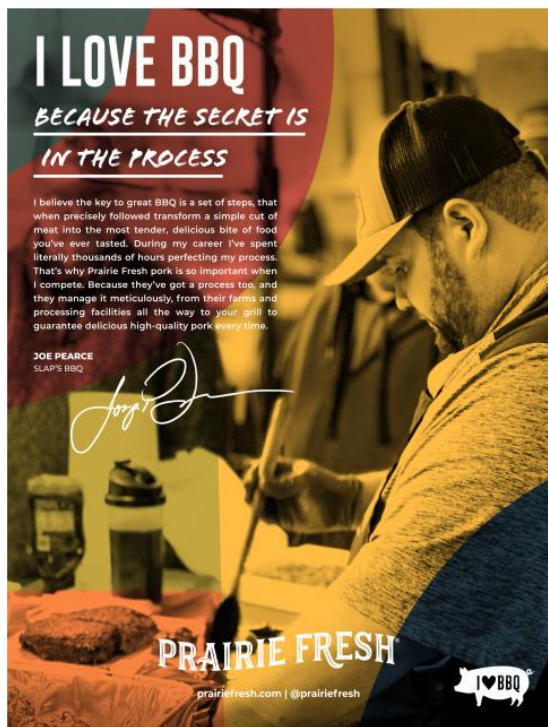


News ▾ Events ▾ Teams ▾ Judging ▾ Perks ▾ Participate ▾ Education ▾ KCBS Foundation ▾ KCBS Gear ▾ Marketing ▾ Business Directories ▾

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Banner rotations on www.kcbs.us



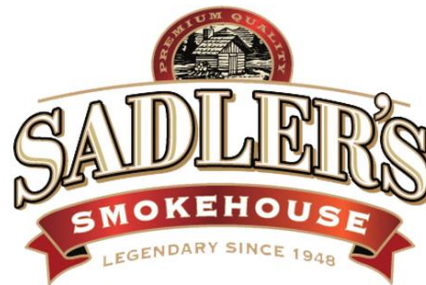
**KANSAS CITY
BARBEQUE
SOCIETY**

**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 and Products

KCBS The Kansas City Barbeque Society
Published by Amy Buckler Acock · May 28 at 8:00 AM ·

2020 KCBS Team of the Year Pitmaster, Brad Leighninger - [Gettin' Basted](#) and the [National Pork Board](#), provide some great tips to make the perfect ribs for this holiday weekend.
https://fb.watch/5LI_D_LmR/




National Pork Board
May 26 at 4:31 PM ·

Barbecue season is upon us! Join BBQ legend Brad Leighninger, from [Gettin' Basted](#), as he shares his secret to achieving fall-off-the-bone ribs smoked to perfect... See More

KCBS The Kansas City Barbeque Society
Published by Amy Buckler Acock · May 27 at 8:00 AM ·

Is the secret in the sauce or in the rub? We think both are great, but what's your BBQ style? Wet, dry or maybe a combo? Let us know how you prep your meats!
[#IamKCBS](#) and [#WhyLoveBBQ](#) [#PrairieFresh](#) [#Barbecue](#) [#BBQ](#) [#sponsored](#)



CELEBRATING 35 YEARS WITH KCBS

How did KCBS get started? KCBS was conceived by Rick Welch, my husband, Gary and myself, one evening over adult beverages. The small core group of local cooking teams were calling to see when the next competition was going to be held and where, so we decided to start a club for them.

Favorite BBQ: Love to cook it, love to eat it, love to feed it to my friends and family.

Memorable Moments: There are so many. It's like asking someone what is the best barbeque in KC, it's almost impossible to pick a favorite KCBS memory. I think of our journey through the years - the emergence of competition barbeque, the many teams, judges, organizers, reps and bbo enthusiasts - so many cogs in the wheel of what has evolved into the world's largest organization of barbeque enthusiasts.



#IAMKCBS#KCBS35

Why do I Love KCBS? It's my baby. I've nurtured and watched it grow into a teenager with raging hormones and now a 35-year old with great core values and maintaining the fun-loving nature we had hoped for. In the process, we have formed a family of individuals with a passion for barbeque. They are the best folks ever, and I'm blessed to call them family.

CAROLYN WELLS
Co-Founder of KCBS
Kansas City, MO

KCBS 35th Anniversary presented by



KCBS **KCBBQSOCIETY** @KCBBQSOCIETY · Feb 3

Our friends @SmithfieldBrand have announced the recipients for the 2021 Smokin' with Smithfield Grant Program. It's a BIG list as Smithfield is celebrating 5 years of supporting the competition BBQ community.



KCBS **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/1L7qmKiZk



TUNE IN AT SERVETURKEY ON 11/19 AT 6:30 P.M. ET



KCBS **KANSAS CITY BARBECUE SOCIETY**

KCBS IS PLEASED TO WELCOME OUR NEW PARTNER



Social channel opportunities

KCBS Advertising & Marketing Agreement & Price Sheet

Kansas City Barbeque Society 2519 Madison Ave., Ste. 100
Kansas City, MO 64108 media@kcbs.us



KCBS ADVERTISING & MARKETING OPPORTUNITIES

Type	Price	Description
Ribs Package	\$1,000	All the following are included: <ul style="list-style-type: none"> 1-full page BullSheet or MeatSheet Ad 2-months Header or Footer Banner Website Ad 6-Social Media Posts
Pork Shoulder Package	\$2,000	All the following are included: <ul style="list-style-type: none"> 3-full page BullSheet or MeatSheet Ads 4-months Header or Footer Banner Website Ad 9-Social Media Posts
Whole Hog Package	\$4,500	All the following are included: <ul style="list-style-type: none"> 3-full page BullSheet or MeatSheet Ads 4-months Header or Footer Banner Website Ad 12-Social Media Posts 1-eBlast
Custom Packages		Contact KCBS to discuss a custom package discount

BULLSHEET OR MEATSHEET

Digital monthly newspaper and newsletter in full color

Type	1 month	3 months	6 months	12 months
Full Page (8.5x11)	\$500	\$1,275	\$2,400	\$4,500
Half page (4.25x5.5)	\$250	\$650	\$1,100	\$2,250

KCBS WEBSITE

Digital advertising on kcbs.us

Type	1 month	3 months	6 months	12 months
Header & Footer Banner (728x90 pixels & 213x237 pixels)	\$250	\$650	\$1,100	\$2,250

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 with one chosen platform (<i>sizes vary</i>)	\$150	\$400	\$720	\$1,350
Four (4) social posts per month to use on any of the KCBS social channels	\$400	\$1,000	\$1,920	\$3,600

EMAIL MARKETING

Share your message with barbeque and grilling enthusiasts

Type	Per eblast (approximately 20,000 addresses)
Email to KCBS members	\$1,000 - Targeted emails also available – prices varies \$500-\$750

KCBS Advertising & Marketing Agreement & Price Sheet

2519 Madison Ave., Ste. 100 Kansas City, MO 64108

media@kcbs.us



Advertiser Information:

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Advertisement Information:

Packages (check one):

___ Ribs Package

___ Pork Shoulder Package

___ Whole Hog Package

A la carte items (check all that apply):

___ Digital BullSheet or MeatSheet

___ Header or Footer Banner

___ E-blasts

___ Social Media Posts

Additional Information

Preferred Month(s)/Date(s) for ad(s) to be run: _____

Preferred URL (for direct link): _____

Preferred Social Media Channels & Handles for Tagging: _____

All creative 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.

Payment Method: (Circle One) Check

Credit Card

Card/Check Number: _____

Expiration Date: _____ CVC/CVV Code: _____

Signature: _____

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, 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 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: _____

A black and white photograph of food being grilled. In the foreground, a piece of meat, possibly a steak or a large burger patty, is sizzling on a metal grill. To its right, another piece of food, possibly a potato or a vegetable, is also on the grill. The background is blurred, showing more food and the grill's structure. The overall scene conveys a sense of cooking and food preparation.

Thank you!

Emily Detwiler
Chief Executive Officer

ceo@kcbs.us

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816-885-2943 Cell

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Program Coordinator

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