JOIN US!

FURNACE CHICKEN FESTIVAL 2027

MAY 1, 2027

SLOSS FURNACES I BIRMINGHAM, AL



SPONSORSHIP *OPPORTUNITIES*

PARTNERS IN FLAVOR..CULTURE..COMMUNITY

Disability Rights & Resources

The Power of Hope and Freedom

Excited to partner with DRR as our Benefiting Partner

2027 SPONSORSHIP BOOKLET

WELCOME TO YEAR 3

BIGGER CROWDS. STRONGER PARTNERSHIPS. GREATER IMPACT.



Ivory LeShore, III

FOUNDER & CEO

205-218-2057
Ileshore@furnacechickenfest.com

A visionary entrepreneur, with a passion for creating spaces that celebrate culture, empower local businesses and inspire unity.



William A. LeShore

COO & FESTIVAL DIRECTOR

404-834-6161
Wleshore@furnacechickenfest.com

A dedicated leader and organizer who brings people together and ensures every detail creates an unforgettable experience.

Key features include:

- Live music and DJ sets
- Local food vendors and food trucks
- Handcrafted art, fashion, and artisan goods
- Family-friendly activities
- Business vendor marketplace
- VIP experiences and sponsor showcases

CLUCK NATION

The Furnace Chicken Festival is a bold, community-driven celebration held at the historic Sloss Furnaces in Birmingham, Alabama. Launched in 2025, the festival was created to bring together residents, visitors, and businesses for a full day of food, music, art, and cultural pride.

Named in honor to Birmingham's industrial legacy and the culinary spirit of the South, the festival provides a unique platform for local entrepreneurs, small businesses, artists, and entertainers to showcase their talents and products in front of a growing and diverse audience.

2027 SPONSORSHIP BOOKLET

SPONSORSHIP OPPORTUNITIES

CLUCK NATION
EST. 2025

PRESENTING SPONSOR

WING KING

$10,000

- Category Exclusivity
- Premium logo placement
- Main stage recognition
- 10 VIP and 12 GA Passes
- Logo on the Festival Media & Marketing
- Speaking Opportunity
- Social Media Spotlight
- Prime 10x10 Vendor Space

BIG WINGDING

$5,000

- Category Exclusivity
- Name Rights of festival component
- 10x10 Vendor Space
- 8 VIP and 8 GA Passes
- Top Tier Logo on the Festival Media & Marketing
- Logo/ Link to your company website on event website
- Up to (5) unique and targeted social media promotions

BLAZIN' HOT HERO

$2,500

- 10x10 Vendor Space
- 4 VIP and 6 GA Passes
- Second Tier Logo on the Festival Media & Marketing
- Logo/Link to your company website on event website
- Up to (3) unique and targeted social media promotions

THE ZINGER

$1,000

- 10x10 Vendor Space
- 2 VIP and 4 GA Passes
- Third Tier Logo on the Festival Media & Marketing
- Logo/Link to your company website on event website
- Up to (2) unique and targeted social media promotions

TOP TERIYAKI

$500

- 10x10 Vendor Space
- 2 VIP and 2 GA Passes
- Third Tier Logo on the Festival Media & Marketing
- Logo/Link to your company website on event website
- Up to (1) unique and targeted social media promotions

BEST CHICKEN WINNERS



★★★ PARTNERS IN FLAVOR. CULTURE. COMMUNITY. ★★★

FURNACE CHICKEN FESTIVAL 2027

TOP TERIYAKI SPONSOR

GOOD FLAVOR. STRONG SUPPORT.

MAY 1, 2027 | SLOSS FURNACES | BIRMINGHAM, AL

As a **Top Teriyaki Sponsor**, your brand is part of the recipe that makes the Furnace Chicken Festival a must-attend event. Show your support for the community while gaining valuable exposure to a growing and engaged audience.



TOP TERIYAKI

INVESTMENT:

$500

BE SEEN. BE APPRECIATED.

BIG OPPORTUNITY.
BOLD EXPOSURE.

TOP TERIYAKI SPONSOR BENEFITS

- **10X10 VENDOR SPACE**
  Prime location within the festival
- **2 VIP & 2 GA PASSES**
  Access for your team, clients, and guests
- **THIRD TIER LOGO PLACEMENT**
  On all festival media, marketing materials, and event signage
- **LOGO & LINK ON WEBSITE**
  Your logo with clickable link on the official event website
- **(1) UNIQUE SOCIAL MEDIA PROMOTION**
  Targeted social media post during the event

YOUR IMPACT

1000+
ATTENDEES
Families, professionals, and food lovers from across the region gathering for a day of flavor

25+
VENDORS
Supporting small businesses & entrepreneurs

15+
SPONSORS
Local brands investing in our communities

30+
CLASSIC CARS
Crowd favorite year after year

TV & RADIO COVERAGE
Seen on WBRC6, CBS42, ABC 33/40, V94.9, BHAMNow & More

SMALL SPONSOR. BIG IMPACT.

Your support helps keep the culture alive, supports local talent, and creates unforgettable experiences for thousands in our community.
THANK YOU FOR BEING A TOP TERIYAKI SPONSOR!

CLUCK NATION EST. 2025

WWW.FURNACECHICKENFEST.COM

PARTNERS IN FLAVOR. CULTURE. COMMUNITY.

FURNACE CHICKEN FESTIVAL 2027

THE ZINGER SPONSOR

SLOSS

MAKE YOUR MARK. MAKE A DIFFERENCE.

MAY 1, 2027 | SLOSS FURNACES | BIRMINGHAM, AL

As a **The Zinger Sponsor**, your brand is a key ingredient in one of Birmingham's most anticipated events. Align your business with great food, live music, local talent, and a community that shows up and shows out!



THE ZINGER

INVESTMENT:

$1,000

BE PART OF SOMETHING BOLD.

SUPPORT LOCAL. BUILD CONNECTIONS.
BE THE ZINGER.

THE ZINGER SPONSOR BENEFITS

- **10X10 VENDOR SPACE**
  Showcase your brand to thousands of attendees
- **2 VIP & 4 GA PASSES**
  Access for your team, clients, and guests
- **THIRD TIER LOGO PLACEMENT**
  On all festival media, marketing materials, and event signage
- **LOGO & LINK ON WEBSITE**
  Your logo with clickable link on the official event website
- **(2) UNIQUE SOCIAL MEDIA PROMOTIONS**
  Targeted social media posts leading up to and during the event

YOUR IMPACT

1000+ ATTENDEES
Families, professionals, and food lovers from across the region gathering for a day of flavor

25+ VENDORS
Supporting small businesses & entrepreneurs

15+ SPONSORS
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30+ CLASSIC CARS
Crowd favorite year after year

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BE THE ZINGER MAKE IT COUNT!

Your support helps fuel local talent, small businesses, and unforgettable experiences that bring our community together.
LET'S MAKE YEAR 3 THE BEST YET!

CLUCK NATION EST. 2025

WWW.FURNACECHICKENFEST.COM

PARTNERS IN FLAVOR. CULTURE. COMMUNITY. ★★★

FURNACE CHICKEN FESTIVAL 2027

BLAZIN' HOT HERO

SLOSS

BE THE SPARK. MAKE AN IMPACT.

MAY 1, 2027 | SLOSS FURNACES | BIRMINGHAM, AL

As a Blazin' Hot Hero Sponsor, your brand is recognized as a key supporter of the community, local businesses, and the culture that makes the Furnace Chicken Festival unforgettable. Show your support and be a hero to thousands!



BLAZIN' HOT HERO

INVESTMENT:

$2,500

BE A HERO. FUEL THE FUN.

SUPPORT THE CULTURE.
SUPPORT THE COMMUNITY.

BLAZIN' HOT HERO SPONSOR BENEFITS

- **10X10 VENDOR SPACE**
  Prime location within the festival
- **4 VIP & 6 GA PASSES**
  Access for your team, clients, and guests
- **SECOND TIER LOGO PLACEMENT**
  On all festival media, marketing materials, and event signage
- **LOGO & LINK ON WEBSITE**
  Your logo with clickable link on the official event website
- **(3) UNIQUE SOCIAL MEDIA PROMOTIONS**
  Targeted posts leading up to and during the event

YOUR IMPACT

1000+ ATTENDEES
Families, professionals, and food lovers from across the region gathering for a day of flavor

25+ VENDORS
Supporting small businesses & entrepreneurs

15+ SPONSORS
Local brands investing in our communities

30+ CLASSIC CARS
Crowd favorite year after year

TV & RADIO COVERAGE
Seen on WBRC6, CBS42, ABC 33/40, V94.9, BHAMNow & More

BE THE HEAT
BE THE HERO!

Your support helps keep the fire burning—empowering local talent, celebrating culture, and creating unforgettable memories.
THANK YOU FOR BEING A BLAZIN' HOT HERO!

CLUCK NATION EST. 2025

WWW.FURNACECHICKENFEST.COM

★★★ PARTNERS IN FLAVOR. CULTURE. COMMUNITY. ★★★

FURNACE CHICKEN FESTIVAL 2027

BIG WINGDING SPONSOR

BE A MAJOR PART OF THE EXPERIENCE!

MAY 1, 2027 | SLOSS FURNACES | BIRMINGHAM, AL

As the **Big Wing Ding Sponsor**, your brand is front and center as the official title sponsor of one of the festival's most exciting and crowd-favorite areas or events. This is your chance to align with flavor, fun, and thousands of engaged attendees!



BIG WING DING

INVESTMENT:

$5,000

CATEGORY EXCLUSIVITY

YOUR BRAND. YOUR STAGE.
YOUR MOMENT.

BIG WING DING SPONSOR BENEFITS

- **CATEGORY EXCLUSIVITY**
  Exclusive sponsorship of the Big Wing Ding area or activity
- **NAME RIGHTS**
  Your brand name tied to the Big Wing Ding experience (e.g., "The [Your Brand] Big Wing Ding")
- **10X10 VENDOR SPACE**
  Prime location within the festival
- **8 VIP & 8 GA PASSES**
  Access for your team, clients, and guests
- **TOP TIER LOGO PLACEMENT**
  On all festival media, marketing materials, and event signage
- **LOGO & LINK ON WEBSITE**
  Your logo with clickable link on the official event website
- **SOCIAL MEDIA PROMOTIONS**
  Up to (5) unique and targeted social media promotions leading up to and during the event

YOUR IMPACT

1000+ ATTENDEES
Families, professionals, and food lovers from across the region gathering for a day of flavor

25+ VENDORS
Supporting small businesses & entrepreneurs

15+ SPONSORS
Local brands investing in our communities

30+ CLASSIC CARS
Crowd favorite year after year

TV & RADIO COVERAGE
Seen on WBRC6, CBS42, ABC 33/40, V94.9, BHAMNow & More

LET'S MAKE THIS EPIC!

The Big Wing Ding Sponsor gets prime visibility, meaningful engagement, and lasting recognition as part of Birmingham's boldest celebration.

SECURE YOUR SPOT TODAY!

CLUCK NATION
EST. 2025

WWW.FURNACECHICKENFEST.COM

★★★ PARTNERS IN FLAVOR. CULTURE. COMMUNITY. ★★★

FURNACE CHICKEN FESTIVAL 2027

PRESENTING SPONSOR



BE THE BRAND THAT LEADS THE CELEBRATION!

MAY 1, 2027 | SLOSS FURNACES | BIRMINGHAM, AL

As the Presenting Sponsor of the Furnace Chicken Festival, your brand takes center stage as the **OFFICIAL LEADER** of Birmingham's boldest food, music, and cultural celebration. This is your opportunity to connect with thousands, build brand loyalty, and make a lasting impact in our community.



INVESTMENT:

$10,000

CATEGORY EXCLUSIVITY

ONE CATEGORY. ONE CHAMPION. YOURS.

PRESENTING SPONSOR BENEFITS

- **CATEGORY EXCLUSIVITY** — Exclusive sponsorship of the Presenting Sponsor title
- **PREMIUM LOGO PLACEMENT** — On all event signage, materials & media
- **MAIN STAGE RECOGNITION** — Logo on stage backdrop & verbal recognition
- **10 VIP & 12 GA PASSES** — For your team, clients, and guests
- **LOGO ON THE FESTIVAL MEDIA & MARKETING** — Print, digital, radio, TV & social media
- **SPEAKING OPPORTUNITY** — On the main stage during the festival
- **SOCIAL MEDIA SPOTLIGHT** — Dedicated pre-event and event day features
- **PRIME 10x10 VENDOR SPACE** — Top location with high visibility



MAXIMUM VISIBILITY. UNMATCHED IMPACT.

1000+ ATTENDEES
Families, professionals, and food lovers from across the region gathering for a day of flavor

25+ VENDORS
Supporting small businesses & entrepreneurs

15+ SPONSORS
Local brands investing in our communities

30+ CLASSIC CARS
Crowd favorite year after year

TV & RADIO COVERAGE
Seen on WBRC6, CBS42, ABC 33/40, V94.9, BHAMNow & More

CLAIM YOUR CROWN!

Align your brand with culture, community, and a one-of-a-kind experience that keeps growing every year.

LIMITED TO ONE PRESENTING SPONSOR!

CLUCK NATION
EST. 2025

WWW.FURNACECHICKENFEST.COM



THANK YOU SPONSORS!

★ YOUR SUPPORT FUELS THE FLAVOR, THE FUN & THE FIRE!

★ PROUD PARTNERS OF FURNACE CHICKEN FESTIVAL 2026 ★

V94.9

Ivory LeShore's GOURMET bread pudding & cheesecakes

Tito's Handmade VODKA AUSTIN ★ TEXAS

Official Seal Birmingham, Alabama
OFFICE OF: HUNTER WILLIAMS
ECONOMIC DEVELOPMENT & TOURISM CHAIR, DISTRICT 2

Coca-Cola BOTTLING COMPANY UNITED

LEAFHOME™ Live comfortable. Live safe. Live happy.

BhamNow

KRAVEN FOOD TRUCK FINDER APP

KELVIN DATCHER 52

LITTLE PIGS ROOFING
'No huffing or puffing can blow our roof down'

FITZGERALD LAW LIFE

DUMPSTER daddy

T-Mobile™

Pet Paradise

SECOND GENERATION MASONRY

ALPHAWASH HOUSE & ROOF WASHING

CZ WORX

MAINLINE HEATING & AIR CONDITIONING, INC.

LEGION

INASP TAG SPECIALTIES

THE W. AVERY GROUP, LLC

MD marcdión

GOOD PEOPLE BREWING COMPANY

Where Flavor Meets Fire.

THANK YOU, GUESTS!

YOU BROUGHT THE FLAVOR, THE FUN AND THE FIRE!

From the food and fellowship to the music and memories, you made Year 2 unforgettable. We cannot wait to welcome you back for Year 3!

FURNACE CHICKEN FESTIVAL 2027 • MAY 1, 2027 • SLOSS FURNACES











WHERE FLAVOR MEETS FIRE

WWW.FURNACECHICKENFEST.COM











Audience Reach & Engagement

1000+ Attendees
Families, professionals, and food lovers from across the region gather for a day of flavor

25+ Vendors
Supporting small businesses & entrepreneurs

15+ Sponsors
Local brands investing in our communities

30+ Classic Cars
Crowd favorite year after year

TV & Radio Coverage
Seen on WBRC6, CBS42, ABC 33/40, V94.9, BHAMNow & More

READY TO BE OUR WINGMAN?

LET'S LOCK IN YOUR 2027 SPONSORSHIP.

12-MONTH IMPACT AT A GLANCE

1,000+	189,000+	11,800+	8,700+
FESTIVAL GUESTS	FACEBOOK VIEWS	WEBSITE SESSIONS	UNIQUE WEBSITE VISITORS

FESTIVAL ATTENDANCE | SOURCES: FACEBOOK INSIGHTS + WEBSITE ANALYTICS

IVORY LESHORE, III
FOUNDER & CEO
205-218-2057
ILESHORE@FURNACECHICKENFEST.COM

WILLIAM A. LESHORE
COO & FESTIVAL DIRECTOR
404-834-6161
WLESHORE@FURNACECHICKENFEST.COM

PRIMARY EMAIL FOR SPONSORSHIPS
SPONSORS@FURNACECHICKENFEST.COM

Ready to partner? Email or call us today to select your sponsorship level and secure your placement.

SCAN TO START YOUR SPONSORSHIP FORM

WWW.FURNACECHICKENFEST.COM

PARTNERS IN FLAVOR. CULTURE. COMMUNITY.

WHERE FLAVOR MEETS FIRE.

CLUCK NATION — EST. 2025