



Marketing Guidelines for BBQ Austin Teams

- The event's official name is "BBQ Austin". Do not use "BBQ Cook-Off" or any other variation to refer to the event.
- Rodeo Austin is our official name. Use Rodeo Austin to refer to the organization.
- Do not use "Austin Rodeo" or "Star of Texas Rodeo" or any other variation to refer to the organization or event.
- No photography, videography, or streaming on Rodeo Austin grounds is allowed without prior written consent from Rodeo Austin Marketing Department.
- Requesting permission for photography, videography, or streaming does not guarantee approval.
- If creating a Facebook event for your team/tent, please name the event TEAM/TENT NAME at BBQ Austin.
- Please reach out to the Rodeo Austin Marketing Department to request official logos.
- Please send all graphics using official logos to the Marketing Department for approval before posting.
- If you are buying media, please send all scripts to the Marketing Department for approval.
- BBQ Austin, a Rodeo Austin production, is presented by Coors Light. Please do not promote other alcohol brands on graphics for the event.
- Marketing Department Contact:
 - Lindsay Night
 - Lindsay@RodeoAustin.com