



DATE: JANUARY 29-30, 2026
LOCATION: SAN ANTONIO, TEXAS

MISSION BBQ: SAN ANTONIO COOK-OFF

OPERATION SMOKE & HONOR



**ENTRY TO THE SAN ANTONIO RODEO BBQ COOK-OFF MUST BE
PURCHASED SEPARATELY**



MISSION OBJECTIVE

JAN 29-30, 2026 | SAN ANTONIO, TEXAS

The San Antonio BBQ Cookoff is more than a community event — it's a rally point for those who believe in giving back to the heroes who protect and serve.

This mission fuels Helicopters for Heroes' Weekend of Healing Experience, a life-changing program dedicated to helping veterans and first responders regain connection, confidence, and purpose through shared experiences and rehabilitative support.

THE OPERATION: SAN ANTONIO BBQ COOKOFF

1.0

Two-day public
activation hosted by
Helicopters for Heroes

2.0

Live BBQ competition,
veteran participation, and
sponsor hospitality areas

3.0

Platform to recruit new
supporters and
corporate partners

THE MISSION SHOWCASE: A WEEKEND OF HEALING

Our Weekend of Healing Experience brings veterans and first responders together for several days of camaraderie, shared challenges, and recovery focused activities designed to support both mental and mobility healing. Participants reconnect with purpose and community through a variety of experiences, from outdoor fellowship and adaptive recreation to inspirational speakers and team-building programs. Your support at the BBQ Cookoff directly fuels these healing missions and ensures that no hero is left behind.

2026 BBQ COOKOFF CONTEST

SPONSORSHIP RANKS: JOIN THE MISSION

GENERAL TITLE SPONSOR \$10,000.00

- +Exclusive naming on all Mission BBQ signage
- +Lead presence in all marketing materials
- +On-site activation opportunities at the H4H BBQ site
- +First right of renewal for 2027
- +Recognition as featured partner in Weekend of Healing programs
- +Sponsors a veteran for an all expenses trip the the Weekend of Healing Experience
- +10 entry tickets to the BBQ Cookoff included

CAPTAIN SUPPORTING SPONSOR \$6,500.00

- +Prominent logo on all social posts and custom marketing materials
- +Acknowledgment at H4H Weekend of Healing
- +On-site activation opportunities at the H4H BBQ site
- +Sponsors a veteran for an all expenses trip the the Weekend of Healing Experience
- +8 entry tickets to the BBQ Cookoff included

LIEUTENANT TACTICAL SPONSOR \$2,500.00

- +Logo placement on printed materials
- +Social media recognition
- +4 entry tickets to the BBQ Cookoff included

SERGEANT MISSION SUPPORTER \$1,000.00

- +Recognition on marketing materials
- +Recognition in post-event recap
- +2 entry tickets to the BBQ Cookoff included

FOR MORE INFORMATION

SCAN QR CODE OR VISIT [HELICOPTERSFORHEROES.ORG](https://helicoptersforheroes.org)



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