

The Great Fraser River Salmon BBQ

Hope, BC- Aug 19-2017



August 19, 2017 marks an a unique event combination in Hope, BC
This year it will be held in conjunction with The Chainsaw Carving Competition.

Hope BC – Every once in a while, an idea comes up that has somehow been missed. “The Great Fraser River Salmon BBQ Competition” is one that despite the huge popularity of competitive BBQ with ribs, chicken and pork, had not been done up to until this event’s debut in 2015. We think we are onto something very special, distinctly West Coast in nature, with BBQ and smoked salmon being a seasonal and iconic West Coast favourite.

August 19, 2017 will see a very unique crowd of devout salmon connoisseurs so to speak, converge onto a small tract of land known as Memorial Park in downtown Hope. Up and coming or veteran music artists, and artisans, coupled with The Great Fraser River Salmon BBQ Competition, bring together unique West Coast elements in a magnificent mountain-draped backdrop, that has to be seen to be believed.

Event sponsors will be recognized with online, on site and in print resources as they become available in a tiered format . It is a grassroots effort, 100% volunteer driven, with funds raised being split between existing projects -- this year , Hope Search & Rescue will again be a beneficiary and an as yet unnamed other deserving group, and of course Fraser River salmon. This will be a great event for senior or local management and gives an up and coming CEO a chance to mix and mingle in a way, that cannot be quantified without being on the ground, on site and seeing what exactly makes the location of Hope unique, something that a few folks have begun to take notice of.

A variety of sponsor opportunities for large and small businesses are outlined, with participating organizations or companies given the chance to build relationships with the public, increase your company or group exposure in a positive way, at what can be the “go to” signature event, that somehow originated where all highways meet - Hope.

The Great Fraser River Salmon BBQ Competition & Sponsorship Opportunities



Gold Sponsor- 2017 \$3,000 Two- Spots

Gold level sponsorship provides the opportunity to fully brand your business at the Memorial Park event with your banner in one of the two best positioned locations along a cleverly and most opportune route dubbed “Aisle of BBQ-smoked salmon style for the event”, that will serve dual duty this weekend and be guarded against the wind. You will have first right of refusal for 2018 and an exclusive audience to showcase your company or organization.

On line and press, print and public announcements, with of course thank yous and all related courtesies are included, including a certificate suitable for framing, and 4 promotional shirts, as a nice memento.

A promotional tent or perhaps have promo wrapped vehicle can indeed shine a refreshing light, given the picture perfect location, surrounded by the Cascade Mountains, Hope is at the single most important junction in British Columbia, with 90+ % of all traffic passing through. Promotional giveaways by your company can help to convey a message along the “aisle of style”.

Best of all, you know you are helping and being exposed to good people, a great salmon river in helping the Fraser River and providing a little bit of Hope.

Silver Sponsor - 2017 \$1000-2,000 Five Spots

Your banner will be displayed at the Memorial Park entrance along a protected fence (wind) on the main route, with an estimated 10 banners in total. Couple this with first right of refusal, and an exclusive spot as the sole participant in a particular product or business category discussed to ensure the best foot forward in the community.

Your company will also also have its logo placed on all related material, noting the earlier the better, given that it is volunteer driven.

Aisle of style option- Setup or be a part of a very unique walkway, that will have competitors lined up in 10 ft. areas. It is going to be one cool looking setup --small town cool of course.

We are here to help and with this being a growing, volunteer driven local event, we can assist with a personal touch. Let us know.

Bronze 2017 - \$500-1000 or prizes, donation in kind Twelve Spots - matching teams

Bronze level or prizes in kind sponsorship will give your business the opportunity to show support through community engagement. Your logo will be featured on all online and print marketing materials and the main event banner acknowledging various level sponsors. Banner will be displayed during the event and after at a centrally located place. This is the single best value and the start of providing hope for both locals and the mighty Fraser River salmon. **Examples** include BBQs of different brands, other prizes of a roughly equal value, or perhaps a combination -- even recycled serving trays, etc. being most welcome. Ask us how. We're listening.

Sponsorship Levels Value Chart



SIGN ME UP: The Great Fraser River Salmon BBQ Competition

| | Gold \$3,000 | Silver \$1,000-2,000+ | Bronze \$500-1000 | Sponsorship (product, etc.) |
|--|-----------------|--------------------------|----------------------|--------------------------------|
| First right of refusal for 2018 event | ✓ | | | |
| Team Sponsorship (Corporate or sanctioned) included in 2017 | ✓ | | | |
| Banner displayed at Memorial Park | ✓ | | | |
| Meet and Greet Social (pending) 2017 | ✓ | | | |
| Onsite promotional booth/vehicle | ✓ | | | |
| Sponsorship recognition in any radio and television, print advertising complete (pending) 2017 | ✓ | ✓ | | |
| Product giveaway option | ✓ | ✓ | | |
| Banner displayed on main stage (2017) | ✓ | ✓ | | |
| "Aisle of Style option" | ✓ | ✓ | | |
| Banner display at Memorial park entrance | ✓ | ✓ | ✓ | |
| Logo on print material | ✓ | ✓ | ✓ | ✓ |
| Logo on online material (website pending) | ✓ | ✓ | ✓ | ✓ |
| Logo, listed in Thank You ad | ✓ | ✓ | ✓ | ✓ |
| Recognition on event sponsorship banner | ✓ | ✓ | ✓ | ✓ |

COMPANY: _____

ADDRESS: _____

CONTACT NAME: _____

TELEPHONE: _____

EMAIL: _____ LEVEL REQUESTED: _____

PAYMENT METHOD: CHEQUE

DONATION IN KIND

(payable to Hope & District Chamber of Commerce)

Mail to: Hope – "The Great Fraser River Salmon BBQ Competition" c/o Hope Chamber of Commerce
Box 588, Hope, B.C. V0X 1L0 • phone: 604-869-0017 (contest only) • fax: 604-869-0027 • website: www.bcsalmonbbqcomp.ca •
email: greatfrasersalmonbbq@gmail.com