



SPONSORSHIP PROPOSAL

Hot Sauce Fest ATL

Fuel the fire: where bold brands, hot sauce, and
Atlanta culture IGNITE.

November 15th, 2025
12 - 6 pm

Atlantucky Brewing

170 Northside Dr SW Suite 96
Atlanta, GA 30313

CONTACT

Website	www.hotsaucefestatl.com
Email	info@hotsaucefestatl.com
Social	IG: hotsaucefest.atl FB: hotsaucefestatl





INTRODUCTION

It's Atlanta's Third Annual Hot Sauce Fest ATL — and we're back, bigger and bolder than ever. Each year, attendance has at least doubled, proving both our growth and the city's hunger for heat. This year's move to Atlantucky Brewing means more space, more vendors, and plenty of room for the heat to rise.

We're a core team of four locals who love hot sauce and love our city even more. Our passion for hot sauce runs deep, but our real secret ingredient is people. Hot Sauce Fest ATL is where flavor, fire, and community collide — a celebration of craft makers from the Southeast and beyond, and of Atlanta's unique culture that loves to spice things up.



Jim Cook, John "Hot Sauce Sensei" Hollner, Woody Smith, Dani Smith, Paula Cicio, Drew Glenn, Scottie Poss

UNIQUE EXPERIENCE

At Hot Sauce Fest ATL, hot sauce is the star — and everything else just amplifies the heat. Our new home at Atlantucky Brewing couldn't be a better fit. Owned by Grammy-nominated hip-hop group Nappy Roots, Atlantucky embodies authentic ATL flavor and community spirit. Known for brewing craft beers (including pepper-infused specialties) and mentored by the team at Monday Night Brewing, Atlantucky blends culture, creativity, and craft.



The venue at Atlantucky Brewing offers it all:

- Indoor & outdoor space (including a spacious grassy lot for our main stage w/ live music)
- Ample parking and convenient access from MARTA
- Upstairs Very Important Spicehead (V.I.S.) lounge with a full bar
- Located just blocks from Mercedes-Benz Stadium

This combination of space, culture, and accessibility creates a festival experience that is uniquely Atlanta — vibrant, authentic, and unforgettable.

"Oooooo, we gettin' Saucy Atlanta!" – Dragonzorde



Mission



To turn up the heat in Atlanta by bringing together the people who grow it, make it, and love it. Hot Sauce Fest ATL celebrates the craft of spice while building lasting connections between fans, farmers, makers, and chefs.

Vision



To be Atlanta's premier hot sauce festival-- a lively, family-friendly festival where every year is hotter, every flavor is celebrated, and every guest leaves as part of our spicy community.

ABOUT THE EVENT

TARGET AUDIENCE

- **Spiceheads:** Experienced fans (30s - 40s, disposable income, collectors)
- **Next-Gen Heat Seekers:** College-age crowd discovering spice culture.
- **ATL Foodies:** Passionate about unique flavors and local events
- **Craft Beer Enthusiasts:** Brewery culture overlaps strongly with hot sauce culture
- **Families:** Drawn by Kid's Zone and free entry for kids

Features & On-Site Visibility

- Live music on stage, live spice challenges for content and engagement, tasting samplers for trying hot sauce, kid's zone and games
- **Sponsor branding:**
 - T-shirts, souvenir cups, stage banners, signage
 - Flyers, website, social media
 - Custom on-site activations (sampling, contests, co-branded lounge)

ATTENDANCE GROWTH

- Year 1: 350
- Year 2: 750
- Year 3: Projected 1,000+

EVENT HIGHLIGHTS



25+ Hot Sauce Vendors

16+ Unique Hot Sauce Awards

Live Bands! Including School of Rock and Solid State Radio

Craft Beer from Atlantucky - Special Jalapeno Kolsh Release

Food Trucks & Vendors

Kid's Zone - Kids are FREE

Giveaways & Prizes

V.I.S. (Spicehead) Packages - Lounge with Full Bar, T-Shirt & more

Dragon's Breath Spice Challenges

Signature Cocktails with Mobile City Bev

SPONSORSHIP PACKAGES

	In-Kind (\$250-\$1,000)	Heat Seeker (\$500)	Spice Master (\$1,000)	Inferno (\$2,500)	Stage Sponsor (\$3,500)	Dragon's Breath Challenge (\$3,500)
Logo on website & thank you on IG						
Logo on sponsor banner						
Logo on T-shirt & cups						
Spotlight post on IG						
Product samples in VIS lounge						
Stage signage						Dragon's Breath Signage
MC mentions					All Performances	All Challenges
Logo in recap video						
Naming Rights stage / challenge						
VIS Passes	Varies	1	2	4	6	6
GA Tickets	Varies	2	4	6	8	8

ENGAGEMENT OPPORTUNITIES

- **Alcohol Sponsor:** be promoted at our bars inside and outside with Atlantucky Brewing & Mobile City Bev
- **Music Sponsor:** stage naming rights and on-site visibility (see stage sponsor on chart)
- **In-Kind Sponsor:** cool-down station products, hydration partners, giveaways, and Very Important Spicehead lounge products/swag
- **Spicy Sponsor:** official Dragon's Breath Challenge partner (see chart)
- **Kids Zone Sponsor:** family-focused branding & activation; games, face painting, and activities
- **Hot Sauce Awards:** sponsor our awards with supplying money for awards or become a judge!

MARKETING AND PROMOTION

Pre-Event

- **Social media campaigns:**
 - **Vendor spotlights**
 - **Band spotlights**
 - **Award highlights**
 - **Collaborations with Hot Sauce Sensei**
 - **& more!**
- **Ticket giveaway promotions**
 - **Drawings on the 1st and 15th of every month for a pair of Elite Tickets**
- **Activations at ATL events:**
 - **Tasting table at Chomp n Stomp**
 - **Lil 5 Halloween Parade**
- **E-mail campaigns**
 - **350+ past festival subscribers**
 - **Mail outs announcing:**
 - **pre-sale tickets**
 - **increases in pre-sale ticket pricing leading up to the festival day-of**
- **Website placement**



On-Site

- **Logo placement**
 - **Merchandise (t-shirts & souvenir cups)**
 - **Banners**
 - **Stage signage**
- **Branded experiences**
- **Sampling opportunities**
- **Product placement**



Post-Event

- **Recap videos featuring sponsor logos**
- **Continued year-round content with footage from festival**
- **Continued website placement**

BENEFITS FOR SPONSOR

Sponsorship Opportunities

- **Tiered Packages**
 - **Heat Seeker, Spice Master, Inferno, Dragonzorde Elite (stage & challenge), & In-Kind Sponsorships**
- **Exclusive Categories**
 - **Alcohol, Beverage, Kid's Zone, Music & Stage, Dragon's Breath Spice Challenges, Cool-Down Station, Hot Sauce Awards Judge, V.I.S. Lounge & Product Placement**
- **Custom Activations - tailored experiences that align with Your goals**
 - **How would you like to sponsor us?**

Brand Alignment

- **Connect with Atlanta's:**
 - **Foodie**
 - **Craft Beer**
 - **Craft Hot Sauce**
 - **& Cultural Scene**



Return on Investment

- **Direct engagement with 1,000+ attendees**
- **Online and social reach amplified via recap content, including Dragon's Breath Spice Challenge releases, and more!**





EVENT TEAM

Behind Hot Sauce Fest ATL is a **Core 4 Team** of local leaders who live and breathe Atlanta culture, creativity, and community, and who each bring unique skillsets and passions to the table.

Woody Smith

Owner of **Stagesmith**, Woody oversees live music, stage production, and all on-site operations. It was Woody's passion for hot sauce and his vision that Atlanta needed its own festival to celebrate it that sparked this.

Dani Smith

Founder of **Dani Does Design**, Dani heads festival marketing and branding, making sure Hot Sauce Fest ATL looks as bold as it feels.

Drew Glenn & Paula Cicio

Drew is vendor coordinator, handling relationships and activations with our hot sauce makers. Paula serves as project manager, keeping the festival running smoothly from logistics to the website and communications on social media. Together, Drew & Paula also lead sponsorship outreach as a dynamic duo under their company, **DP&Co.**

Supporting the Core 4 is **John "Hot Sauce Sensei" Hollner**, consultant and host of the Tasting Table. With deep connections in the hot sauce community, he brings expertise and credibility that help to bridge Atlanta's local scene with the national craft hot sauce movement.



DANI *does*
DESIGN

stagesmith

HOT SAUCE SENSEI



**Thank you
for your
time.**

Contact

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