



Memphis In May International Festival

2025 Media Kit/Brand Guide

Message from Memphis In May President and CEO, Mack Weaver



“The Memphis in May International Festival was established in 1977 to authentically celebrate the best of Memphis, and our World Championship Barbecue Cooking Contest has an unparalleled global reputation for over four and a half decades of being the most prestigious barbecue cooking contest around” said Mack Weaver, the non-profit’s President & CEO. “Join us this year as more than just a barbecue cooking contest will be on the menu. Memphis In May will offer food, fun, fellowship and a unique and diverse set of experiences during the city’s biggest backyard barbecue! We are more than just a barbecue cooking competition, so everyone is welcome to the party!”



Memphis In May Overview

Since 1977, Memphis In May (MIM) has provided the city of Memphis a wide variety of educational programs, cultural event offerings and activities that have contributed to the growth and success of the entire city of Memphis. 48 years later, our mission of promoting and celebrating Memphis culture, fostering economic growth, and enhancing international awareness through education continues to be our priority. How has Memphis in May worked to achieve our mission?

- **By celebrating Memphis culture:** Memphis In May host Memphis's largest and most prestigious events like the Beale Street Music Festival (BSMF), World Championship Barbecue Cooking Contest (WCBCC), and the Great American River Run (GARR).
- **By promoting economic growth:** Memphis In May attracts people from around the world to attend our events and celebrate Memphis culture, which boosts the local economy.
- **By increasing international awareness:** With the help of the Memphis Chamber, Memphis In May honors a different country each year through a series of programs and activities helping to forge key international relationships.



How to engage with Memphis In May before, during and after the Festival

Follow Us, Tag Us, Subscribe, Share Our Social Media Content:



@memphisinmay



Instagram

@memphisinmay



@meminmay



@memphisinmay

Official Social Media Hashtags:

#MemphisInMay #TeamMemphisInMay

Promote to Your Audience:

Website: <https://memphisinmay.org/>

Purchase Tickets Here: www.memphisinmay.org/tickets

Social Media Shoutout: Tag us in your posts and stories. We'd love to share your coverage and enthusiasm about MIM with our followers.

Logo Usage

Use of Memphis In May International Festival branding is only approved for editorial use unless permission is first acquired from the event promoters or staff. If you would like to make a request to use branding beyond editorial use, please contact marketing@memphisinmay.org.



[Approved Logos](#)



HEX 6568a1



HEX fd5101



HEX fdce00



HEX 000000

FONT:
Myriad Semi Extended

2025 World Championship Barbecue Cooking Contest (WCBCC)

“More than a Barbecue Cooking Contest!”



Promote WCBCC to Your Audience

Overview:

The World Championship Barbecue Cooking Contest is a serious celebration of Memphis' claim as the Barbecue Capital of the World. Ranked the "Most Prestigious" BBQ Competition by USA Today, 125+ teams from over 25 states and several foreign countries will compete for their share of a nearly \$190,000 prize purse, and bragging rights as the World Champion of BBQ at the "Super Bowl of Swine"!

Dates: Wednesday, May 14, 2025 – Saturday, May 17, 2025

Where: Liberty Park – Memphis, Tennessee

Tickets on Sale: Tuesday March 4, 2025 at 9:00 a.m. CST

Purchase Tickets Here: www.memphisinmay.org/tickets

FUN FACTS:



In 2022 and 2023, the World Championship Barbecue Cooking Contest was featured on Food Network's BBQ USA. In this show, celebrity chef Michael Symon tours the biggest BBQ competitions across the country, and it wouldn't have been a complete trip without coming to Memphis!



The World Championship Barbecue Cooking Contest receives more non-sporting national media coverage than any single event in the Memphis area. Full-length TV shows regularly run throughout the year, covering the event on networks such as A&E, The Discovery Channel, Netflix, Yahoo! On The Road, The Travel Channel, and The Food Network.

Liberty Park photos





WCBCC is more than a Barbecue Cooking Contest! It's An Experience!

Consumer Experiences during WCBCC

Experience	Description	Link to promo video
Home Depot Outdoor Kitchen	Stop by the Home Depot Outdoor Kitchen for fun and engaging hourly food demonstrations by celebrity grill masters. Be entertained, while learning about the latest trends in outdoor cooking!	https://youtube.com/shorts/pIW1yifdmEk
BBQ Alley	Memphis In May has teamed up with Big Green Egg to create a consumer experience called BBQ Alley. WCBCC attendees can purchase tickets to BBQ Alley and stop by multiple food stations to sample a protein and side dish from some of the world's most well-known pitmasters and barbecue restaurants. (Ticketed experience)	https://youtube.com/shorts/t43ch7lyydU
BBQ Marketplace	Barbecue Marketplace is where consumers can purchase rubs and sauces, on-site, produced by WCBCC teams and pitmasters.	https://youtu.be/ayymZNHX9Sc
Sauce Wrestling	WCBCC teams compete head-to-head in a boxing ring for 3 minutes of sauce sloshing chaos. Prove you have what it takes to stand in the winner's circle and take home the WCBCC Championship Belt.	https://youtube.com/shorts/4c-mJpEV-k0?feature=share https://youtube.com/shorts/cT0s3FhO3IA
Miss Piggy Idol	WCBCC Teams have the chance to showcase their talents off the grill and compete in a hilariously insane and outrageous "American Idol" style talent show to see who will be crowned champion of Miss Piggy Idol.	https://youtube.com/shorts/9Wq11c2w7NE https://youtube.com/shorts/EkM0ih-VLXQ
Kingsford Tour of Champions	WCBCC attendees can purchase a "judging experience" which allows them to experience championship-style barbecue from three teams while learning the basics of judging. (Ticketed experience)	n/a
Sam's Bite Club	Contestants will compete head-to-head to determine who prepares the best bite/sip combo. The winner receives golden tickets to the 2026 World Championships. (Free experience w/general admission)	n/a



Consumer Experiences during WCBCC

Experience	Description	Link to promo video
Statefarm Bobblehead YOU!	Check out the State Farm Bobblehead You! activation and build your very own FREE personalized bobblehead courtesy of State Farm! They'll take your photo and place it in one of 14 Bobblehead options of your choosing. Become an Astronaut, a Princess, a Baseball Player, or even a Unicorn! The State Farm Bobblehead You! booth will be at this year's WCBCC and it only takes a quick 5 minutes. Get your own FREE Bobblehead before they're gone! #StateFarmBobbleheadYou	n/a
Cooker's Caravan with Heath Riles	30-minute guided tour of the WCBCC at Liberty Park with celebrity pitmaster and industry leading expert in both competition BBQ and grilling, Heath Riles. Attendees will get a behind the scenes look at how a team prepares for the World Championship Barbecue Cooking Contest. (Free experience w/general admission)	n/a



World Championship Barbecue Cooking Contest Tickets

Purchase tickets to attend:

- www.memphisinmay.org/tickets

Tickets	Ticket Price
Single Day Tickets	\$22.00
4-Day Admission	\$65.00
Tour of Champions	\$33.00
BBQ Alley	\$28.00
Single Day Parking	\$18.00
4-Day Parking Pass	\$50.00
(Combo) Single Day Tickets w/parking	\$30.00
(Combo) 4-Day Admission w/parking	\$95.00
(Combo) Kingsford Tour of Champions Experience + Admission	\$42.00
(Combo) BBQ Alley Experience + Admission	\$37.00
VIP Tickets	\$595.00
VIP Parking	\$100.00

How to engage with the WCBCC before, during and after the contest

Follow Us, Tag Us, Subscribe, Share Our Social Media Content:



@worldchampionshipbarbecue



Instagram

@worldchampionshipbarbecue

Official Social Media Hashtags:

#MemphisInMay #WCBCC

Promote to Your Audience:

Social Media Graphics: [Social Media Graphics](#)

Website: <https://memphisinmay.org/>



Achieving the MIM Mission....

WCBCC partners with a large variety of local and national brands to help achieve our mission. From local restaurants to the most notable institutions for arts, culture, education and more, these partners help to make MIM a reality.

Presenting Sponsors for 2025 MIM Events:



Other Sponsors/Partners:





Promote the
WCBCC with
our assets

—

[MIM 2025 Media Kit](#)

Note: Check the link above often for
new content related to WCBCC