



## SPONSORSHIP AND PARTNERSHIPS OPPORTUNITIES



NATIONAL  
*High School*™  
BBQ ASSOCIATION

MAKING HOMEWORK FUN AGAIN!™

MAKING HOMEWORK FUN AGAIN!™

# ★ SPONSORSHIP ★



## **National High School BBQ Association, Inc. (NHSBBQA)**

is a Texas based Corporation developed by educators using Project Based Learning that is designed around BBQ competitions to inspire student engagement while teaching leadership, career, and life skills to today's youth. Help us preserve the American tradition of Live Fire Cooking – the cookout. We welcome you to support the new high school sport – live fire cooking, and invite you to **COME EAT OUR HOMEWORK.**

312 North Hill Street, Burnet, Texas 78611

512-629-7357 | [principal@HighSchoolBBQ.Club](mailto:principal@HighSchoolBBQ.Club) | [www.HighSchoolBBQ.Club](http://www.HighSchoolBBQ.Club)

## ABOUT US

Our company was developed by a high school educator with a desire to find a new way to engage his students in a fun learning activity that could incorporate students from different backgrounds and learning styles to come together and learn. The learning was designed around a traditional American past time the Cookout and barbecue with the culmination of a competition to apply their learning. Little did he know a small class project at his high school would grow into a Statewide phenomenon engaging students from all different races, socio-economic backgrounds, genders, and academic abilities all around learning how to cook and creating hundreds of high school bbq teams across the State of Texas. Many schools are now using it to explore live fire cooking while also incorporating math, science, business, vocational education, career exploration, but most of all FUN! Our league, curriculum, and organization was created to offer this learning experience across the nation.

## VISION

To become the premiere youth organization in America inspired by live fire outdoor cooking focused on Career and Technical skills development.

## OUR MISSION

The **National High School BBQ Association (NHSBBQA)** mission is to inspire and support teachers and schools preparing students for life using the American tradition of live fire cooking to develop leadership, career, and life skills in today's youth while also developing community leaders. Our curriculum was developed for teachers by teachers using Project Based and experiential learning with a focus on Career and Technical Education (CTE).

★ **THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!** ★



**EDUCATION.BARBECUE.FAMILY**



# COME EAT OUR HOMEWORK! **EAT BBQ**

## **TAGLINE**

**MAKING HOMEWORK FUN AGAIN!**

## **MOTTO**

**COME EAT OUR HOMEWORK!**

## **ETHOS**

We ignite opportunity by putting students first in all we do while being an impartial educationally driven company that brings adults, business, and industries together to support teachers and schools so they can inspire learning and engagement in Americas classrooms using fun, food, fellowship, faith, and family values.

## **BECOME A SPONSOR AND PARTNER**

We are looking to work with partners and sponsors who believe in our mission, have a focus on education and want to make a difference in the lives of our youth. Your support will ensure that we are equipped with the materials and resources to serve these young people and inspire a new generation coming together around barbecue and education. By partnering with NHSBBQA or sponsoring any one of our events, you will receive the community recognition of building children up and inspiring the next generation to cook, feed, and serve our communities. Help us use the live fire cooking to bring people together around an American tradition!

**★ THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS! ★**



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## WHY ARE WE DIFFERENT?

The **National High School. BBQ Association (NHSBBQA)** and its High School BBQ League is an activity that doesn't discriminate based on popularity, athletic skill, gender, size, or academic ability. It's a different kind of team sport. It is open to all students and groups of students in both middle school and high school. It's biggest supporters are professional educators because we were founded by teachers. Teams come together around on thing: Cooking and to learn knowledge and skills currently being taught in many classes, career pathways, and National Standards from Agriculture, Culinary Arts, Business, Engineering, Welding, Ag Mechanics, Foods, and many more.

The **NHSBBQA** in the Schools Program is an in-school program aimed at improving educational performance among students in grades 7<sup>th</sup>-12<sup>th</sup>. And through it, students are learning focus, self-control, discipline, patience, and the life lessons required to be successful in the classroom, and in life.

Our BBQ Curriculum was written by BBQ Pit masters, chefs, and public-school educators to meet State and National Standards. This enables us to speak the language of educators who are intent on teaching core content throughout the school day.

Our lessons are designed to be incorporated into many different content areas, career pathways, and align well with many Career and Technical Student Organizations such as Skills USA, FFA, 4-H, HOSA, DECA, and FCCLA. It also makes a great after school program to engage At-Risk students many of whom are low socio-economic or not involved in other clubs on campus. The other plus is it allows community mentorship many times from Adult males that would not otherwise mentor or volunteer but have a passion for BBQ that they are willing to share.

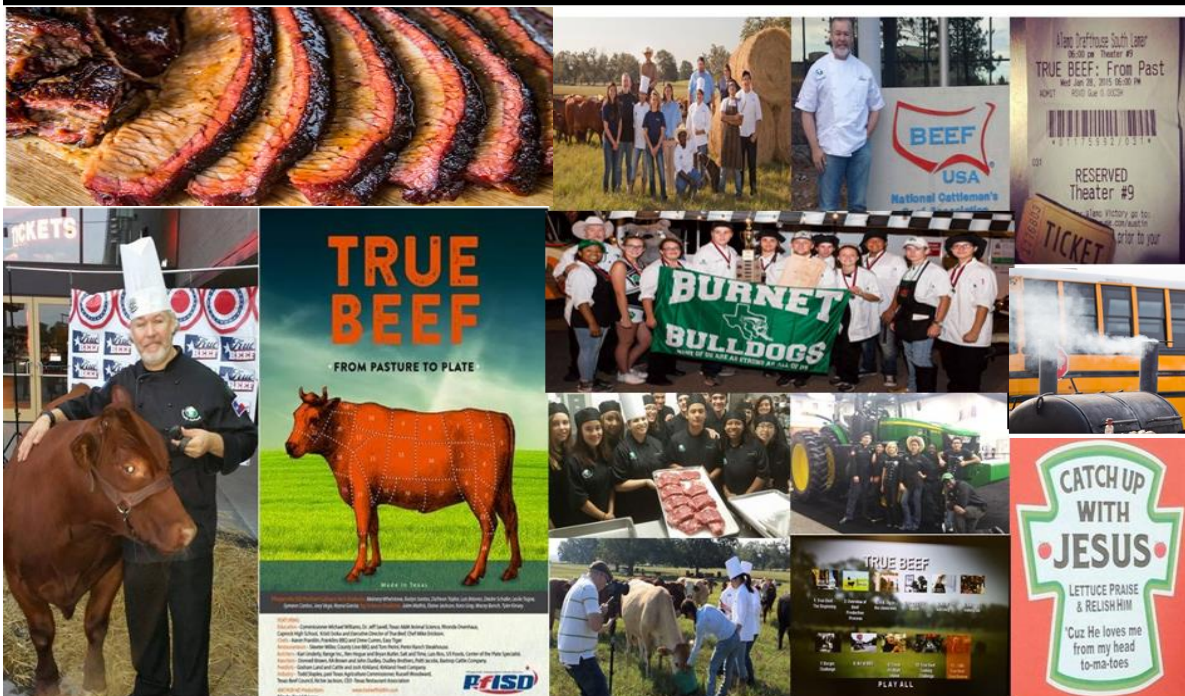
★ **THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!** ★



## ABOUT OUR FOUNDER

Mike Erickson is an educator, FFCLA advisor, speaker, entrepreneur, restaurant professional, cook, and now author. He has taught High School and Post Secondary education in Texas for the last 19 years for Le Cordon Bleu College of Culinary Arts, Austin Community College, and now public high schools as part of the National Restaurant Association ProStart Program. Before that he spent 20 years working in the foodservice industry for restaurants, hotels, and Walt Disney World. He has had the opportunity to learn from and work with some of the best chefs and pit masters in the country and also cook at the James Beard House. He is a graduate of the Culinary Institute of America, Hyde Park, New York and Johnson and Wales University Food Entrepreneurship program in Providence, Rhode Island. He inspired the documentary film and National curriculum for TRUE BEEF: From Pasture To Plate honoring ranchers and the beef lifecycle while taking his students on a year long Project Based learning meat adventure. He currently teaches High School Culinary Arts at Burnet Consolidated Independent School District in Burnet, Texas where High School BBQ came to life. He is a proud husband and FFA dad to a teenage daughter in high school who is also on her high school barbecue team. He was the founder of the Non-Profit High School BBQ, Inc. D.B.A the Texas High BBQ Cookers Association that inspired the Food Network Cooking Channel show Varsity Barbecue about these events he started and managed for four years in Texas and now is the founder of the National High School BBQ Association.

### Chef Mike Erickson



## JOIN WITH US – TEAM BBQ

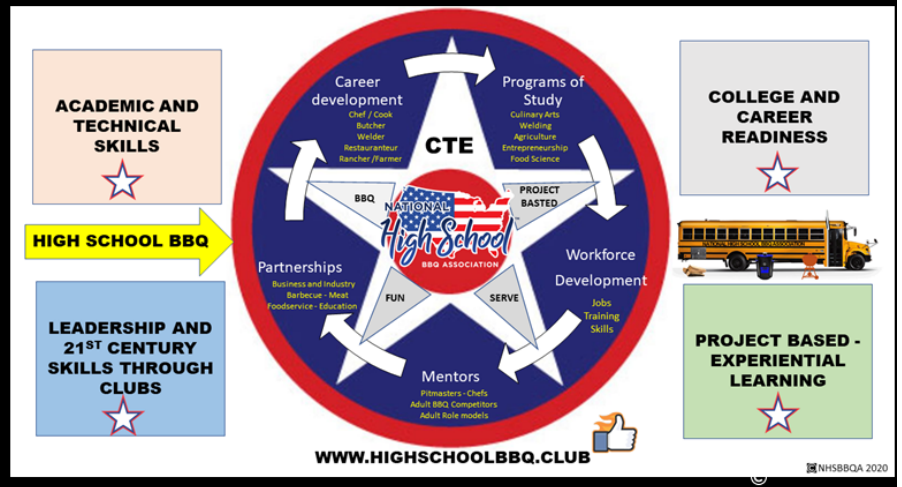
We can not accomplish our mission to impact young people across the country with out your financial support, relationships, and commitment to change our country and its education system by bringing students, schools, and communities together to learn and share an American tradition of Barbecue and so much more!



## A Model For Success

This unique model includes education, businesses, our future workforce, service, and the community. This **all-star partnership** prepares students ready for engaged high school education, college (tailgating), career skills, competition, cooking, and ultimately, life success.

**EDUCATION**  
**COMMUNITY**  
**BUSINESS**  
**FUTURE WORKFORCE**  
**COLLABORATION**



"**Education** is not the filling of a pail, but the **lighting of a fire.**"

**★ THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS! ★**



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## CAREER AND TECHNICAL EDUCATION

What is Career and Technical Education?



Career and technical education (CTE) is the practice of teaching specific career skills to students in middle school, high school, and post-secondary institutions.

95% of students concentrating in CTE graduated high school—10 percent higher than the overall U.S. graduation rate.

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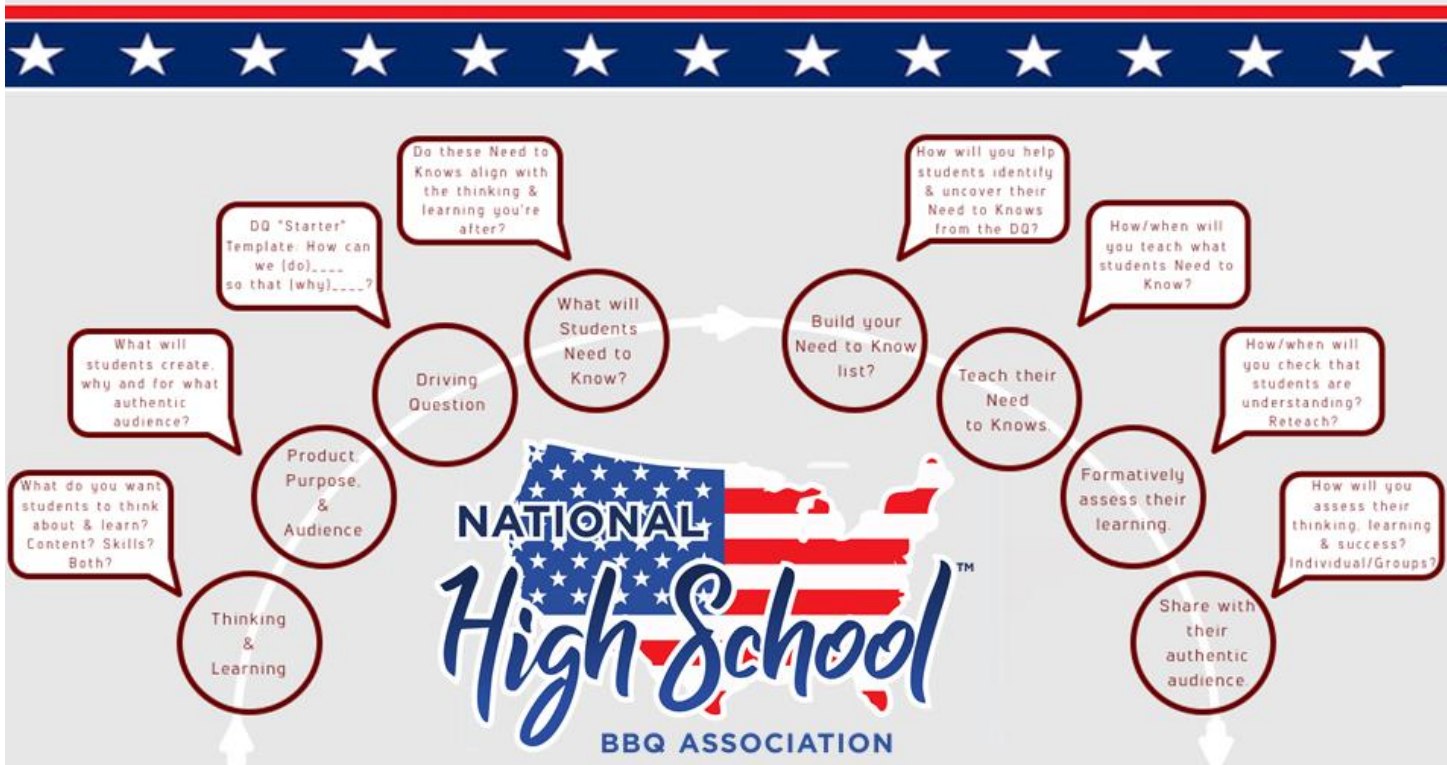




# PROJECT BASTE BBQ LEARNING

**Project Based** and experiential learning are Nationally recognized pedagogy and standards for teaching **Career and Technical Education** in schools across the country.

## 8 BASIC STEPS OF PROJECT – BASTE BBQ LEARNING TO GET YOU STARTED



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# EAT BBQ

**E****DUPLICATION** – Is the central focus of the National High School BBQ Association through supporting teachers and schools.

**A****TTAINMENT** – Achievement in a child's life builds self esteem and character forever.

**T****RAINING** – Cooking, collaboration, critical Thinking, communication, creativity and leadership skills will serve these young people for life as they explore where their food comes from and how to cook nutritious quality food and meat and hopefully serving their campus or community.

**B****ARBECUE** – Is a cooking technique that teaches patience, time management, planning, exploration, teamwork, passion, and focus.

**B****RAVE** – Perseverance, grit, and determination creates better citizens and Americans.

**Q****UINTESSENTIAL** – BBQ, friends, family, fun, fellowship, and fire are MAKING HOMEWORK FUN AGAIN!

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## STATEMENT OF FUN

We believe that learning and school should be fun which in turn will make it engaging for students. Although some subject matters can be more serious and traditional learning, BBQ gives all schools and students an opportunity to learn an invaluable life skill of cooking while celebrating as a school group, class, or community. Imagine if every school in America made the small investment in equipment to let different classes or groups throughout the school year do a hands-on learning activity outside in the fresh air away from textbooks, computers, and the old school sit and get model of learning. Career and Technical Education is traditionally hands on and experiential learning and barbecue is made to incorporate into National and State academic standards. What if we went back to stations of learning as in elementary education and one day we learned how to cook, the next how to do our finances, grow a garden, change a tire, serve others. Our tagline is MAKING HOMEWORK FUN AGAIN and we believe not everything must have a grade to be valuable. Rigorous is a current buzz word today in education which creates some teachers that take it to the extreme and forget that learning should also be fun and does not have to be hyper structured all the time. School leaders say they want student-driven, but rarely want to truly let it happen or accept the results. Give BBQ a chance and see how it will impact your students, campus, District, and community. It will make your students more excited about learning, better problem solvers, better parents some day, and you have just imparted a skill they can use for the rest of their lives to serve others in need, in their church, in their community, or in times of crisis ( I wrote this during the Corona Virus outbreak and was inspired by Operation BBQ and all the BBQ warriors who served the city of Houston, Texas during hurricane Katrina. Invite your team to COME EAT OUR HOMEWORK! Let kids be kids again a few days, 1 week, or as part of a year long initiative to create a culture of FUN at your school. Become part of TEAM BBQ and help start a BBQ Club or Team at your school, and bring our community building program to your campus. The best part is you get to judge their work!

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# CIRRICULMN IN THE CLASSROOM

## SCIENCE, TECHNOLOGY, ENGINEERING, AND WELDING

# STEW

### **S**CIENCE

Chemistry of Smoke  
Heat Transfer  
Burn Rates  
Meat, Muscle, and Anatomy

### **T**ECHNOLOGY

CAD Design  
Publishing Software  
Website Design  
Thermometers

### **E**NGINEERING

Thermodynamics  
Heat and temperature  
Design and Construction  
Failure Modes and Effective Analysis

### **W**ELDING

TIG Process /MIG Process  
The Pit  
The Drum Smoker  
The CNC Machine

### CROSS-CURRICULAR CLASSROOM CONNECTIONS

These lesson plans were designed to be incorporated into STEW ( Science, Technology, Engineering, and Welding classes as well as many other classrooms to add value and engage students.

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# THE COMPETITION – A.K.A THE SLAB

The competitions are a celebration of learning and the summative evaluation to measure progress using project based and experiential learning while creating student engagement and competitiveness around a cook off like other traditional sports. These will be local, regional, state, and National offering students a chance at awards, scholarships, and prizes. The result is enjoyed by the whole community!

**THE SLAB**  
STUDENTS LIT ABOUT BBQ!

WE LOOK FORWARD TO  
SEEING YOUR SCHOOL AT  
STATE OR NATIONALS!

★ **THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!** ★



**TALK ABOUT CAREER OPPORTUNITIES**

**TACO**

- WELDER
- PITMASTER
- BUTCHER
- RANCHER
- FARMER
- ENGINEER
- SALESPERSON
- FABRICATOR
- CHEF
- CATERER
- FOOD TRUCK OWNER
- RESTAURANTEUR
- GRAPHIC DESIGNER

**There are about 30 million “good jobs”—jobs that pay a median income of \$55,000 or more and require education below a bachelor’s degree.**



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COME EAT OUR HOMEWORK! **EAT BBQ**

**TALK ABOUT CAREER OPPORTUNITIES**

137,350 needed Butchers jobs in the United States today in industries like, grocery stores, specialty stores, packing houses and processing plants, merchant wholesalers, and more.

Over the next 10 years, it is expected the US will need 30,300 welders.

More than 700,000 cattle farms, ranches and feedyards exist in the U.S.



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## ANNUAL PARTNERSHIP

### \$5,000-25,000

The **National High School BBQ Association** will work with you to customize an annual partnership that will benefit your company's philanthropy needs. We will highlight your engagement at our events, promote your content to our network, facilitate interaction with our members and our community to promote the importance of **education**, **leadership**, and **barbecue** in your community.

### Organization partnership benefits include:

- Naming Rights for our National Championship
- An opportunity to introduce event speakers
- Acknowledgment in public speeches and interviews with the press
- VIP tickets to all events with 3-4 minutes of speaking time to address the audience
- Recognition on our website, in our Monthly National Podcast, and in monthly newsletters
- Marketing exposure at National events in print, banners, awards, and trophies.
- Opportunities to volunteer and provide unique educational workshops both in person and online to our teachers, students, and classrooms.



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## EVENT SPONSORSHIP

### \$1,000-25,000

The **National High School BBQ Association** will work with you to customize a sponsorship package that will benefit your company's philanthropy needs and fit our requirements for any one of our signature events.

**NOTE: EVENT NAMING** is available nationally as a Partner Sponsor. (Example: The **"Your Company Name" National High School BBQ Championship** (\$25,000 for two years of National exposure and being the founder of this sport and event.)

### Event sponsorship benefits that include:

- Name and logo on all event materials
- Opportunity to facilitate a workshop session
- Opportunity to have an exhibitor table or tent in main event traffic area
- Opportunity to be a speaker at the event
- Opportunity to add promotional items in gift bags for attendee's
- Social media promotion of your content, name, and logo to our network
- Recognition on our website and in monthly newsletters
- VIP tickets to the event with table signage
- Opportunity to receive half a page or a full-page advertisement in event booklets
- Mention as a sponsor on our National Podcast called **THE SLAB: Students LIT About BBQ.**



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# EDUCATION.BARBECUE.FAMILY



## PROGRAM SPONSORSHIP ( Email US)

The **National High School BBQ Association** will work with you to customize an annual partnership that will benefit your company's philanthropy needs. We will highlight your engagement at our events, promote your content to our network, facilitate interaction with our members and our community to promote the importance of **education, leadership, and barbecue** in your community.

### Organization partnership benefits include:

- An opportunity to introduce event speakers, present awards, and be masters of ceremony
- Acknowledgment in public speeches and interviews with the press
- VIP tickets to all events with 3-4 minutes of speaking time to address the audience
- Recognition on our website, in our Monthly National Podcast, social media posts, and in all other marketing.
- Marketing exposure at events in print, banners, awards, and trophies.
- Opportunities to volunteer and provide unique educational workshops both in person and online to our teachers, students, and classrooms.



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## SMALL BUSINESS AND NON-PROFITS

### \$250 - \$5,000

- The **National High School BBQ Association** loves working with School Districts, nonprofits, and small community-oriented businesses. We offer a variety of opportunities for you to co-sponsor our community events and program activities for our students.

### Sponsorship opportunities and benefits include:

- Co-sponsor executive dinners and networking luncheons to generate awareness for the National High School BBQ Association and your company in the community.
- Sponsor marketing giveaways such as gift bags, gift cards, etc
- Sponsor the meat students will cook at events.
- Sponsor trophies and awards for an event
- Sponsor printing of certificates and certification
- Name and logo recognition in our newsletter, event marketing, and on our website and during our podcast.



 **THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!** 



## CERTIFICATION

Students using this curriculum can receive recognition from the National High School BBQ Association and their State Association as well as create a high school bbq team to compete for awards, prizes, scholarships, and **SCHOOL BRAGGING RIGHTS!**

The High School BBQ Guide and curriculum is designed to also give students the ability to get certification in both food safety, fire safety, and as a junior pitmaster. CPR and First Aide training can also be incorporated.

**STATE OF GEORGIA**  
HIGH SCHOOL BBQ ASSOCIATION

GEORGIA  
*High School*  
BBQ ASSOCIATION

★ THIS CERTIFIES THAT ★

Is a  
Certified High School Backyard Pitmaster  
in the State of Georgia.

National Director:  
State Director:

Date: March 20, 2017

NATIONAL  
*High School*  
BBQ ASSOCIATION

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COME EAT OUR HOMEWORK! **EAT BBQ**

# WHO WILL BE THE NATIONAL CHAMPION

## The National High School BBQ Championship™

The Top 10 teams from each State Championship Advance to Area Regionals.  
The Top 10 High School BBQ teams from each Region compete for a National Championship.

**SEE YOU IN GEORGIA IN THE SUMMER OF 2021**

National Championship (maximum 85 teams)

**UNITED STATES REGION MAP**  
COME EAT OUR HOMEWORK!

**NATIONAL High School BBQ ASSOCIATION**

**REGIONS**

- 1 CENTRAL REGION
- 2 NEW ENGLAND REGION
- 3 NORTHWEST REGION
- 4 MID-ATLANTIC REGION
- 5 SOUTHEAST REGION
- 6 SOUTHWEST REGION
- 7 WEST REGION

7 HIGH SCHOOL REGIONAL QUALIFIERS AND 1 NATIONAL HIGH SCHOOL BBQ CHAMPION

WWW.HIGHSCHOOLBBQ.CLUB

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# STATE HIGH SCHOOL BBQ ASSOCIATIONS



START AN ASSOCIATION IN YOUR STATE!



MAKING HOMEWORK FUN AGAIN!

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## SPONSOR A SCHOOL OR BBQ TEAM

Lift your brand and *Leave a Legacy* by helping schools light a fire in your community.

Our sponsorship program allows you to provide life-changing curriculum to your local community.

## HOW IT WORKS

**STEP 1 CONNECT**

Our platform will help you connect with a High School BBQ team, School, and teachers in your community to support!

**STEP 2 MENTOR**

Our kids and Schools need you! Adult mentors can make a huge difference in sharing their passion and expertise with students.

**STEP 3 LEGACY**

BBQ brings communities together. Your business will be celebrated by your community for leaving a lasting, positive impact on schools in need.

For under \$100 you can bring this unique learning opportunity to your high school and community. Help us light a fire in a young person by giving the gift and life skill of cooking. For many of our students this is the first time being a part of a varsity high school sports team. Ask any adult that has won a Grand Champion trophy how that experience changed them. Now imagine the self esteem, pride, honor, and character development that our learning experience can have on a child.

**THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!**



COME EAT OUR HOMEWORK! **EAT BBQ**

## PODCAST - THE SLAB

**THE SLAB**  
Students LIT About BBQ  
PODCAST SHOW

EVERYTHING  
HIGH SCHOOL BBQ

A.K.A - THE PRINCIPAL

AND - THE PITMASTER

hi

JOIN US AS A  
SPECIAL GUEST

EMAIL US AT: [PRINCIPAL@HIGHSCHOOLBBQ.CLUB](mailto:PRINCIPAL@HIGHSCHOOLBBQ.CLUB)  
LEARN MORE ABOUT STARTING A BBQ CLUB AT YOUR  
SCHOOL AT [WWW.HIGHSCHOOLBBQ.CLUB](http://WWW.HIGHSCHOOLBBQ.CLUB)

**BBQ NEWS ALERT**

NATIONAL High School BBQ ASSOCIATION

PODCAST

TALK LISTEN BBQ LEARN SHARE COMPETE >>>> COME EAT OUR HOMEWORK!

*(Note: The advertisement also features a logo for the National High School BBQ Association and an image of a yellow school bus.)*

Sponsorship can help your brand reach a National audience and our teachers and school Districts that have purchasing authority and looking to buy equipment, products, and learning more from industry professionals and barbecue leaders.

★ **THANK YOU FOR SUPPORTING OUR TEACHERS AND SCHOOLS!** ★



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*(Note: The text is accompanied by a small yellow school bus icon.)*



## DONATIONS

- The **National High School BBQ Association** thanks you for your support and we appreciate your consideration and donations!

### Pay By Check:

National High School BBQ Association, Inc.  
312 North Hill Street Burnet, Texas 78611

### Bank Transfer:

Email to [-principal@HighSchoolBBQ.Club](mailto:-principal@HighSchoolBBQ.Club)

### Online:

Visit [www.HighSchoolBBQLeague.com](http://www.HighSchoolBBQLeague.com) to give online.



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MAKING HOMEWORK FUN AGAIN!™

**CONTACT US**



**National High School BBQ Association, Inc.**

**Chef Mike Erickson**

**312 North Hill Street, Burnet, Texas 78611**

**512-629-7357 | [principal@HighSchoolBBQ.Club](mailto:principal@HighSchoolBBQ.Club) | [www.HighSchoolBBQ.Club](http://www.HighSchoolBBQ.Club)**

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