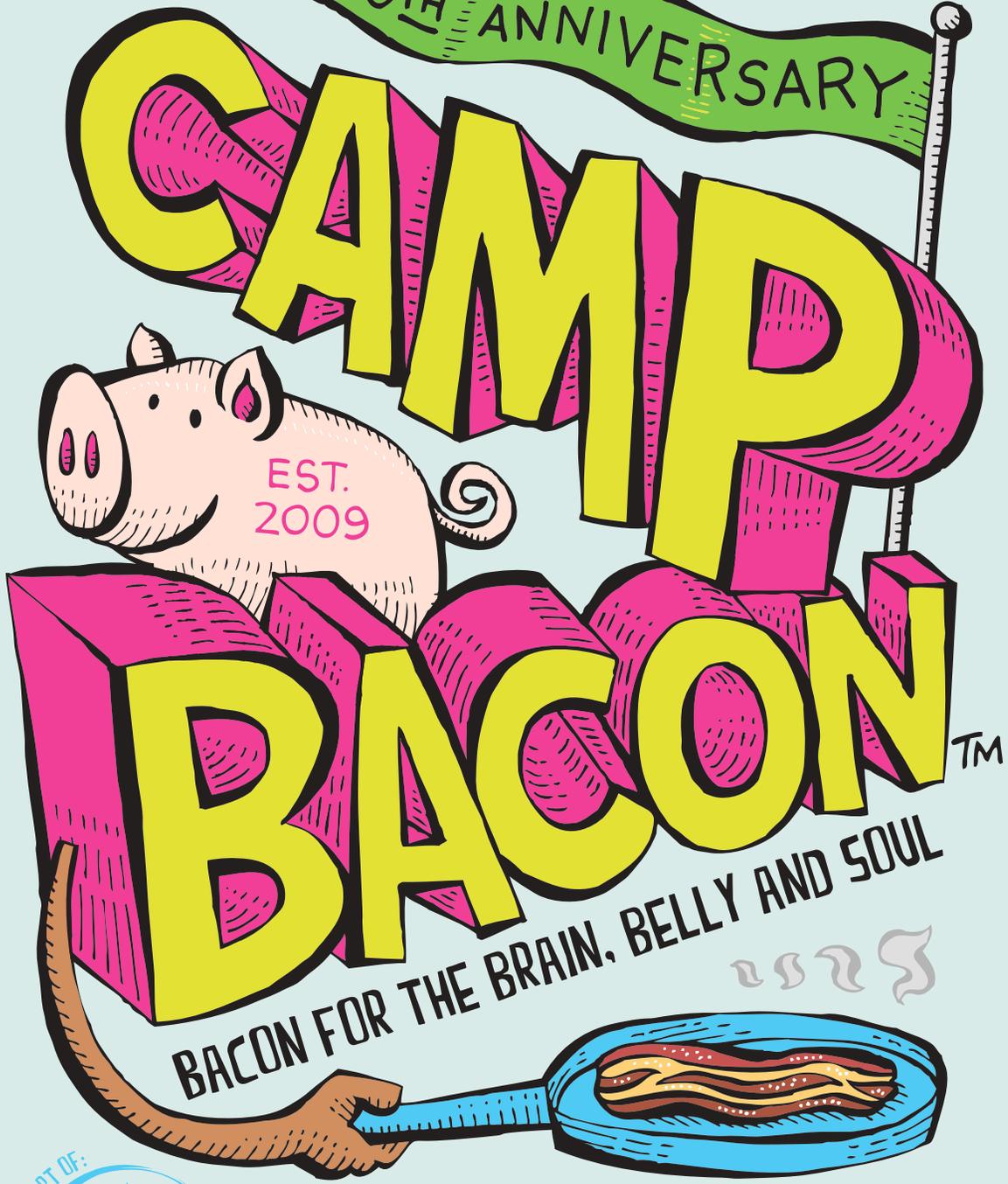


Zingerman's®

10TH ANNIVERSARY



MAY 29-JUNE 2



ZINGERMANSCAMPBACON.COM

# 2019 is the 10th annual camp bacon and we can't wait!

Every year we enjoy media coverage from all over the country. Extra Crispy, Refinery 29, Food & Wine, Forbes and so many others wrote about this extraordinary event (even Playboy and Teen Vogue!). This spring, we will again host a five-day celebration of all things porcine, packed with learning and eating around Ann Arbor and Dexter. We are so excited to announce our tentative lineup that includes some of the biggest names in pork like Allan Benton, Greg Gunthorp, and more! The full lineup will be announced soon and will include friends from across the US and abroad. It's going to be awesome.

Zingerman's Camp Bacon® is held each year in support of two of our favorite non-profit organizations, Southern Foodways Alliance and 4H of Washtenaw County. The success of our event depends on generous participation by sponsors and we hope you'll consider joining the party! Sponsorship levels are below along with critical dates to ensure inclusion on promotional materials. Custom sponsorships are also available!

Please direct all sponsorship questions about Camp Bacon to Brad Hedeman, Marketing Manager at Zingerman's Mail Order, [bhedeman@zingermans.com](mailto:bhedeman@zingermans.com). Likewise, please email a high-res version of your company logo that you'd like used on marketing promotions, programs, etc. to Brad. Payments can be made out to Zingerman's Camp Bacon and sent to the attention of Angela Morris, ZSN Accountant ([amorris@zingermans.com](mailto:amorris@zingermans.com)) at:

Zingerman's Service Network | 3756 Plaza Drive  
Ann Arbor, MI 48108

All logos and contributions are due by March 15, 2019 for inclusion in our publicity posters and website, and by April 1, 2019 for use on Camp Bacon T-Shirts.

Yours in flavor, fat and fun,

**The Camp Bacon Team**

## sponsorship opportunities

### \$12,000 "The Whole Hog"

- Logo on Camp Bacon t-shirt, website, promotional materials, and Main Event program
- 2 seats to each Camp Bacon event and special acknowledgement
- Joint press release
- Six social media mentions (2 each - Facebook, Instagram, Twitter), valued at \$5,000
- Booth at Street Fair
- Bonus: sign on before March 1st and receive a spotlight in Zingerman's bi-monthly newsletter, distributed to over 40,000 food-lovers nationwide!
- Limited to 1 sponsor

### \$7,500 "Pork Belly"

- Logo on Camp Bacon t-shirt, website, promotional materials, and Main Event program.
- 2 seats each to the Bacon Ball and Main Event
- Three social media mentions (1 each - Facebook, Instagram, Twitter), valued at \$2,000
- Booth at Street Fair
- Limited to 3 sponsors

### \$5,000 "Pork Shoulder"

- Logo on Camp Bacon t-shirt, website, promotional materials, and Main Event program
- 2 seats to the Main Event
- Booth at Street Fair

### \$2,500 "Bacon Buddies"

- Logo on Camp Bacon website and promotional materials
- 2 seats to the Bacon Ball
- Booth at Street Fair

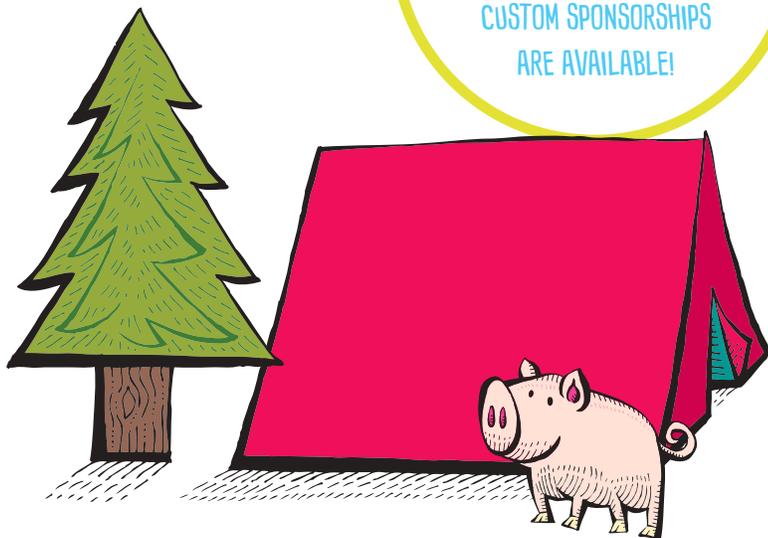
### \$1,000 "Cracklins"

- Logo on Camp Bacon website and promotional materials
- 2 seats to the Film Festival
- Booth at Street Fair

### \$500 "Spice Rub"

- Logo on Camp Bacon website and promotional materials
- Booth at Street Fair

HAVE SOMETHING ELSE  
IN MIND? PERHAPS A VIP EVENT  
FOR ATTENDEES OR SOME COOL  
SWAG YOU'D LOVE FOLKS TO HAVE?  
CUSTOM SPONSORSHIPS  
ARE AVAILABLE!



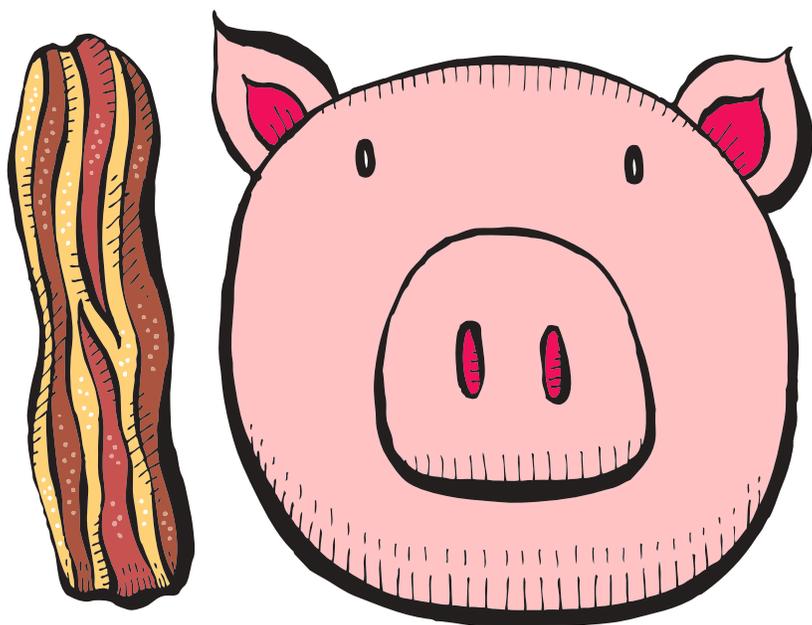
# about camp bacon

Zingerman's Camp Bacon is a food lover's camp. It is a food historians' camp. It is a camp that fills your mind as much as your stomach. We love to taste the bacon, and don't get us wrong, you will leave having tasted a lot of bacon, but we are there to share the story behind the bacon. We share with you new ways to appreciate bacon and talk about how what we feed the animal impacts the flavor of the meat you are eating. The passion of our guest speakers is edible; you can literally taste the hard work and love they put into their bacon and dishes. Connect with bacon lovers from around the world, as well as some of the most renowned specialty food purveyors.

## sfa & 4h clubs

Southern Foodways, based in Oxford, Mississippi, has been celebrating and honoring southern food traditions for over fifteen years. Pork, of course, takes a prominent place in the Southern culinary pantheon, and many of our best bacon connections have come through our work with SFA.

The 4H Clubs have been supporting the work and study of young people in agriculture since the early years of the 20th century. Our commitment to community-based agriculture makes them a natural fit for Camp Bacon®. The higher the quality of American hog rearing, the better our bacon is likely to be!



## highlights

### Camp Bacon® Film Festival Wednesday, May 29th

showcasing films produced by the Southern Foodways Alliance.

### Bakin' with Bacon Various Dates and Times

classes at BAKE!, the hands-on baking school from Zingerman's Bakehouse.

### The Bacon Ball Thursday, May 30th

held at Zingerman's Roadhouse, a James Beard award-winning restaurant, with a menu curated by head chef Bob Bennett and co-Founder Ari Weinzwieg.

### The Main Event Friday, May 31st

In support of the Southern Foodways Alliance. An all-day event filled with meaty speakers, lots of learning, a whole lot of laughing and, of course, all the bacon you can eat! Bacon lovers from around the globe trek to the Camp Bacon Main Event to meet and eat and share their love for really good cured pork in a day filled with presentations by bacon producers, food experts, and a few fun surprise guests.

### Camp Bacon Brunch Saturday, June 1st

Held at the Greyline, a delicious way to end a week of great food and friends, hosted by Karl Worley.

### Camp Bacon® Street Fair Sunday, June 2nd

Come on down to the market — just a block down from the Deli! — to celebrate great pork with a three-hour street fair with an array of vendors selling, sampling, and showcasing all things bacon—a great way to have lunch, sample new bacon fares, or just have some fun with bacon-based games for kids of all ages. In 2017, we had over 2500 attendees! Admission is free, but a donation to Washtenaw 4-H is suggested.



# reviews

“Year after year, Camp Bacon is that magical place where bacon stories connect us to real wonderful people. It’s the place where through the love of food we celebrate life and people, from all over. It’s where food comes from the heart!”

**-Ana Cabral,**  
Fortune Fish - Bensenville, IL

“I have been inspired by Ari’s passion for Zingerman’s and the Camp Bacon event for years. This was my first year & I am excited and honored to be a part of it! We love what we do and love to share that passion...an event like Camp Bacon gets me excited to know there are others out there just as enthusiastic about making and appreciating great tasting meats as me & my family.”

**-Steve Burger,**  
Burgers’ Smokehouse - California, MO

“Neither Judaism nor Veganism could keep me away from the celebration of the Pig and all her tasty gifts!”

**-Sam Suchoff,**  
The Pig Restaurant - Chapel Hill, NC

“There is no better place to find serious consideration of the use of pork belly in our culture with the unbridled feasting on so many of its incarnations!”

**-James Mousigian,**  
Fra’ Mani Handcrafted Foods - Berkeley, CA

“I make a yearly pilgrimage to Camp Bacon, which is a food and fun gathering unlike any other: a Pork Fat Think Tank!”

**-Rolando Beramendi,**  
San Francisco, CA

“Pork belly, that unctuous, beautiful cut of pork that bacon is made from, entices and satiates people across cultures, and Camp Bacon tells those stories.”

**-Ji Hye Kim,**  
Miss Kim

“You’d think that after spending your days surrounded by 150 pounds of bacon, eating it nonstop, you wouldn’t go near a strip for weeks. Not so. If anything, it can reinforce your love of the salty stuff.”

**-Delish**

“Attendees are not only encouraged to ingest as much bacon as humanly possible, but are also free to indulge in a number of tasty activities, including a film festival, culinary classes, and a pig roast.”

**-Refinery 29**

“The all-you-can-eat “bacon extravaganza” has become a nationally-recognized festival attracting the best pork chefs in the world, renowned food experts, producers, and, of course, us folk simply passionate about some good bacon.”

**-The Manual**

# impressions

Just a few of the publications that have helped to spread the word about Camp Bacon, resulting in nearly two hundred thousand impressions:

**The Huffington Post**

**CNN**

**Daily MEAL**

**Food & Wine**

**Teen Vogue**

**Refinery 29**

**Delish**

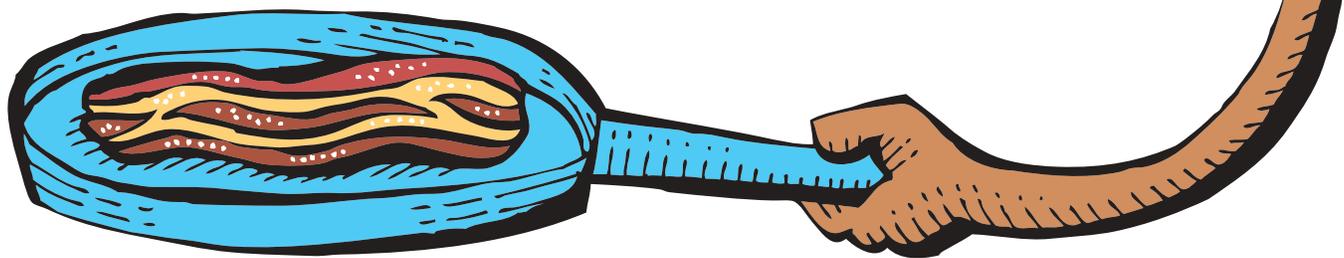
**Fox News**

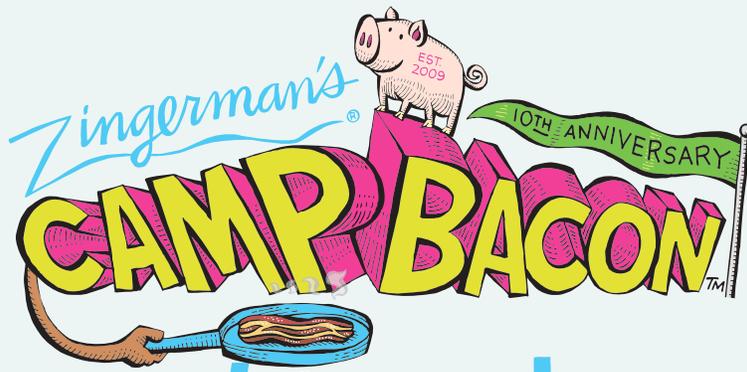
**Extra Crispy**

**Thrillist**

**Esquire**

199 MILLION  
IMPRESSIONS





# Sponsorship agreement

CONTACT NAME

ORGANIZATION

TELEPHONE

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY/REGION

EMAIL

URL

Sign me up for this sizzlin' sponsorship opportunity:

**\$12,000**

“The Whole Hog”

**\$5,000**

“Pork Shoulder”

**\$1,000**

“Cracklins”

**\$7,500**

“Pork Belly”

**\$2,500**

“Bacon Buddies”

**\$500**

“Spice Rub”

\*\*\*Upon receipt of completed form, you will receive an invoice for your selected amount\*\*\*

PRINT NAME OF AUTHORIZED PARTY

SIGNATURE

Please email (preferred) or mail the completed Sponsorship Agreement to Brad Hedeman:  
bhedeman@zingermans.com | Zingerman's Mail Order 720 Phoenix Dr. Ann Arbor, MI 48108