

# BARLEY & SMOKE

GRILLIN' FOR A CURE  
ALL PROCEEDS TO KIDS CANCER CARE

2024  
SPONSORSHIP  
GUIDE



# GRILLIN' FOR A CURE



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.

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 of Kids Cancer Care  
Foundation*



**kids  
cancer care**

# V.I.P. EXPERIENCE



## EXCLUSIVE ACCESS

A VIP ticket provides you with exclusive access to a more intimate, upscale, and comfortable experience.

## VIP GIFTS

VIP ticket holders will receive a complimentary gift!

## SHADE AND SHELTER

Enjoy the event rain or shine under the VIP tent.

## SKIP THE LINE

As a VIP, you'll have access to a VIP-only fast-tracked line for your food and beverage experiences.

## COCKTAILS AND TREATS

VIP ticket holders will have access to signature drinks and unique treats.



# EVENT DETAILS

An experiential evening enjoying tasty BBQ delights and craft beer



**SATURDAY AUGUST 24**  
**FROM 3 PM – 8 PM**

**LOCATION: ENMAX PARK**

This year expect 1000+ visitors,  
20+ food and drink samples,  
entertainment, games and live music.



# SPONSORSHIP OPTIONS

Email [eoconnor@kidscancercare.ab.ca](mailto:eoconnor@kidscancercare.ab.ca) to receive more information on sponsorship levels.



**\$9000**

**Sponsorships Available: 5**

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

- Logo on large sign at entrance
- Logo (large) on event signage and materials
- Logo on attendee lanyards
  - Logo on B&S App
- Logo on Barley & Smoke website & up to 40 word description

## Sponsorship Perks

Mentions and tags on B&S social media posts

A unique post on the B&S and Kids Cancer Care social media feeds, including Kids Cancer Care's LinkedIn

Recognized by MC on Main Stage

Opportunity to provide promotional material on site

Mentioned in eblast by Kids Cancer Care foundation to over 20k subscribers

Mentioned in event media release

Invitation for two to dinner at Camp Kindle in September

Opportunity to access official event photos

\* Limited spots available

**\$7500**

**Sponsorships Available: 3**

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

- Logo (large) on sign at entrance
  - Logo (large) on event signage and materials
- Logo on Barley & Smoke website
  - Logo on attendee Lanyards

## Sponsorship Perks

Mentions and tags on B&S social media posts

Recognized by MC on Main Stage

Opportunity to provide promotional material on site

Mentioned in eblast by Kids Cancer Care foundation to over 20k subscribers

Mentioned in event media release

Invitation for two to dinner at Camp Kindle in September

Opportunity to access official event photos

\* Limited spots available

**GROWLER**

**\$5000**

**Sponsorships Available: 15**

## 2 Dedicated Picnic Tables with Logo 12 Standard Tickets

- Logo (medium) on sign at entrance
  - Logo (medium) on event signage and materials
- Logo on Barley & Smoke website

## Sponsorship Perks

Recognized by MC on Main Stage

Mentioned in eblast by Kids Cancer Care foundation to over 20k subscribers

Invitation for two to dinner at Camp Kindle in September

Opportunity to access official event photos

**VIP MINI KEG**

**\$3500**

**Sponsorships Available: 4**

## 2 Tickets to VIP

- Logo on VIP related signage and materials
  - Logo (medium) on sign at main entrance
- Logo on Barley & Smoke website
  - Logo on attendee lanyards

## Sponsorship Perks

Recognized by MC on Main Stage

Opportunity to access official event photos

**PITCHER**

**\$2500**

**Sponsorships Available: 10**

## 1 Dedicated Picnic Table with Logo 6 Standard Tickets

- Logo (small) on sign at entrance
  - Logo (small) on event signage and materials
- Logo on Barley & Smoke website

## Sponsorship Perks

Recognized by MC on Main Stage

Opportunity to access official event photos

**PINT**

**\$1500**

**Sponsorships Available: 10**

## 4 Standard Tickets

- Logo (small) on sign at entrance
  - Logo (small) on event signage and materials
- Logo on Barley & Smoke website

## Sponsorship Perks

Opportunity to access official event photos

**10% OFF ALL TICKETS**

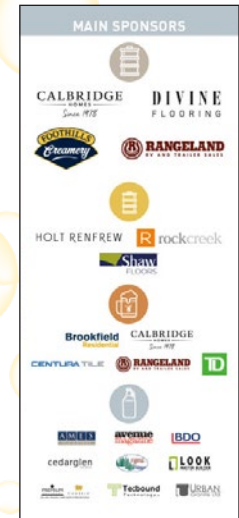
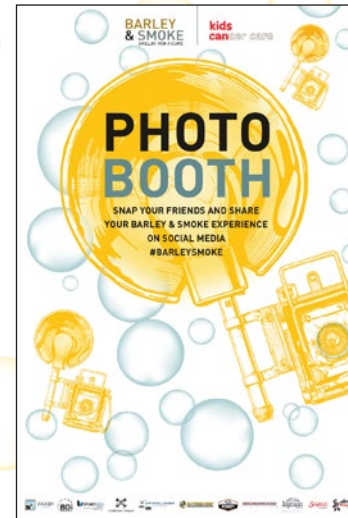
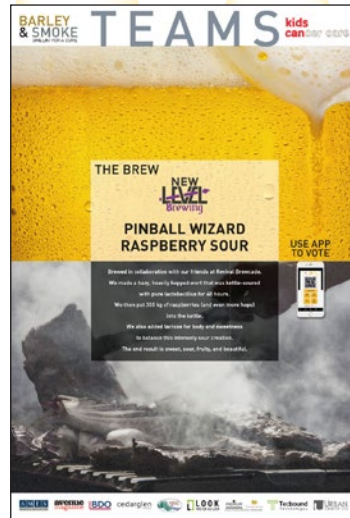
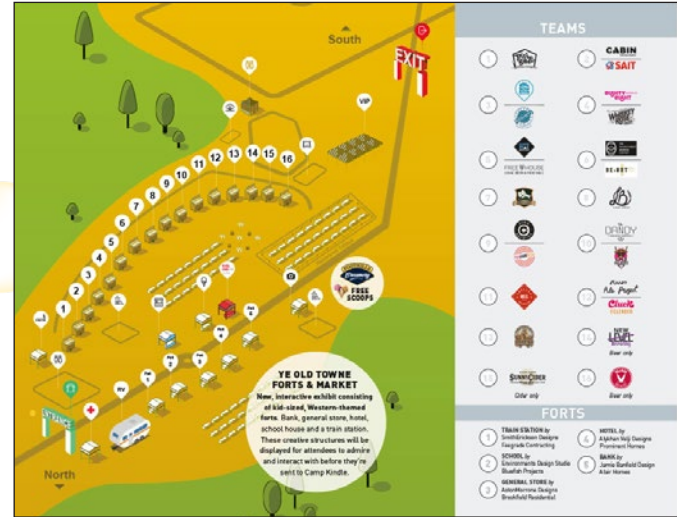
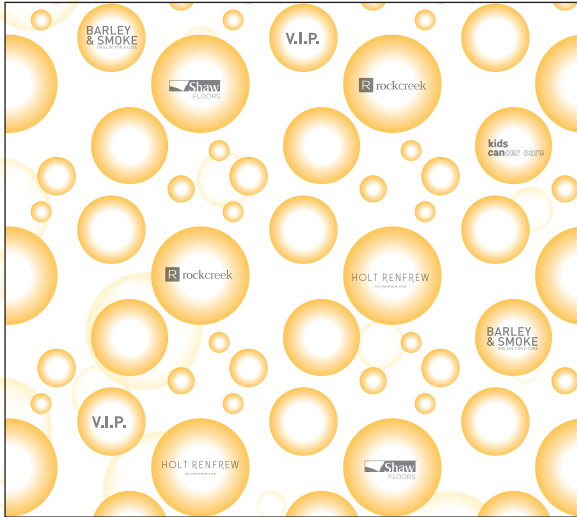
**2 GENERAL TICKETS CAN BE TRADED UP FOR 1 VIP TICKET  
THROUGHOUT ALL LEVELS OF SPONSORSHIP**

# 2023 SPONSORS

In 2023, 51 sponsors committed to funding the Barley & Smoke event with 100% of net proceeds donated to the Kids Cancer Care Foundation of Alberta.



# EXAMPLES OF SPONSORSHIP VISIBILITY



# BE PART OF THIS UNIQUE EVENT

2023

98%

of respondents rated their Barley & Smoke Experience as 5/5 or 4/5



97%

of respondents would recommend Barley & Smoke to a friend

2022

99%

of respondents rated their Barley & Smoke Experience as 5/5 or 4/5



“It was a great event!  
We will be back next  
year for sure!”

—Marnie

“This is a great event  
and the best part is  
it’s for a great cause.”

—Dawn

“Amazing event, 2<sup>nd</sup> year  
coming and looking  
forward to more.”

—Kurtis

08.24.24



A close-up photograph of a beer with a thick, golden head of foam. In the foreground, there is a plate of food, possibly a salad or a dish with meat and vegetables, which is slightly out of focus. The background is dark and blurred.

THANK  
YOU

BARLEY  
& SMOKE

**kids**  
**cancer care**