DIM COOKERS



THE HOTTEST COOKOFF LINEUP IS BACK.

YOUR PASS

FEB 25–27, 2027

WORLD'S CHAMPIONSHIP BAR-B-QUE CONTEST



You get the wristband. We bring the smoke.

Rustled up by Satori Marketing | satori.agency

MEAT YOU AT THE MAIN STAGE

Snag your all-access pass to headlining brisket, booze and bands – with BBQ so delicious, you'll be beggin' for an encore. Come hungry. Stay late. Don't be surprised if you lose your voice somewhere along the way. We'll see you in the pit.

Thu, Feb 25: Band TBD



Meaux Cotton & The Feel

Fri, Feb 26

Hamilton Loomis

Sat, Feb 27



PICK YOUR PASS TO THE PIT

(BECAUSE "I'M WITH THE BAND" ONLY GETS YOU SO FAR.)

EARLY BIRD PRICING
through 12/15

Thursday $80
Friday $105
Saturday $130

AVAILABLE NOW AT
DIMCookers.com/purchase

STANDARD PRICING
STARTS 12/16

Thursday $100
Friday $125
Saturday $150



MAKE YOUR OWN BBQ SETLIST

Custom party packages that hit all the right notes.

Name your budget and we'll put together something delicious just for your crew.

- These deals don't stick around long, so get in while you can.
- Ready to lock it in? Hit up Scott at **832.969.7704** or email **DIMarchitect@dimcookers.com** to secure your package. Or try Jeff, if you have his number. He's "retired," but still knows how to pull a few backstage strings.

OR ROCK WITH ONE OF THESE PARTY PACKAGES

They're crowd-pleasers for a reason.

VIP ACCESS – $12,000 *Party like a rock star with:*
- Company name on outside marquee
- Recognition on in-tent screens
- 80 total wristbands* *(can be divided among the 3 nights, based on availability)*

FAN CLUB – $5,000 *Step into the spotlight with:*
- Company name on outside marquee
- Recognition on in-tent screens
- 50 **Thursday** night wristbands, 4 **Friday** night wristbands and 4 **Saturday** night wristbands*

SATURDAY CROWDSURFER – $4,000 *Ride the Saturday night wave with:*
- Company name on outside marquee
- Recognition on in-tent screens
- 20 **Saturday** night wristbands*

GROUPIE STATUS – $2,000 *Get a taste of the action with:*
- Company name on outside marquee
- Recognition on in-tent screens
- 10 **Friday** night wristbands*

VIP TABLE – $500 per night *Reserve your spot with:*
- 8 seats
- Wristbands/admission not included



Each attendee must have their **own wristband. No sharing, no exceptions – don't make us bounce you.*

THREE DECADES HEADLINING THE PIT

It's the show that'll leave you saying that was some DIM good BBQ. For 30 years, we've been serving hit after hit at the **World's Championship Bar-B-Que Contest**. And now, we're turning up the smoke and packing the tent with top-billing booze and BBQ. **Some acts only get better with time**.

THE ULTIMATE FLAVOR FEST

Make some noise for the **World's Championship Bar-B-Que Contest**, the gig every pitmaster's been wanting to get into since 1974. Each team is judged on taste, tenderness, smell and showmanship. And when the smoke clears, only one tops the charts with the title of Grand Champion.

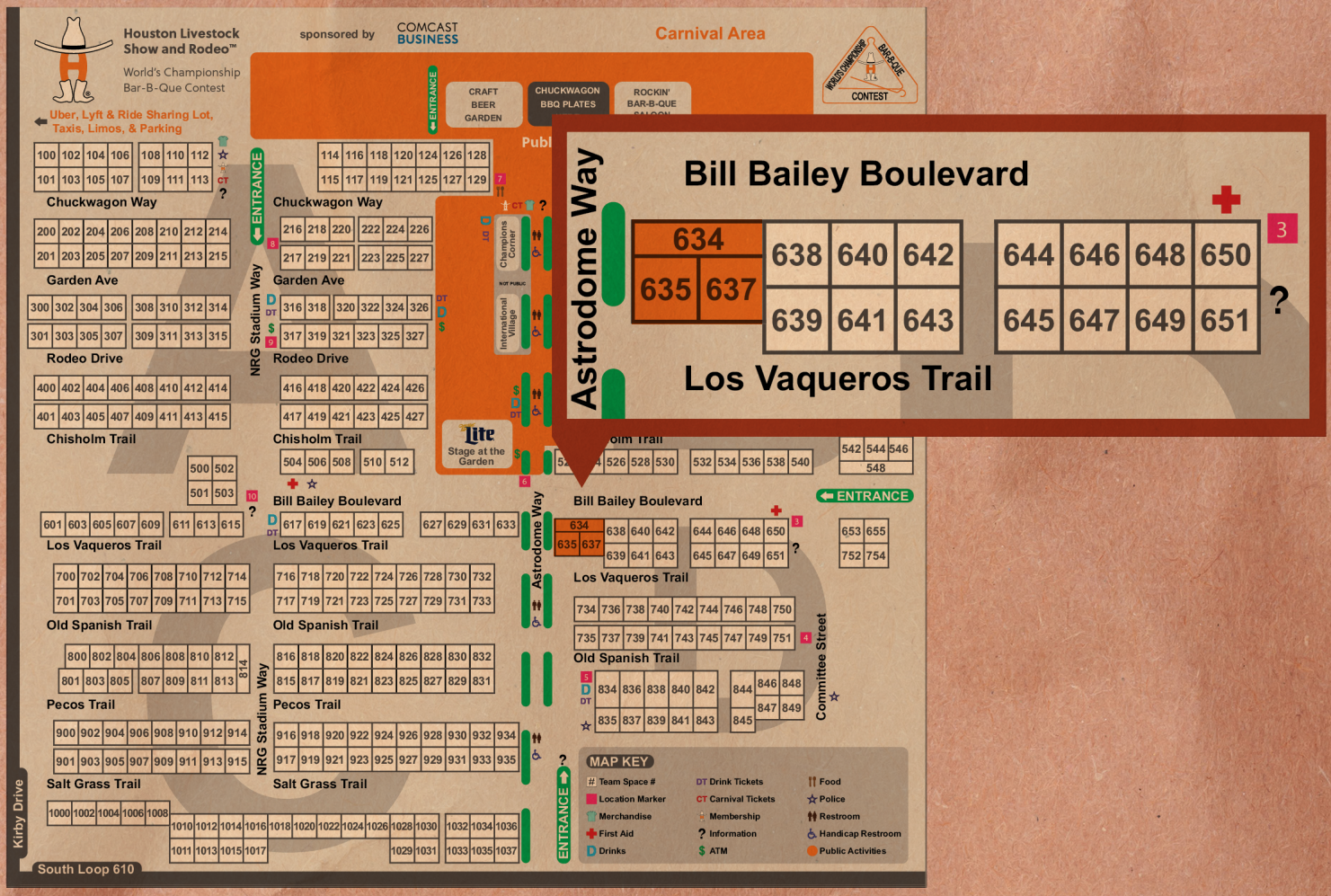
More than 200,000 fans turn out for three days of serious competition and BBQ so good, it'll make you sing. The pits are fired up. The crowds aren't afraid to get loud. It's the biggest battle of the BBQ bands you'll ever see, all going down at the biggest rodeo in the world. You know it's going to be a festival-sized good time.



PUTTING THE ROADIE IN RODEO

Pro tips and insider knowledge to know before you go.

- **Good vibes only.** Keep the party rocking and leave the drama at the gate.
- **Wristband 101.** Your DIM wristband gets you into our tent, but it won't get you through the Rodeo gates (no skipping the main line).
- **Don't show up late.** Seasoned pros know to get here early for a front row seat to all the flavor.
- **The Rodeo rush is no joke.** Houston traffic and Cookoff parking can be a production of their own. Want to dodge some of the madness? Thursday is your best bet.



TAKE THIS SHOW ON THE ROAD

The party doesn't end here!

Let our crew crank your next event all the way up at **DIMCookers.com**.

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SMOKECHELLA

THE OFFICIAL 2027 SCHEDULE OF EVENTS

Starring DIM COOKERS

Join us for three nights around one legendary pit. It's going to be a total smoke show.

FEBRUARY 25–27, 2027 | DIM Cookers | Booths 634, 635 & 637

NIGHT 1: THURSDAY, FEBRUARY 25

THE OPENING ACT

DIM GATES: 5–11 PM

LIVE ON STAGE
BAND: TBD | 7:30–11 PM

HOT OFF THE PIT
The first round of smoky goodness hits the crowd around 6 PM – and the hits keep coming until it's all gone.

BEHIND THE BAR
All this party's missing is you. We'll have the drinks flowing and the good times rolling when you get here!

NIGHT 2: FRIDAY, FEBRUARY 26

THE SHOWSTOPPERS CONTINUE

DIM GATES: NOON–11 PM

LIVE ON STAGE
Meaux Cotton & The Feel | 7:30–11 PM

HOT OFF THE PIT
Dinner takes the main stage around 6 PM with brisket, pork, chicken sausage and homemade sides. Plus, Friday's special guests: fried fish and shrimp! You'll want to be sure to catch this act!

BEHIND THE BAR
We're turning the fun up to an 11 with Rum Thangs, Green T's, Fireball and more.

NIGHT 3: SATURDAY, FEBRUARY 27

THE GRAND FINALE

DIM GATES: 9 AM–11 PM

LIVE ON STAGE
Hamilton Loomis | 7:30–11 PM

HOT OFF THE PIT
Hit the main event around 6 PM with a BBQ lineup of brisket, pork, chicken, sausage and homemade sides.

But don't sleep on the afternoon's surprise acts. We'll be riffing with the deep fryer on everything from ribs and pickles to Oreos and jalapeños. You never know what'll make an appearance next!

BEHIND THE BAR
Our bartenders come ready to party, so drinks start flowing at 9 AM (yes, as in the morning). Show some love and fill those tip jars – these stars work for tips!

It's the last night, DIMheads. Let's make it one for the books.

DON'T MISS A BEAT Find us:
Booths 634, 635 & 637
Call SCOTT: 832.969.7704
Get all the goods: DIMCookers.com