



# MEAT, MUSIC & MAYHEM

**FEB 22 - 24, 2024**

**HOUSTON LIVESTOCK SHOW & RODEO  
WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST**



We're not just the kings of authentic Texas BBQ – we're the masters of throwing kick-ass BBQ Cook-Off events. We bring the booze, the bands and the brisket. All you have to bring is your appetite for a damn good time (and your wristband – it's like gold in our tent).

# SMOKIN' ON STAGE



## MEAUX COTTON & THE FEEL

THU, 2/22 & FRI, 2/23



## HAMILTON LOOMIS

SAT, 2/24

# GET ALL UP IN OUR GRILL

## CUSTOM PARTY PACKAGES

Tell us your budget and we'll meet your needs. They're based on availability, so get 'em while they're hot. Hit up Scott to build your package at 832-969-7704 OR email him at DIMarchitect@dimcookers.com. (You can call Jeff, too, if you have his digits. He says he's "retired," but we all know he'll still work you a deal for wristbands.)

## OR CHOOSE ONE OF THESE PARTY PACKAGES:

### THE BIG RACK (\$12,000)

#### INCLUDES:

- Recognition by the band
- Company name on outside board
- Recognition on in-tent screens
- 100 total wristbands\* (can be divided among the 3 nights, based on availability)

### HIGH STEAKS (\$3,500)

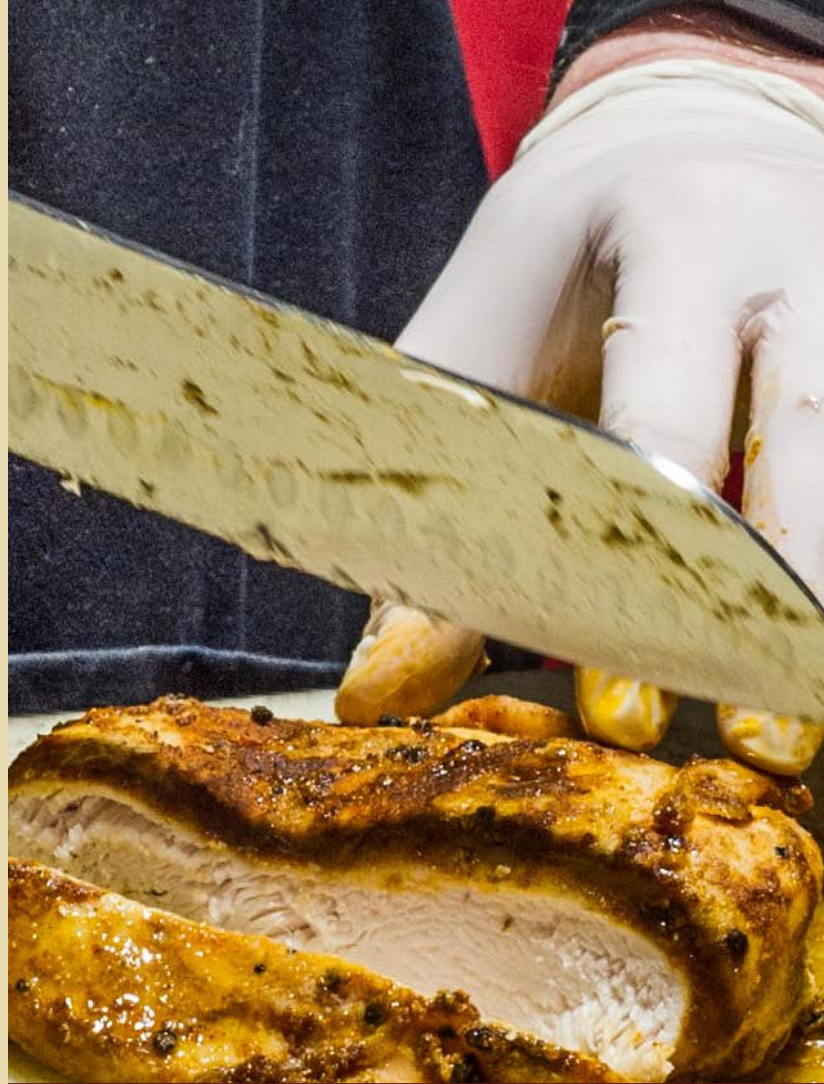
#### INCLUDES:

- Company name on outside board
- Recognition on in-tent screens
- 20 **Saturday** night wristbands\*

### FOR FORK'S SAKE (\$1,500)

#### INCLUDES:

- Company name on outside board
- Recognition on in-tent screens
- 10 **Friday** night wristbands\*



## WHAT WE BRING TO THE TABLE

- Brisket
- Ribs
- Pulled Pork
- Sausage
- Chicken
- Potato Salad
- Baked Beans
- Pasta Salad
- Fried Fish on Friday Night
- Fried Ribs on Saturday Afternoon

**AND MORE!**

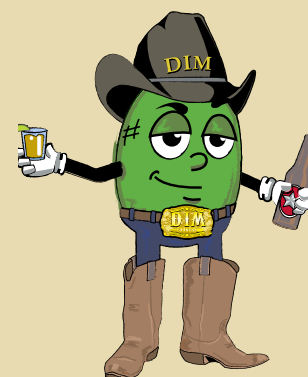
**\*Each attendee must have their own wristband.  
Sharing is not caring when it comes to cook-off.**

# WE'RE DIM, BUT WE GET LIT.

**DIM Fiefelmann Cookers**, the undisputed kings of authentic Texas BBQ, will be slinging meat and liquid courage at the Houston Livestock Show & Rodeo World's Championship Bar-B-Que Contest.

## IMPORTANT STUFF YOU NEED TO KNOW:

- We're here for a good time, not a long time. So, if your +1 is a big drag, don't bring 'em. You can always wrangle up a date at the cook-off.
- You still have to pay to get in the main gate. Our wristbands are **only** good for the **DIM Cookers** booth (635 Los Vaqueros Trail). Gate admission and parking are NOT included.
- Come early or risk being outed as a cook-off rookie.
- Traffic will be bad (it's Houston). Parking will be hard to find. Plan accordingly and don't complain to us. You can't say we didn't warn ya!



## ABOUT THE HOUSTON LIVESTOCK SHOW AND RODEO WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST

Since 1974, over 250 teams from around the globe have been throwing down at the Houston Livestock Show and Rodeo World's Championship Bar-B-Que Contest. They're judged on taste, tenderness, smell, and how good it looks on the plate. Winners get crowned in different categories, but there's only one Grand Champion. Picture this: 200,000 folks showing up each year. It's the ultimate cook-off where teams flex their grill skills. The cook-off goes down every year on the Thursday, Friday, and Saturday before the livestock show kicks off.

## LET'S GET COOKIN'

If you're looking for a BBQ Cook-Off tent to call home, or if you need our help planning your next event, hit us up.

