

AUGUST 4-6, 2017

COME HUNGRY AND EAT BBQ!

CAPITAL

BBQ Festival

OTTAWA, CANADA

PRESENTED BY



2017 SPONSORSHIP PACKAGE

WWW.CAPITALBBQFEST.CA

AUG 4, 5 & 6, 2017

CARP FAIRGROUNDS

The Capital BBQ Festival is a 3 day event celebrating BBQ located at the Carp Fairgrounds, in Ottawa, Ontario starting Friday evening over the weekend of August 4, 5 and 6th.

EVENT HIGHLIGHTS

- Free Admission
- Largest BBQ Competition in Canada
- 3rd Annual Year
- Weekend focused on General Public interaction
- Eat BBQ from local BBQ Food Vendors
- Food Truck Food Court
- Craft & Service Vendors
- Beer Garden provided by Lowertown Brewery
- Live Entertainment
- 6 BBQ Competitions over 3 days
- 3 Awards Ceremonies
- 3 Competitions judged by the General Public
- 1 Competition for Kids only (Ages 7 - 15)
- Certified BBQ Judge Class open to all
- Proud Supporters of Ride For Dad
- 5,000 visitors projected



TITLE SPONSOR

1 OPPORTUNITY



- 1 Your brand inserted into event name:
“YOUR NAME’S CAPITAL BBQ FESTIVAL”
- 2 First Sponsor mentioned in all media communication (TV, RADIO, PRINT, SOCIAL)
- 3 Most prominent logo placement on promotional event posters and banners
- 4 20’ x 40’ Space for ON SITE promotion
- 5 LIVE LINK on Capital BBQ Festival Website
- 6 FESTIVAL BROCHURE Full Page Ad
- 7 BANNER LOGO on Main stage
- 8 EVENT MERCH Logo on T-Shirts & Swag
- 9 WELCOME BAGS Logo on/in bags for all competitors
- 10 TROPHY PRESENTATION FOR BBQ COMPETITION
On stage to present winners with trophies and oversized cheques

OPTIONAL:

- Opportunity to incorporate Brand/Logo on BBQ Competition Trophies
- Opportunity to supply samples and promotional items in “Welcome Bags”
- Opportunity to co-deliver donations to our charity, Ride For Dad
- Invitation to seat 2 representatives in the Charity Ribfest Judging process

INVESTMENT: **SOLD** – Freedom Harley-Davidson Ottawa

MAIN STAGE SPONSOR

1 OPPORTUNITY



1

**Your brand inserted into event name:
“YOUR NAME’S MAIN STAGE”**

2

Prominent logo placement on promotional event posters and banners

4

**20’ x 40’ Space for
ON SITE promotion**

5

**LIVE LINK on Capital
BBQ Festival Website**

6

**FESTIVAL BROCHURE
Full Page Ad**

7

**BANNER LOGO on
Main stage**

8

**EVENT MERCHANDISE
Logo on T-shirts and swag**

10

**TROPHY PRESENTATION FOR BBQ COMPETITION
On stage to present winners with trophies and oversized cheques**

OPTIONAL:

Opportunity to supply samples and promotional items in “Welcome Bags”

Opportunity to co-deliver donations to our charity, Ride For Dad

Invitation to seat 2 representatives in the Charity Ribfest Judging process

5 Voting Kits for both People’s Choice events.

INVESTMENT: **SOLD – Capital BBQ / BBQing.com**

KIDS Q SPONSOR

1 OPPORTUNITY



1

**Your brand inserted into event name:
“YOUR NAME’S KIDS Q COMPETITION”**

2

**24” x 36” BANNER at Main Entrance DEDICATED to your
Company**

4

**10’ x 10’ Space for
ON SITE promotion**

5

**LIVE LINK on Capital
BBQ Festival Website**

6

**FESTIVAL BROCHURE
Half Page Ad**

7

**BANNER LOGO on
Main stage**

8

**EVENT MERCHANDISE
Logo on T-shirts and swag**

9

**TROPHY PRESENTATION FOR KIDS Q COMPETITION
On stage to present winners with trophies and cheques**

OPTIONAL:

**Opportunity to supply samples and promotional items in “Welcome Bags”
2 Voting Kits for both People’s Choice events.**

INVESTMENT: **SOLD – New Look Eyewear**

PEOPLES CHOICE SPONSOR

1 OPPORTUNITY



1

Your brand inserted into event name:
"YOUR NAME'S PEOPLE'S CHOICE WINGS"

2

PROMINENT LOGO placement at the tent where all People's Choice "Voting Kits" are sold.

4

PROMINENT LOGO near
Event MAIN ENTRANCE

5

LIVE LINK on Capital
BBQ Festival Website

6

FESTIVAL BROCHURE
Half Page Ad

7

BANNER LOGO on
Main stage

8

EVENT MERCHANDISE
Logo on T-shirts

9

NAME ON TROPHIES
Your brand on all Peoples Choice
trophies

10

TROPHY PRESENTATION FOR PEOPLES CHOICE EVENTS
On stage to present winners with trophies and cheques

OPTIONAL:

Opportunity to add items to our 100+ Judge and Team Welcome Kits

Opportunity to submit your own design for the coveted First Place Trophies for each People's Choice event.

Opportunity to put your brand in all participants hands by providing your logo on napkins or other items

Opportunity to brand the Voting Kits

INVESTMENT: **SOLD** – Meatings Barbecue

HOSPITALITY SPONSOR

1 OPPORTUNITY



1

**Your brand inserted into event name:
"YOUR NAME'S HOSPITALITY AREA"**

2

PROMINENT LOGO placement on Hospitality Area signage.

4

**20' x 20' SPACE
For ON SITE promotion**

5

**LIVE LINK on Capital
BBQ Festival Website**

6

**FESTIVAL BROCHURE
Half Page Ad**

7

**BANNER LOGO on
Main stage**

8

**EVENT MERCHANDISE
Logo on T-shirts**

9

**REFRESHMENTS COURTESY OF YOUR COMPANY
Banner evident to hundreds of Competitors, Judges, Volunteers and Media**

OPTIONAL:

**Opportunity to add items to our 100+ Judge and Team Welcome Kits
2 Voting Kits for both People's Choice events.**

INVESTMENT: \$2,500

JUDGES TENT SPONSOR

1 OPPORTUNITY



1

**Your brand inserted into event name:
"YOUR NAME'S JUDGES TENT"**

2

PROMINENT LOGO placement on all JUDGES TENT signage.

4

**20' x 20' SPACE
For ON SITE promotion**

5

**LIVE LINK on Capital
BBQ Festival Website**

6

**FESTIVAL BROCHURE
Half Page Ad**

7

**BANNER LOGO on
Main stage**

8

**EVENT MERCHANDISE
Logo on T-shirts**

9

**JUDGES TENT SUPPLIES COURTESY OF YOUR COMPANY
Banner evident to hundreds of Competitors, Judges, Volunteers and Media**

OPTIONAL:

**Opportunity to add items to our 100+ Judge and Team Welcome Kits
2 Voting Kits for both People's Choice events.**

INVESTMENT: \$2,500

PREMIERE SPONSOR

20 OPPORTUNITIES

1

24" x 36" BANNER AT FRONT ENTRANCE
Dedicated to your company

2

FESTIVAL BROCHURE
Quarter Page Ad

3

LIVE LINK on Capital
BBQ Festival Website

4

BANNER LOGO on
Main stage

5

OFFICIAL EVENT MERCHANDISE
Logo on T-shirts



OPTIONAL:

Opportunity to add items to our 100+ Judge and Team Welcome Kits

INVESTMENT: \$1,000

SUPPORTING DONOR UNLIMITED OPPORTUNITIES

1

YOUR COMPANY'S LOGO
On our Main Stage Banner

2

FESTIVAL BROCHURE
Will display your logo

3

**LIVE LINK on Capital
BBQ Festival Website**

OPTIONAL:

Opportunity to add items to our 100+ Judge and Team Welcome Kits

INVESTMENT: \$500



PRESENTED BY

FREEDOM 
Harley-Davidson
OF OTTAWA

CUSTOMIZED SPONSORSHIP

SEVERAL OPPORTUNITIES

- MEDIA SPONSOR
- MEAT SPONSORS
- EVENT INFRASTRUCTURE
- COMMUNICATIONS
- MERCHANDISE – TSHIRTS
- PRINT SERVICES
- WASTE MANAGEMENT




CONTACT US TO DISCUSS CUSTOMIZED SOLUTIONS
bbqfest@eatapedia.com

CAPITAL BBQ FESTIVAL



FREE ADMISSION · AUGUST 4 - 6

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