



BBQ IS BACK.

June 13-15, 2025 ★ Eisenhower Park



A LEGEND RETURNS.

Welcome to the National BBQ Festival

The National BBQ Festival is back and bigger than ever! Originally launched by legendary pitmaster Kell Phelps, a third-generation BBQ competitor and founder of BBQ News and the National BBQ & Grilling Association, this iconic event celebrates the craft, culture, and community of BBQ.

For a decade, the festival called Douglas, Georgia, home, attracting over 30,000 attendees annually. After a 10-year hiatus, it's found a new stage in Nassau County, Long Island, promising an unforgettable experience for BBQ lovers from near and far.





"Eisenhower Park is the perfect place to bring the National BBQ Festival back to life. Long Island offers an incredible backdrop for this celebration of BBQ culture, competition, and community. We can't wait to fire up the smokers and welcome the world's best pitmasters, local vendors, and BBQ fans for a weekend they'll never forget."

- Kell Phelps, Founder, National BBQ Festival



THE ULTIMATE CELEBRATION OF BBQ

The National BBQ Festival is redefining BBQ festivals with an unforgettable, fan-first experience.

World-Class BBQ

Savor amazing dishes from top pitmasters, restaurants, and vendors.

Curated Marketplace

Shop rubs, sauces, spices, and artisan goods from local vendors and makers.

Live Music

Enjoy unforgettable performances by headline acts, family-friendly bands, and local favorites.

Family Fun

Arcade games, carousel rides, and activities for all ages.

Epic Competition

Teams compete for BBQ's most coveted crown and a \$100,000 prize purse.





MARK YOUR CALENDAR.

June 13-15, 2025

Eisenhower Park
Nassau County, Long Island

Times:

- Friday: 4 PM – 10 PM
- Saturday: 11 AM – 11 PM
- Sunday: 11 AM – 4 PM



EISENHOWER PARK

The perfect home for this epic showdown

Located in the heart of Nassau County, Eisenhower Park is one of Long Island's most beloved and iconic public spaces, offering the perfect backdrop for the National BBQ Festival.

Sprawling Green Spaces

With over 930 acres, Eisenhower Park provides ample room for BBQ competitions, family-friendly activities, and large-scale entertainment.

The Harry Chapin Lakeside Theater

This renowned outdoor amphitheater, named after the legendary singer-songwriter and humanitarian, is a centerpiece of the park. It offers a premier stage for live music, celebrity appearances, and awards ceremonies, creating a vibrant and memorable atmosphere.

A Central Hub for Long Island & NYC

Conveniently located, the park is easily accessible from across the region, making it an ideal destination for local residents and visitors alike.



THE COMPETITION

A BBQ showdown 10 years in the making



THE WORLD'S BEST PITMASTERS COMPETE

At the heart of the festival is a fierce competition featuring the world's top pitmasters. Competing for a \$100,000 purse, these BBQ legends will face off in categories including:

Chicken

Pork

Ribs

Brisket

Whole Hog

Steak

Pastrami

Wings

Meatballs

...and more



FROM BBQ CAPITALS





‘CUE-ING UP THE BEST.

Top teams face off for BBQ glory

From the heart of Texas to the Carolinas, the country’s BBQ heavyweights will descend on Eisenhower Park for this epic culinary competition. **Joining them will be Long Island’s best pitmasters, creating the ultimate BBQ showdown.**





LIVE FIRE COOKING

Experience the magic of live-fire cooking as top chefs and pitmasters share their techniques in interactive demonstrations. This is where BBQ enthusiasts can learn from (and sample) the best of the best from the legends of live fire.



BBQ FROM LONG ISLAND'S BEST

Enjoy dishes from top BBQ restaurants in New York and beyond. From brisket to wings, these culinary masters are serving up the flavors that make BBQ unforgettable.



SWINGBELLYS



LONG BEACH, NEW YORK



THE BREWS

Raising a pint (or two) to Nassau County's best breweries



CHEERS TO NASSAU COUNTY'S CRAFT BREW SCENE

Nassau County is home to over 20 craft breweries, making it a hub for beer lovers and an essential part of the region's vibrant culture. From hoppy IPAs to crisp lagers and bold stouts, local breweries craft unique flavors that reflect the creativity and passion of Long Island.

At the National BBQ Festival, we're celebrating this thriving beer scene with a dedicated Beer Garden, featuring one or more local breweries. Festival-goers can enjoy:

- Local brews, perfectly paired with smoky BBQ flavors
- A lively space to unwind, connect with friends, and savor the best of Nassau's brewing talent
- The creativity and excellence of local brewers who make Nassau County a true destination for beer enthusiasts



RAISE A PINT (OR 2...)

The Beer Garden isn't just about great brews—it's a unique opportunity for breweries to connect with attendees and showcase their craft. This is a dynamic platform to connect with their community, build brand awareness, and leave a lasting impression on festival attendees.

- Spotlight on Local Breweries: Celebrate Nassau County's vibrant craft beer scene by introducing your brews to tens of thousands of fans, foodies, and BBQ enthusiasts
- Engage Directly with Festival-Goers: Set up sampling stations, share your brewing story, and interact with an engaged audience eager to discover new flavors
- Create Memorable Pairings: Partner with pitmasters to recommend the perfect beer and BBQ combinations, enhancing the festival experience
- Brand Visibility: Feature your brewery logo in Beer Garden signage, promotional materials, and festival media coverage



THE MARKETPLACE

A taste of Nassau County, to go.





SHOP THE MARKETPLACE.

Stock up on local rubs, sauces, marinades, honeys, spices, seasonings, and festival merchandise in the central marketplace. Take home a piece of the festival and relive the flavors all year long.

The Marketplace will feature products from Nassau County vendors and makers, plus exclusive BBQ essentials from inaugural teams and pitmasters and festival swag.



MASTERCASSES & DEMOS

Learn from the masters

Attendees will have a chance to get up close and personal with some of the most sought-after pitmasters and BBQ pros from coast to coast. These intimate, hands-on classes are a unique opportunity for attendees -- from weekend warriors to serious enthusiasts -- to perfect their BBQ game.

- Expert Techniques: Learn the secrets behind perfect brisket, ribs, and more
- Top Tools & Tricks: Discover the best tools and techniques to elevate your BBQ
- Hands-On Experience: Cook side-by-side with the legends of BBQ
- Inspiring Insights: Hear stories, tips, and insider knowledge from the pros





MEAT & GREET.

Meet the Legends of BBQ

Fans can get face-to-face with the biggest names in BBQ, from award-winning pitmasters to TV stars and culinary icons. Connect with the masters who've inspired you to fire up your grill.

Exclusive Book Signings

- Meet celebrated BBQ authors and chefs
- Get your favorite cookbooks signed—personalized just for you

Meet & Greet

- Snap a photo with BBQ legends and Food Network stars
- Hear their stories, tips, and advice in an intimate setting



THE ARCADE & KID ZONE

A family-friendly festival for even the
youngest 'cue-goers





EAT. PLAY. REPEAT.

Feeling competitive?

Step right up and enjoy the Arcade! Perfect for attendees of all ages, this lively area combines nostalgia and excitement with a variety of classic games and attractions, including:

- Timeless classics like whack-a-mole and basketball toss
- Try your luck at ring toss, balloon darts, and more
- Take home prizes that will make your festival day even more memorable

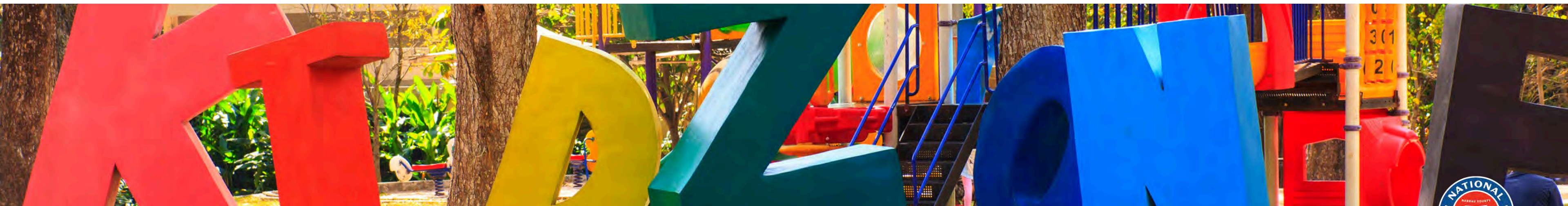


HEY, PITMASTERS-IN-TRAINING!

Entertainment, Activities, and Relaxation for the Whole Family.

The Kids Zone at the National BBQ Festival is a dedicated space where families can enjoy activities tailored for the youngest BBQ fans. Whether they're grooving to the music, creating something special, or simply taking a break, the Kids Zone is a family-friendly oasis in the heart of the festival.

- Live entertainment and music featuring talented children's performers that will have kids singing and dancing all day long
- Hands-on experiences like mini BBQ lessons, craft activities, and fun, educational games
- Cozy spots where families can take a breather away from the action to recharge and relax



THE HEADLINERS

Legendary live performances all weekend long



ALL-STARS SMOKIN' UP THE STAGE

Evening Concerts

Close out Friday and Saturday nights with headline performances from some of the biggest names in music. Enjoy incredible live acts under the stars.

Celebrity Hosts and Judges

Join celebrity chefs, influencers, and judges as they bring their expertise and energy to the National BBQ Festival. Be part of the star-studded action.



AND THE WINNER IS...

All-star hosts and judges will announce winners in key categories, awarding the \$100,000 purse and festival trophies to the best of the best. Live onstage awards presentations happen Saturday and Sunday evenings, with attendees invited to watch the champions crowned live.



READY TO 'CUE UP?

Secure your sponsorship to be part of this epic event, a decade in the making.

All sponsorships are first come, first served

Packages are fully customizable



QUESTIONS?

Jaime Hollander, Managing Director

jaime@rrdali.com

646-326-8993

In Partnership With

