



KCBS Seal of Approval

The Kansas City Barbeque Society (KCBS) proposes a partnership with a brand to align its product with the world of competitive barbeque and food enthusiasts. The following proposal represents a hybrid strategy that provides the prestige of earning the KCBS Seal of Approval with the support of our national Web platform and media vehicles.

KCBS Seal of Approval, for \$10,000, Includes:

- The product may apply for the Kansas Barbeque Society's Seal of Approval, the highest distinction the organization bestows.
- KCBS will evaluate the product to determine if it meets the requirements of the Seal of Approval program. Brand must provide a non-refundable \$1,500 evaluation fee (included in cost above) to the KCBS Board of Directors.
- KCBS will provide the product a direct connection to 20,000+ members and 7,000+ BBQ teams **which equals an average of 42,000 team members involved in KCBS events** that have proven to be loyal repetitive buyers.
- If the brand meets the KCBS Seal of Approval requirements, brand will be able to promote their Seal of Approval status in product packaging and all of their promotional/marketing activities.
- The brand will receive an E-blast announcing the KCBS Seal of Approval to our email database of BBQ teams, certified BBQ judges, event organizers and overall barbeque enthusiasts. Currently there are 19,100 email addresses for KCBS members.
- The brand will receive an interactive banner ad on the KCBS website for three months of their choice. The KCBS website has an average of 300,000+ visitors a month.
- The brand will receive an article about their Seal of Approval in the KCBS Bullshead Magazine (16,000+ circulation). For article placement, brand must submit a press release by the 15th of the previous month.
- The brand will also be able to provide a KCBS member-only discount on the KCBS website to encourage purchases of its products.
- Brand will be included on the KCBS social media pages. The brand may use the social media sites for any type of brand promotions.
- The KCBS board must give final authorization for all Seal of Approval marketing programs. Approval of this proposal must be made one month before the board evaluation.

KCBS Seal of Approval renewals:

- *Products with Seal of Approval on their packaging* - After the product has received the KCBS Seal of Approval, renewals can be purchased for \$7,500 per year to continue using the logo on approved product packaging.
- *All Other Products* - KCBS Seal of Approval renewals can be purchased for \$1,500 per year to continue the recognition in the brand products' marketing and promotions, but with no KCBS branding or marks on product packaging

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ABOUT THE KANSAS CITY BARBEQUE SOCIETY

KCBS is the world's largest barbeque organization with more than 20,000+ members. The organization sanctions 500+ barbeque festivals from coast to coast that attract more than 15 million people each year.

KCBS was formed in 1985 and operates as a 501(c)(4) non-profit corporation. It is run by an 11-member board of directors. In June 2006, the organization entered into an agreement with MMA Creative in order to develop programs like the Great American BBQ Tour, Sam's Club National BBQ Tour and Seal of Approval to fulfill the mission of promoting BBQ as America's cuisine.

More info about KCBS can be found at www.kcbs.us.



ABOUT MMA CREATIVE, INC

As the agency of record for the Kansas City Barbeque Society, Tennessee-based MMA Creative is charged with implementing the organization's marketing plan through new branding and marketing initiatives like corporate sponsorship platforms, media coverage and membership benefit programs.

MMA Creative is a full-service agency providing numerous corporate clients with assistance in marketing, creative services, public relations, advertising, promotions and Web site development. The firm was started in 1990 and today has offices in Nashville, TN and Cookeville, TN.

For more information, please visit www.mmacreative.com.