



JUNE 8, 1-5 PM
VILLAGE OF LOS RANCHOS

Alfredo Garcia Community Barn, 6610 Rio Grande Blvd



SEPTEMBER 7, 12:30-5:30 PM
SANTA FE

the Beer Hall at Santa Fe Brewing Co. HQ, 35 Fire Pl, Santa Fe

IT'S SMACKDOWN TIME!

brought to you by *edible* est. 2013
NEW MEXICO

The *edible New Mexico* Smackdowns have one simple goal: determining the Best Burritos and Burgers in New Mexico. Dozens of restaurants from across the state compete for burrito and burger dominance in a foodie brawl that serves up chile-icious goodness. The Green Chile Cheeseburger Smackdown began in Santa Fe in 2013 with a mission to celebrate the restaurants and chefs that define our regional food community, and the revelry has continued ever since. After celebrating our tenth anniversary, it only seemed natural to launch a Burrito Smackdown to complement the Burger Smackdown. We invite professional chefs to toss their spatulas in the ring and throw down the burger, sure to beat them all.

Thanks to our attendees and their iron stomachs, our Smackdowns sells out every year!



GOAL: BUILDING EVENTS THAT SUPPORT THE CONTENDERS

FOUNDATION SPONSOR

No Limit (In-kind considered)

From meat and cheese to chile and buns, we want to cover all the food costs for our participating chefs. Align yourself with the restaurants and chefs competing for the ultimate crown.

- **Name on event T-shirt**
- All the Perks (see next page)
- Sponsor designation on event banners
- QUARTER page ad in 2024 issue of choice of Edible NM (cash sponsorship)
- Logo and name inclusion on event specific e-blasts
- 4 General Admission tickets to the event

\$2,500



SMACKDOWN SPONSORSHIP OPPORTUNITIES







It's a chile-licious recipe for success!

When your business signs up to become a Smackdown sponsor, you help to invest in your community. From branded VIP area to naming rights and tens of thousands of impressions with our marketing campaign, we work hard to exceed each partner's expectations in ways designed to catch the attention of our attendees and provide a return on your investment. Support both events and double your exposure!

Custom Sponsorship

We can create a custom sponsor package to meet any budget and goal. Blankets and beach towels; lip gloss and sunscreen; corn hole and giant Jenga; let us help you brainstorm the perfect way to engage with our Smackdown attendees.

PERKS FOR ALL SPONSORS:

-  Dedicated space on-site, size 10'x10' booth area
-  Logo rights for the year on ediblesmackdown.com
-  Logo included on all printed promo materials, including ads in edible NM
-  Logo and name inclusion on community-specific e-blasts (11k+subscribers)
-  PA reads by stage MC's
-  Option to feature products in VIP gift bags

TITLE SPONSOR

Limit 1 per event

- **Title sponsor designation: "Company Name presents The Smackdown"**
- **Stage Branding**
- Branded center pieces on all the tables
- Sponsor designation on all event banners
- Banner placement throughout venue (provided by sponsor)
- FULL page ad in 2024 issue of choice of Edible NM
- 2 Dedicated social media posts on Facebook and Instagram
- 5 Event T-Shirts for Staff
- 6 VIP and 4 General Admission tickets to the event
- All the Perks above

\$5,500

limited to 1 event

SOLD OUT for Burger Smackdown

VIP SPONSOR

Limit 2 per event

- **Brand on VIP Swag Bag**
- **Branded center pieces on all the tables**
- Sponsor designation on all event banners
- Banner placement throughout venue (provided by sponsor)
- HALF page ad in 2024 issue of choice of Edible NM
- 1 Dedicated social media post on Facebook and Instagram
- 3 Event T-Shirts for Staff
- 4 VIP Admission tickets to the event
- All the Perks above

\$3,500

\$6,500 for both events

GLASS SPONSOR

Limit 1 per event

- **Brand on souvenir glasses**
- **Branded center pieces on all the tables**
- Sponsor designation on all event banners
- Banner placement throughout venue (provided by sponsor)
- HALF page ad in 2024 issue of choice of Edible NM
- 1 Dedicated social media post on Facebook and Instagram
- 3 Event T-Shirts for Staff
- 6 General Admission tickets to the event
- All the Perks above

\$3,500

\$6,500 for both events

SOLD OUT for Burger Smackdown

GOLD SPONSOR

No Limit

- Sponsor designation on all event banners
- Banner placement throughout venue (provided by sponsor)
- QUARTER page ad in 2024 issue of choice of Edible NM
- 1 Dedicated social media post on Facebook and Instagram
- 4 GA tickets to the event
- All the Perks above

\$2,500

\$4,500 for both events

CHEF SPONSORS

No Limit

- **Branded signage on matched restaurant table**
- Sponsor designation on event banners
- MARKETPLACE ad in 2024 issue of choice of Edible NM
- 2 General Admission tickets to the event
- All the Perks above

\$1,500 per event

MICRO SPONSOR

No Limit

- 2 General Admission tickets to the event
- All the Perks above

\$500 per event