

BARLEY & SMOKE

GRILLIN' FOR A CURE

ALL PROCEEDS TO KIDS CANCER CARE



2023
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*

KIDS CANCER CARE SPOKESKID

Shaan Hirani is a 15-year-old, grade-nine student with a bright future ahead of him. He excels academically, receiving a scholarship for the highest academic mark in 2021 and 2022. Shaan also loves sports — especially hockey. He plays defense on the Northstars AA Quadrant Gold Team. He also plays on his junior high school basketball and badminton teams. In the summer, Shaan loves to camp, play soccer and bike, but what he loves most is trying new cuisine — from Japanese to Korean to spicy specialty pickles. Feed him and he'll be there.



What may seem like an idyllic life to onlookers misses the deeper reality of Shaan's life.

His younger sister Sofia is a cancer survivor and while the high-dose radiation irradiated the cancer, it also changed her for life. Sofia lives with the lasting fallout of treatment-related side effects. She has issues with her speech, hearing, balance, motor skills, and cognition.

With only a two-year age difference, Shaan and Sofia have always been close, and he misses the sister he once knew. Their youngest sister Sonya was only two at the time of Sofia's diagnosis, so it's different for her. She doesn't remember Sofia any other way. But Shaan remembers and as the 2023 Kids Cancer Care spokeskid, he's stepping up to share his sister's cancer journey and his family's long road to healing and recovery.

Despite ongoing challenges with speech, hearing and balance, Sofia is the family's social butterfly. She loves to stay busy with her PEER exercise class through Kids Cancer Care, a dance class at Bloom for kids with physical disabilities, and an adaptive multi-sport class at the University of Calgary. Sofia may be quiet and soft spoken but her presence in a room is always felt. Her smile is infectious, her determination is inspirational, and her love of others is unconditional.

Sonya is now ten and in grade five. As with her older siblings, Sonya loves to stay active.

She plays ringette for the NorthWest U12A team and dances with Prestige Dance. She also enjoys cooking, basketball, badminton and art.

Although all the Hirani kids lead busy active lives with school and extracurricular activities, they always make time to be with each other and nourish their special bonds. Shaan and Sonya play an active role in their sister's daily care, giving Sofia her morning and evening medications, reading to her and playing games with her. **Shaan is currently teaching Sofia how to play floor hockey.**



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 26
FROM 3 PM – 8 PM
LOCATION:
ENMAX PARK



Towne Forts Exhibit delights and craft beer



EVENT DETAILS Live Bands



BARLEY & SMOKE 2022 BY THE NUMBERS

SPONSORSHIP

Keg Sponsor	36,000.00
Pony Keg Sponsor	14,733.12
Billy Buck Sponsor	24,000.00
Growler Sponsor	47,750.00
Pitcher Sponsor	30,000.00
Pint Sponsor	11,250.00
TOTAL SPONSORSHIP REVENUE	163,733.12
TICKET SALES	55,688.50
DRINK TICKETS	576.00
OTHER DONATIONS	23,158.00
RAFFLE & AUCTION	21,295.00
FORT	
TOTAL REVENUE	264,450.62

EXPENSES

ENTERTAINMENT COSTS	5,000.00
VENUE COSTS - ENMAX	17,463.42
WESTERN TOWN - FORTS	9,861.51
RESTAURANT + BREWERY CHARGES	
Restaurant	11,950.00
Brewery (3 oz pour)	5,723.75
Additional Drink Tickets Used	392.00
RENTAL EXPENSES	7,793.79
INSURANCE/LICENSE CHARGES	1,070.00
MARKETPLACE SALES	1,050.00
DECORATIONS & ONSITE ACTIVITIES	28,017.34
MARKETING EXPENSES	16,937.12
VIP EXPENSES	19,884.59
TOTAL EXPENSES	125,143.52

TOTAL DONATION

139,307\$

1000+ visitors | 13+ competing teams | 14+ food & beer samples | 5 prize categories

SPONSORSHIP OPTIONS

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



KEG*

\$9000

Sponsorship's Available: 5

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

- Main Entrance Banner
- Main Stage Poster
- General Ticket Lanyards
- Listed on Post Event Video
- Lawn Signage • Logo On B&S APP
- Logo (Large) on Barley & Smoke Website & Up to 40 words Description

Sponsorship Perks

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

Recognized by MC on Main Stage

Opportunity to provide promotional material on site

Listed on eblast by KCC foundation to over 14k subscribers

Mentioned on Press Releases

Opportunity to present Peoples Choice Award

1 Professional IG reel

Invitation for two to dinner at Camp Kindle in September

Mentioned in comments on [instagram@datenightyyyc](https://www.instagram.com/datenightyyyc) contest

* Limited spots available



PONY KEG*

\$7500

Sponsorship's Available: 3

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

- VIP Tent Banner
- Logos on VIP Balloons
- VIP Lanyards
- VIP Access lines
- VIP Logo on Swag Bags
- Logo (Large) on Barley & Smoke Website & Up to 40 words Description

Sponsorship Perks

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Mentioned in comments on [instagram@datenightyyyc](https://www.instagram.com/datenightyyyc) contest

* Limited spots available



MINI KEG

\$3500

Sponsorship's Available: 4

(Sub sponsor of VIP Tent)

2 Tickets to VIP

- Inside VIP Tent Lounge Sponsor or Special Event Sponsor
- Food & Cocktail Sponsorship in VIP
- Signage Inside The VIP Tent
- Logo (Medium) on Barley & Smoke Website & Up to 40 words Description

Sponsorship Perks

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

Opportunity to Present Peoples Choice for VIP cocktail



GROWLER

\$5000

Sponsorship's Available: 15

**2 Dedicated Picnic Tables with Logo
12 Standard Tickets**

- Logo GA Picnic Table
- Logo on GA Cocktail Tables
- Lawn Signage
- Logo on B&S App
- Logo (Medium) on Barley & Smoke Website & Up to 40 words Description

Sponsorship Perks

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

Recognized by MC on Main Stage

Opportunity to provide promotional material on site

Opportunity to Present People Choice for Best Fort

1 Professional IG reel

Invitation for two to dinner at Camp Kindle in september

10% OFF ALL TICKETS

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



PITCHER

\$2500

Sponsorship's Available: 10

**1 Dedicated Picnic Table with Logo
6 Standard Tickets**

- Back Drop of Photo Booth
- Logo on GA Cocktail Tables
- Lawn Signage
- Logo (Small on Barley & Smoke Website & Up to 40 words Description

Sponsorship Perks

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

Recognized by MC on Main Stage



PINT

\$1500

Sponsorship's Available: 10

4 Standard Tickets

- Signage on Dedicated Picnic Area
- Lawn Signage
- Logo (Small on Barley & Smoke Website & Up to 40 words Description

Sponsorship Perks

Rights and access to all B & S official photos

Mentions and tags on all B & S social media posts

SPECIAL ENTERTAINMENT SPONSORSHIP



\$7500 & PROVIDE ENTERTAINMENT OF CHOICE FROM 5PM TO 9PM

Sponsorship Available: 1

- **Logo on Mainstage -**

The stage would be named after the sponsor.

For example: "Blank" Main Stage

- **Logo & Company Information on B&S website under Entertainment Section. Will also include "After Party" Details.**

Sponsorship Perks

Social Media Posts to Promote After Party at Venue.

Recognized by MC on Main Stage

(4 General tickets) +2 General Tickets

for establishment to send representatives to promote After Party within the Event, as well as promotional material.

Stage & Standard Sound will be included in sponsorship, if upgraded sound is required will be at the expense of sponsor.

Site visits to venue/park can be scheduled at any time.

Establishment to offer attendees no line, no cover, and VIP access to After Party with proof of Barley & Smoke attendance.

A Signature Drink to be offered at after party in support of KCC with a percentage or \$ per drink donated to KCC in co-operation with Barley & Smoke.



2022 SPONSORS In 2022, 53 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.



FORT IS BUILT & DESIGNED IN LIEU OF DONATION

Sponsorship Available: 5

1 Dedicated picnic table with logo

6 standard tickets

- Permanent Fort Sign
on exterior of Fort displayed at Camp Kindle

- Logo (Medium) on
Barley & Smoke Website &
Up to 40 words Description

Sponsorship Perks

Rights and access to all
B & S official photos

1 Professional IG Reel

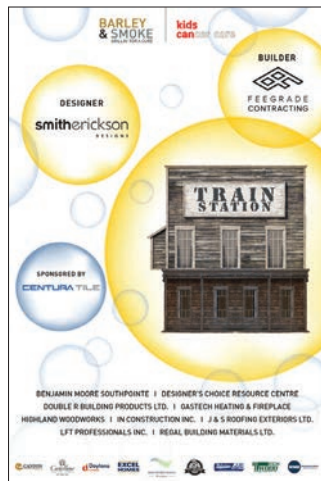
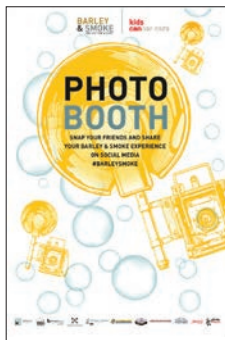
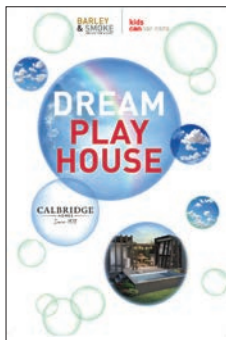
Invitation for Two to Dinner at
Camp Kindle in September



What better way to get behind an amazing cause than 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.



EXAMPLES OF SPONSORSHIP VISIBILITY





BARLEY & SMOKE • GRILLIN' FOR A CURE 2023

| T 403 723 4100

| INFO@BARLEYSMOKE.CA

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