



13TH ANNUAL

— TAMPA —

PIG JIG

®

SPONSORSHIP
OPPORTUNITIES

OCTOBER 19, 2024

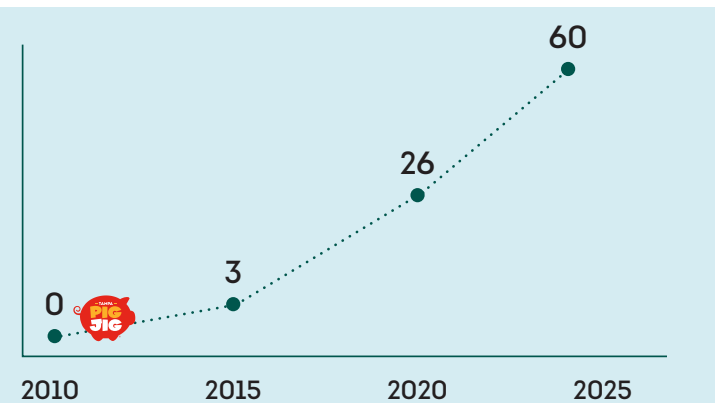
JULIAN B. LANE RIVERFRONT PARK • TAMPA, FLORIDA



WHAT

“ We are incredibly encouraged by data from recent studies which indicate that we will potentially have an FDA-approved drug for FSGS within a year or so. We must continue pressing ahead to give hope to patients suffering from this disease. ”

JOSHUA TARNOFF, CEO **NephCure**



Rare Kidney Disease Clinical Trials

HopeWill FOUNDATION

Formerly Old Florida Federation

Since its inception in 2011, the Tampa Pig Jig has donated over **\$3M** directly to NephCure.

GOALS KEY

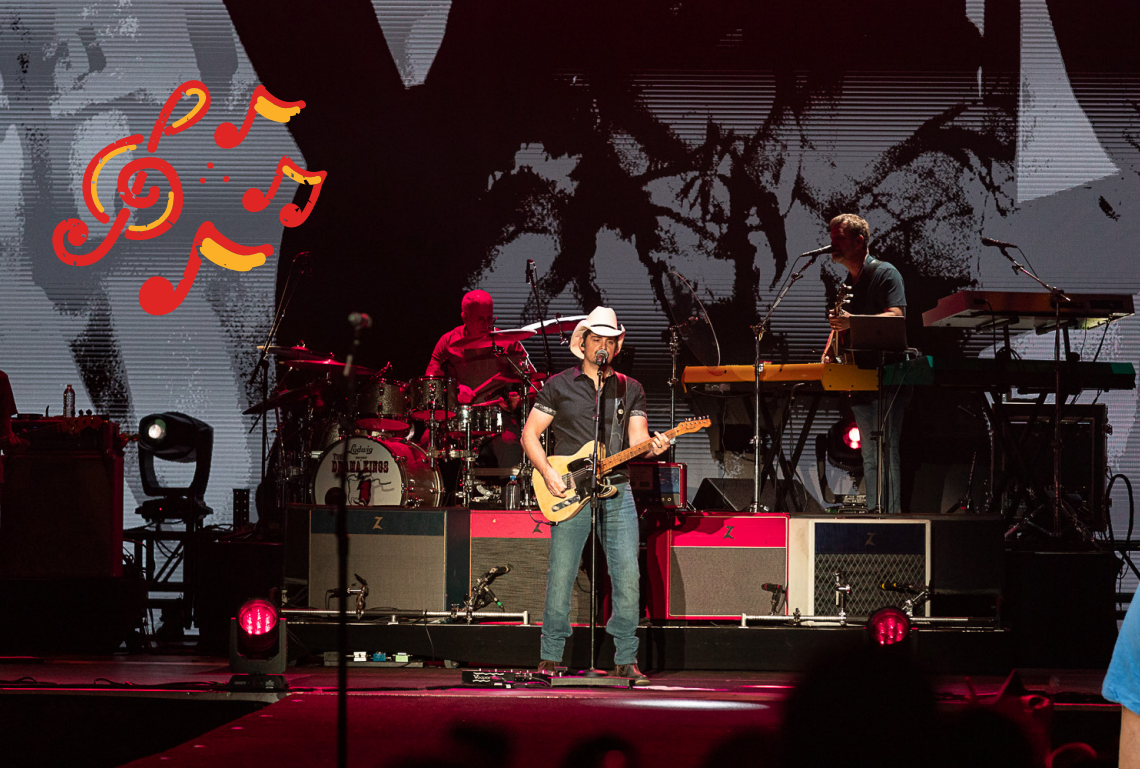
BBQ TEAMS + TAILGATES

DOLLARS RAISED



\$3 MILLION

‘CUE UP A CURE FOR FSGS



MUSIC LINEUP

Fire up the grill and crack a beer. The 13th Annual Tampa Pig Jig is a day you won't want to miss. The stage will come alive with 3-time CMA Award-winning superstar Dierks Bentley, multi-platinum recording artists The Revivalists, southern Country duo Muscadine Bloodline, rock-infused country artists The Cadillac Three and young breakout Country star Greylan James!



DIERKS BENTLEY



THE REVIVALISTS



MUSCADINE BLOODLINE



THE CADILLAC THREE



GREYLAN JAMES



There is currently
NO CURE FOR FSGS

5,400+

PATIENTS DIAGNOSED WITH FSGS YEARLY



Each year, kidney disease kills more people than breast or prostate cancers.

31K

PROSTATE CANCER

41K

BREAST CANCER

50K

KIDNEY DISEASE

About half of FSGS patients who do not respond to steroid treatments go into ESRD (end stage renal disease) each year, requiring dialysis or transplantation.

MORE THAN

1 in 7

U.S. adults have chronic kidney disease

AFRICAN AMERICANS are

4-5x

more likely to develop kidney failure than White Americans.



FSGS is the leading cause of kidney failure
IN CHILDREN

1,000

Approximate number of FSGS patients a year who receive kidney transplants. However, within hours to weeks after a kidney transplant, FSGS returns in approximately **30-50% of patients.**



NEPHROTIC SYNDROME

One of the most aggressive and debilitating forms of chronic kidney disease is Nephrotic Syndrome, which includes FSGS.

FSGS can progress rapidly, leading to kidney failure within 2-3 years of diagnosis.





Sponsorship Opportunities

Program Partner Naming Rights

PREMIUM

- Patient Social
- Main Stage
- BBQ Pit
- Lounge
- Tickets
- Koozies
- T-Shirt
- Judges Corner
- Sunglasses
- Hand Sanitizers
- BBQ Aprons
- Photo Booth
- North Stage

SELECT

- Hat
- Food Row
- Front Row
- Fireworks
- Auction
- Recycling Partner
- Kids Zone
- Sponsor Party

	TITLE SPONSOR	BREAKTHROUGH BOSS HOG	MEDICINE MAKER	PROGRAM PARTNER	SERIES PARTNER	IMPACT PARTNER	COMPETE FOR A CURE	NEPHCURE NEIGHBOR
SPONSORSHIP DOLLAR LEVEL	SOLD OUT	\$75,000	\$55,000	\$40,000	\$28,500	\$20,000	\$8,500	\$3,500
SPONSOR NAME INCORPORATED INTO EVENT LOGO	✓							
PRESENTING SPONSOR OF EVENT	✓	✓						
NAME/LOGO INCLUDED IN PROMINENT MEDIA PROMOTION	✓	✓						
MAIN STAGE SIGNAGE	✓	✓	✓					
NAMING RIGHTS OPPORTUNITY	PREMIUM	PREMIUM	PREMIUM	SELECT				
PREMIUM BBQ PIT LOCATION	SOLD OUT!	✓	✓	✓				
NAME/LOGO INCLUDED IN SELECT MEDIA PROMOTION		✓	✓	✓				
PROMINENT EVENT SIGNAGE		✓	✓	✓	✓			
SELECT PRE-EVENT SOCIAL MEDIA MENTIONS		✓	✓	✓	✓	✓		
SELECT EVENT SIGNAGE		✓	✓	✓	✓	✓	✓	
COMPANY LOGO AND LINK TO COMPANY WEBSITE ON PIG JIG WEBSITE	✓	✓	✓	✓	✓	✓		
INCLUDES ONE BBQ TEAM ENTRY INTO COMPETITION	✓	✓	✓	✓	✓	✓	✓	
TAILGATE + TV RENTAL PACKAGE INCLUDES (2) 10X10 POP UP TENT, (5) TAILGATE CHAIRS, (2) 6FT TABLE WITH LINEN, (1) 120QT COOLER, (1) 42IN TV SET AND FULL ONSITE DISH SERVICE	✓	✓	✓	✓	✓	✓	✓	
COMPANY NAME INCLUDED ON WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓
NUMBER OF PREMIUM ACCESS PASSES TO EVENT	SOLD OUT	80	60	50	36	24	14	6
NUMBER OF GENERAL ADMISSION TICKETS TO EVENT	SOLD OUT	50	40	30	20	20		
NUMBER OF TICKETS TO THE SPONSORSHIP PARTY	SOLD OUT	4	4	4	2	2	2	2

Premium Access Pass:
Includes General Admission with reserved viewing area near stage and entry to private lounge with complimentary food and bar. Individual Premium Access Passes are available for sponsor discounted rate of \$450 while supplies last.



Media Plan

The plan will include the following promotional support:

RADIO

US103.5, 97X, WCTQ SARASOTA
99.5QYK

PRINT & ONLINE

TAMPA BAY PARENTING MAGAZINE
YELP

LOCAL TELEVISION EXPOSURE

TPJ has averaged \$100,000 in TV coverage annually for the past three years.

SOCIAL MEDIA

FACEBOOK, INSTAGRAM & X
@TampaPigJig



“As FSGS and NS are such rare diseases, it can be easy to feel isolated and alone. **The Pig Jig not only lets patients know they’re not alone, but that Tampa Bay cares for them and is doing all it can to beat these diseases.**”

WILL WELLMAN, FSGS Patient

2023 Media Highlights



92 LOCAL MEDIA MENTIONS EARNED



5,000+ SOCIAL SHARES

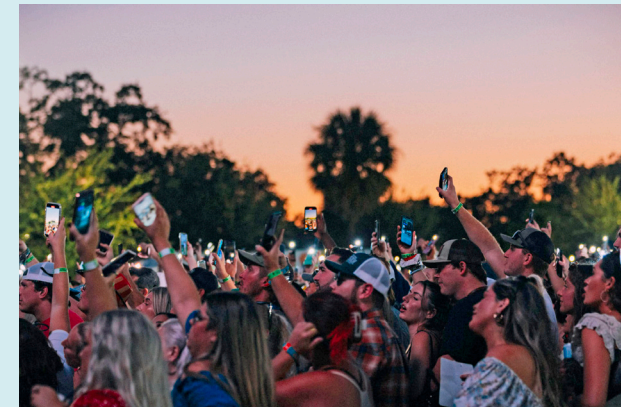


Sponsor announcements garnered more than **\$55,000** in publicity



2.6 MILLION

Approximate TV Viewing Audience exposed to Tampa Pig Jig Stories, earning an approximate TV value of **\$1 MILLION**



The Tampa Pig Jig has quickly become an **annual must-attend event** for Tampa consumers and earns consistent coverage by local media.



SPONSORSHIP FORM

OCTOBER 19, 2024

Preferred Contact's Name: _____

Company: _____

Address: _____

City, State & Zip: _____

Phone: _____ Email: _____

Preferred Shirt Size: Small Medium Large XL 2XL 3XL 4XL
(Check all that apply)

SPONSORSHIP LEVELS

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor SOLD OUT | <input type="checkbox"/> \$20,000 Impact Partner |
| <input type="checkbox"/> \$75,000 Breakthrough Boss Hog | <input type="checkbox"/> \$8,500 Compete For A Cure |
| <input type="checkbox"/> \$55,000 Medicine Maker | <input type="checkbox"/> \$3,500 NephCure Neighbor |
| <input type="checkbox"/> \$40,000 Program Partner | <input type="checkbox"/> Other Donation Amount: \$ _____ |
| <input type="checkbox"/> \$28,500 Series Partner | |

ADD-ON TICKETS

Individual Premium Access Passes: \$450 each | Quantity: _____

10 Pack of GA Concert Tickets: \$1,300 | Quantity: _____

BBQ TEAM INFORMATION

Participation in the BBQ Competition is available to \$8,500+ sponsorships only.

BBQ Team Name: _____

Cook #1 Name: _____

Phone: _____ Email: _____

Cook #2 Name: _____

Phone: _____ Email: _____