

Event Details	
Event Name	Wine Country Big Q
Event Date	Saturday, September 10, 2011
Event Description	Nationally sanctioned barbecue competition with barbecue sampling, wine-tasting and entertainment to benefit WOW - Worth Our Weight
event?	New Event
Contact Name, Phone & Email	Judy Groverman Walker 707-953-3909 judy@wcbigq.com
Legally Responsible Organization	Judy Groverman Walker Events & Marketing and WOW - Worth Our Weight
Total Event Cost	\$60,000
Amount Requested	\$5,000
Be Used?	Advertising to KCBS members in national print and web publication plus advertising to Bay Area and beyond for ticket sales.

General Event Information	
How many room nights will the event generate?	Unknown
Who is the target audience for this event? What is the anticipated attendance?	Higher end demographic both men and women typically 30-50+ years that enjoy good food and drink. We have already been contacted by certified judges from throughout California and a handful from other states requesting to judge the event.
If this is an existing event, how many room nights has it produced in the past?	
Describe the event's capacity to incubate (can the event grow over the years?).	The potential for this event to grow is substantial. I attended a competition in Morgan Hill the first weekend in May and they had 77 teams and expected 10,000-12,000 guests. Just by the response from judges, Santa Rosa is a destination in which they
How does this event support or re-affirm Santa Rosa's brand?	This event is all about Food, Lifestyle, Agriculture, Wineries - the good life!
Describe the community support for this event. Include financial and in-kind support.	WOW is our beneficiary. We are still securing our sponsor - we have support from Maverick Media and the California Pork Producers are a major sponsor.
How will this event be funded in the future?	Funded through gate admissions, entry fees and sponsorships
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	additional start up costs. We have a Facebook page, web site will be producing posters and flyers. We have posted on all event web sites and will be cross promoting with our sponsors. Guy Fieri is Tweeting about it also. If we have the funds we want to put an ad in the Bull Sheet which is the KCBS Barbecue paper that comes out monthly and has a national circulation plus we want to do some online ads through KCBS and Facebook. We can provide logo or name recognition in our posters, social media, on our web site and in our press releases. We can provide additional signage at the event in the form of a banner or signage. And, we can include logo or name in print/web ads. (We have the ability to work with you to customize your support to further meet your marketing goals.)
Additional Information or comments.	We would like to partner with a Santa Rosa hotel as a preferred lodging - I have not yet done that. See attached press release for additional information.



**WINE COUNTRY BIG Q 2012
Sonoma County's Premier
KCBS Sanctioned Barbecue Competition**

Fact Sheet

Who: Organized by a group of Sonoma County barbecue enthusiasts

What: National barbecue competition sanctioned by Kansas City Barbecue Society (KCBS). In addition to the KCBS sanctioned categories we will present our own unique Sonoma County features – the “Winery Big Beef Challenge” and the “Fireman’s Bold Bean Challenge”. KCBS is the largest organization of barbecue and grilling enthusiasts in the world. Its mission is to celebrate, teach, preserve and promote barbecue as a culinary technique, sport and art form. KCBS sanctions nearly 300 events in 44 states across the country. KCBS barbecue teams are fanatic about barbecue and travel coast to coast to compete. KCBS oversees sanctioned events for legitimacy and require that the following meats are presented – pork ribs, pork shoulder, beef brisket and chicken.

With more than 250 wineries within the Sonoma County boundaries it seems natural to have a special barbecue competition to showcase the wines and talents of our local winery and vineyard chefs.

And, everyone knows that the Firemen make the best beans...we even have a competition to show off their skills with the grill.

When: Set-up on Friday, July 13
Consumer Tasting on Saturday, July 14 from 1 pm to 5 pm

Where: Sonoma Academy
2500 Farmers Lane, Santa Rosa, California

Why: Sonoma County is lacking good “authentic” barbecue. This event should satisfy anyone’s appetite for good barbecue, friendly competition, live entertainment and great local wines and beer.

www.winecountrybigq.com



**WINE COUNTRY BIG Q 2012
Sonoma County's Premier
KCBS Sanctioned Barbecue Competition**

2011 was Wine Country Big Q's first year.

- We had a total of 24 teams compete for over \$7,500 in cash prizes.
- We had teams from throughout the state of California competing. Each team competed in four categories – chicken, beef brisket, pork ribs and pork shoulder. We also had a "Mystery Meat" category which was lamb shoulder provided by Niman Ranch and the American Lamb Council. We had 18 teams compete in this special category.
- We had 9 winery teams participate.
- We had one Firehouse Bold Bean Challenge competitor – unfortunately last year's Big Q was scheduled for September 9 which was during the 9/11 memorial activities in which many of the fire house teams were involved.
- Live entertainment included PETE Stringfellow and the Blue Rock Country Club bands.

2012 Changes in the works

- We are planning to increase the number of KCBS teams, encourage more wineries and firehouse teams to compete.
- I hope to be able to offer another special competition category – mystery meat or possibly masterpiece dessert.
- Ticket prices will most likely stay the same but we will add a youth ticket.
- We have the opportunity to add a Friday night event – low key. This is something we would like to do if we have time to put it together "Meat the Pitmasters" or "Meet the Pitmasters"...
- I am working on sponsorships to help offset the costs of putting on an event this size.