



SPONSORSHIP OPPORTUNITIES



2022

Join us to raise funds for breast cancer research across Alabama.

Cahaba Brewing Co. and the Breast Cancer Research Foundation of Alabama (BCRFA) are partnering once again for CahabaQue 2022! Your sponsorship fuels lifesaving breast cancer research across the state.



CAHABA
BREWING CO.




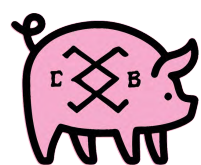
EVENT OVERVIEW

A SPRING + FALL BBQ COOK-OFF TO
FUND RESEARCH AND SAVE LIVES

 **Saturday, April 9, 2022**
12:00 PM - 5:00 PM

 **Sunday, October 9, 2022**
12:00 PM - 5:00 PM

 **Cahaba Brewing Company**
4500 5th Avenue South, Bldg C
Birmingham, AL 35222



CAHABAQUE 2022



Teams of backyard grillers and professionals alike compete for the best BBQ and bragging rights.

- Best "CahaButt"
- Best Team Name
- Best People's Choice Item



800-1,000 guests enjoy live music and all-you-can-eat BBQ samples while voting for their favorite People's Choice item.



VIP access with early event entry, access to the Redmont Distillery VIP Lounge, private bathrooms, swag bag, and beer and liquor tastings throughout the day.

ABOUT THE BCRFA

Mission

Find a cure for breast cancer by funding promising breast cancer research in Alabama and raise community awareness for that research.



BCRFA IMPACT

BCRFA funding allows grantee partners to:



Successfully compete and receive sought-after and sustaining grant dollars.



Recruit and retain world-class breast cancer researchers.



Seize every opportunity for groundbreaking discoveries.

2021 BCRFA FUNDING SNAPSHOT

In 2021, the BCRFA invested **\$1.225 million** in 20 research projects at 7 partner institutes.

With community support, BCRFA has invested over **\$12 million** in life-saving breast cancer research and treatments across Alabama since its founding in 1996.



2022 SPONSORSHIP LEVELS

07

SINGLE EVENT (SPRING OR FALL)

PRESENTING \$10,000

HIGHLIGHTS

Event naming rights, speaking opportunity at event, exclusive event signage, feature in BCRFA newsletter, 25 VIP and 12 GA tickets.

PLATINUM \$5,000

HIGHLIGHTS

Recognition during event program, logo featured prominently at event and included in event promotions, 10 VIP and 10 GA tickets

GOLD \$2,500

HIGHLIGHTS

Recognition during event program, logo featured at event, company name included in event promotions, 5 VIP and 5 GA tickets.

SILVER \$1,000

HIGHLIGHTS

Company name included in event signage and event promotions, 5 GA tickets or 1 cook team entry.

BOTH EVENTS (SPRING AND FALL)

\$14,000 (30% off)

Includes highlights listed above for both spring and fall events.

\$7,000 (30% off)

Includes highlights listed above for both spring and fall events.

\$3,500 (30% off)

Includes highlights listed above for both spring and fall events.

\$1,400 (30% off)

Includes highlights listed above for both spring and fall events.



SPONSOR BENEFITS + RECOGNITION*

	Presenting	Platinum	Gold	Silver
SINGLE EVENT	\$10,000	\$5,000	\$2,500	\$1,000
BOTH EVENTS (SPRING + FALL)	\$14,000	\$7,000	\$3,500	\$1,400
Naming rights for event ("CahabaQue presented by Your Company")	✓			
Speaking opportunity during event program	✓			
Two (2) tickets to BCRFA's annual investment celebration luncheon (Dec. 2022)	✓			
VIP tour of Cahaba Brewing tap room with tasting for up to 10 company members	✓	✓		
VIP tickets	25	10	5	
Cook team entries	2 teams OR 12 GA tickets	1 team OR 5 GA tickets	1 team OR 5 GA tickets	1 team OR 5 GA tickets
General Admission tickets	12	10	4	
Verbal recognition during event remarks by Cahaba representative	✓	✓	✓	
Sponsor signage at event	Exclusive signage	Inclusion in "proud sponsor" signage	Inclusion in "proud sponsor" signage	Inclusion in "proud sponsor" signage
Exhibit space at event	✓ (premiere location)	✓	✓	
Recognition in BCRFA e-newsletter (3,300 recipients) prior to event	Featured article	Mention	Mention	
Recognition on all printed and digital event promotions, including event website, event emails, news releases, posters/flyers, etc.	Logo prominently featured	Logo	Company name	Company name
Sponsor recognition on Cahaba Brewing Instagram (30K+ followers)	5 posts + 2 stories	3 posts + 1 story	2 posts	
Inclusion in sponsor thanks post on BCRFA social media (3,450+ FB followers, 1300+ IG followers)	Logo prominently featured	Logo	Company name	Company name
Rights to promote event sponsorship in company materials (e.g. newsletter, social media). BCRFA will provide logo, images, supporting info.	✓	✓	✓	✓

**Sponsors of both events receive above benefits for each event.*



CAHABAQUE 2022

EVENT DAY SPONSOR OPPORTUNITIES



STAGE \$2,000

- Co-branded stage banner (provided by BCRFA)



PHOTO BOOTH \$2,000

- Co-branded photo booth (secured by Cahaba)

SECURED BY *Bham Now*



CHECK-IN \$1,500

- Branded banner at entry tents (provided by BCRFA)
- Employees may wear company shirts while volunteering at check-in



HYDRATION STATION \$750

- Branded banner at water/soft drink station
- May distribute approved company-branded swag



VENDOR FAIR \$150

- 10 x 10' exhibition space with tent at vendor fair
- May distribute approved company-branded swag



CAHABAQUE 2022


SPONSORSHIP AGREEMENT



CAHABAQUE BBQ COOK-OFF 2022

 **Saturday, April 9, 2022**
12:00 PM - 5:00 PM

 **Sunday, October 9, 2022**
12:00 PM - 5:00 PM

 **Cahaba Brewing Company**
4500 5th Avenue South, Bldg C
Birmingham, AL 35222

Sponsorship Selection

Single Event **Both Events**

Presenting

\$10,000 **\$14,000**
Benefits include event naming rights, speaking opportunity at event, exclusive event signage, feature in BCRFA newsletter, 25 VIP and 12 GA tickets.

Platinum

\$5,000 **\$7,000**
Benefits include recognition during event program, logo featured prominently at event and included in event promotions, 10 VIP and 10 GA tickets.

Gold

\$2,500 **\$3,500**
Benefits include recognition during event program, logo featured at event, company name included in event promotions, 5 VIP and 5 GA tickets.

Silver

\$1,000 **\$1,400**
Benefits include your company name included in event signage and event promotions, 5 GA tickets or 1 cook team entry.

Event Day Opportunities

Stage (\$2,000)

Check-in Tent (\$1,500)

Hydration Station (\$750)

Sponsor Contact Information

Company/Individual Name as you prefer to be listed:

Contact: _____

Title: _____

Email: _____ Phone: _____

Address: _____

Signature

Date

Payment Information

I am sending a check via mail

Make checks payable to "BCRFA" and mail to:
BCRFA, P.O. Box 531225, Birmingham, AL 35253

I am paying via credit card

To complete payment via credit card please visit
CahabaQue.com or call 205.996.5463

Please email your completed agreement to Beth Bradner Davis (bbradner@uab.edu).

Questions? Call (205) 996-5463