



BARLEY & SMOKE

GRILLIN' FOR A CURE

ALL PROCEEDS TO KIDS CANCER CARE



2022

SPONSORSHIP GUIDE

ABOUT



Barley & Smoke is a fun-filled competition featuring some of Calgary's favourite food establishments and craft breweries to team up and compete for Best Beer, Best Ribs, Best Hand-Held, Best Skewer and Best Food & Beer Pairing. It's a community event that unites local businesses across a wide spectrum of industries in a combined effort to raise money for the Kids Cancer Care Foundation of Alberta.

ABOUT



kids cancer care



Funds raised at Barley & Smoke will go to Kids Cancer Care's programs designed to help families during their childhood cancer journey. **"Every child with cancer deserves a fighting chance, but they also deserve to have a childhood. Barley & Smoke: Grillin' for a Cure is helping us to give children these fundamentals."**

*Christine McIver,
Founder and Chief Executive Officer of Kids Cancer Care Foundation*

ABOUT SPOKESKID AMANDA

When Amanda was two, she was diagnosed with MDS (myelodysplastic syndrome) and AML (acute myeloid leukemia). She spent the next five months in the hospital, undergoing total body irradiation and a bone marrow transplant. A couple of years later, in 2008, Amanda was ready to start pre-school when she relapsed. This time, she had only a 30 per cent chance of survival.



While Amanda has been cancer-free for years, her list of treatment-related side effects is endless. With only 70 per cent lung capacity, cataracts, artificial lenses, extremely brittle bones along with dental implants and reconstructive jaw surgery in the future, Amanda is looking at a lifetime of medical issues. She will need to see specialists multiple times a year for the rest of her life.

None of this stops Amanda. She is an active participant in our PEER exercise program, which helps her to manage some of the treatment-related side effects. Amanda is also developing leadership skills through the Teen Leadership Program, organizing fundraising events and volunteering at local non-profits. **A 2022 Kids Cancer Care spokeskid, Amanda also represents the foundation at fundraising and awareness events across southern Alberta.**

V.I.P. EXPERIENCE

Skip the Lines | Concierge Service | All Inclusive* | Private Lounge | SWAG Bags and more



EVENT DETAILS

An experiential evening
enjoying tasty BBQ
delights and craft beer



SATURDAY AUGUST 27, 2022

FROM 4 PM – 9 PM

LOCATION: ENMAX PARK

EVENT DETAILS

- Grand Prize Raffles
- Outdoor Games
- Photo Booth Fun
- Towne Forts Exhibit

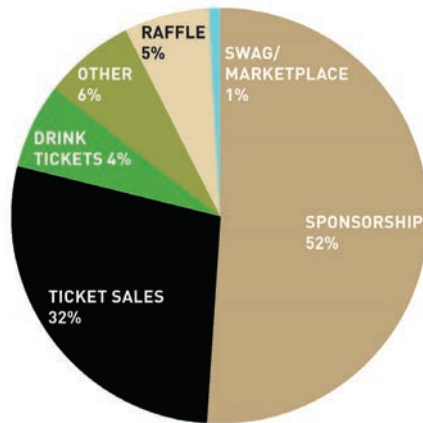


EVENT DETAILS

DJ Mix & Mashup



BARLEY & SMOKE 2021 BY THE NUMBERS



\$66,590

Tickets



\$60,000

Reading Forts Value

1000+ visitors | 10+ competing teams | 10+ food & beer samples | 5 prize categories

126,590\$

SPONSORSHIP OPTIONS

Email barleyandsmoke@divinefloor.com to receive more information on sponsorship levels.



\$9000

No. of sponsorship levels available: 4

1 table of 8 in V.I.P. Section + 10 standard tickets

Percentage off purchase of each additional ticket
(VIP and standard): **20%**

Listing on event website

Logo, link and 40 word description

Logo is Listed on the following:

- Entrance & Mainstage Posters • Event ticket
- Promotional business cards • Event map/pamphlet
- Napkins • 8 oz reusable beer cups
- Tyvek wrist bands of each attendee
- Listed on post-event video

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

Guaranteed post announcing sponsor on social media sites

Recognized by the MC

Access to VIP bathrooms

Opportunity to provide promotional materials on-site

Sponsors listed on e-blasts by KCCFoundation
to over 14,000 subscribers

Mentioned on all press releases

Opportunity to present award

Dedicated Social Media Influencer to Promote Sponsor

Professional IG Reel

Invitation for BBQ lunch and tour at Camp Kindle

Mentioned in comments on Instagram datenighttyc contest

Mentioned on all guest tv appearances (when possible)

Mentions on radio spots

* Limited spots available



PONY KEG*

\$7500

No. of sponsorship levels available: 2

1 table of 8 in V.I.P. Section

Percentage off purchase of each additional ticket
(VIP and standard): **10%**

Listing on event website

Logo, link and 40 word description

Logo is Listed on the following:

- VIP Tent • VIP Tickets • VIP lounge balloons
- VIP Access in Restaurant & Brewery Stations
- VIP Swag Bags

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

Guaranteed post announcing sponsor on social media sites

Recognized by the MC

Access to VIP bathrooms

Opportunity to provide promotional materials on-site

Sponsors listed on e-blasts by KCCFoundation
to over 14,000 subscribers

Mentioned on all press releases

Opportunity to present award

Dedicated Social Media Influencer to Promote Sponsor

Professional IG Reel

Invitation for BBQ lunch and tour at Camp Kindle

* Limited spots available



GROWLER

\$5000

No. of sponsorship levels available: 10

2 dedicated picnic tables with logo
(12 standard tickets)

Percentage off purchase of each additional ticket
(VIP and standard): **10%**

Listing on event website

Logo and link

Logo is Listed on the following:

- Restaurant & Brewery Teams
- Picnic Tables

Rights and access to all
B & S official photos

Mentions and tags on all
B & S social media posts

Guaranteed post announcing sponsor
on social media sites

Recognized by the MC

Access to VIP bathrooms

Opportunity to provide
promotional materials on-site



PITCHER

\$2500

No. of sponsorship levels available: 10

1 dedicated picnic table with logo
(6 standard tickets)

Percentage off purchase of each additional ticket
(VIP and standard): **10%**

Listing on event website

Name listed

Logo is Listed on the following:

- Photobooth • Picnic Tables

Rights and access to all
B & S official photos

Mentions and tags on all
B & S social media posts

Guaranteed post announcing sponsor
on social media sites

Recognized by the MC



PINT

\$1250

No. of sponsorship levels available: 10

3 standard tickets included
Percentage off purchase of each additional ticket
(VIP and standard): **10%**

Listing on event website

Name listed

Logo is Listed on the following:

- Kids Forts • Games Area

Rights and access to all
B & S official photos

Mentions and tags on all
B & S social media posts

Guaranteed post announcing sponsor
on social media sites

2021 SPONSORS

In 2021, 38 sponsors committed to funding the Barley & Smoke event with 100% of net proceeds donated to the Kids Cancer Care Foundation of Alberta.



WESTERN TOWNE FORT SPONSORSHIP

Local Calgary Interior Designers and Home Builders will again collaborate to construct kid-sized, Western-themed structures as part of Ye Old Western Towne exhibit. These structures will later be transported to Camp Kindle, a camp owned and operated by Kids Cancer Care with the mission to create magical camping experiences for kids treated for cancer.



BILLY BUCK \$5000

No. of sponsorship levels available

5

2 dedicated picnic tables with logo
(12 standard tickets)

Percentage off purchase
of each additional ticket
(VIP and standard)
10%

Permanent Sign of Your Logo
on 1 Towne Fort



What better way to get behind an amazing cause then to have your **logo permanently affixed** to one of these miniature buildings with a professionally made sign?

If this sounds like something you are interested in, check out these additional perks of this sponsorship category.



BARLEY & SMOKE kids can grill

WELCOME GRILLIN' FOR A CURE

2021

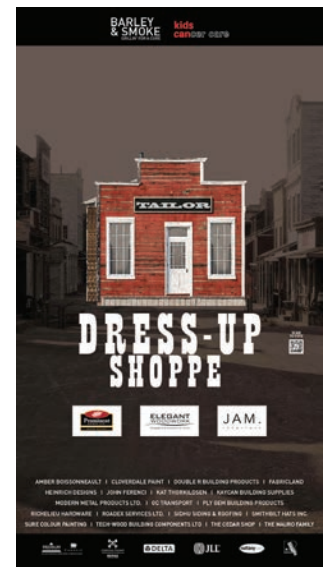
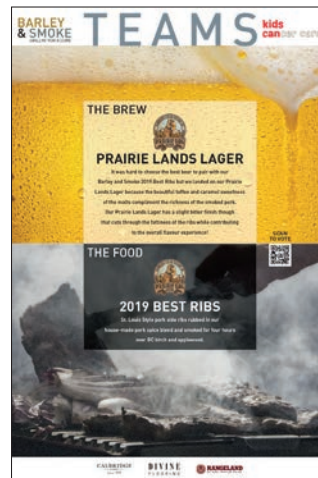
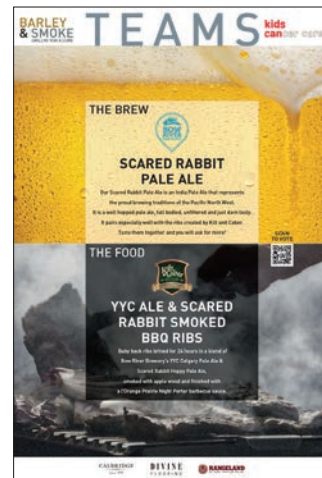
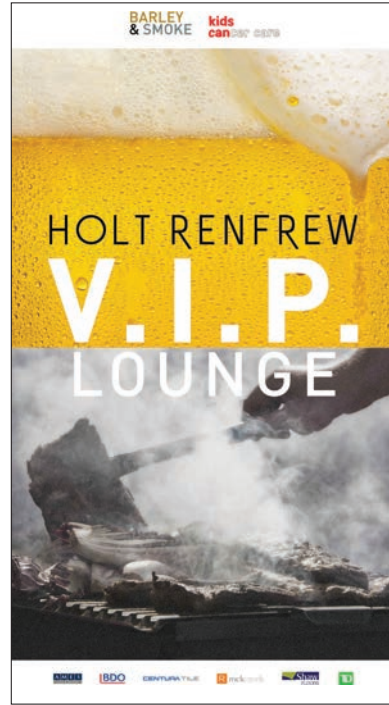
MASTER OF CEREMONY:
ROGER RHODES

DASH
DASH

CALBRIDGE
Presented by
Since 1975

RANGELAND
A RANGELAND GROUP
20+ YEARS OF COUNTRY MUSIC

RADIO SPOTS COURTESY OF **CORUS**





WE HOPE YOU CONSIDER THIS EVENT
IN YOUR SUMMER CALENDAR.

BARLEY & SMOKE • GRILLIN' FOR A CURE 2022 | T 403 723 4100 | INFO@BARLEYSMOKE.CA | FOLLOW US

