

CAHABAQUE

SPONSORSHIP OPPORTUNITIES



2023

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! Your sponsorship can fuel lifesaving breast cancer research across the state.

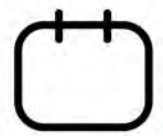


CAHABA
BREWING CO.



EVENT OVERVIEW

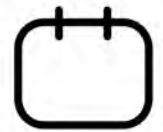
A BBQ COOK-OFF TO FUND
RESEARCH AND SAVE LIVES



SPRING

Saturday, April 15, 2023

12:00 PM - 4:00 PM



FALL

Saturday, October 7, 2023

12:00 PM - 4:00 PM



Cahaba Brewing Company

4500 5th Avenue South, Bldg C
Birmingham, AL 35222



CAHABAQUE 2023



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 tickets with early event entry, access to the Redmont Distillery VIP Lounge, private bathrooms, 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.

BCRFA FUNDING SNAPSHOT

In 2022, the BCRFA invested \$1.275 million in 24 research projects at 7 partner institutes.

With community support, BCRFA has invested nearly \$14 million in life-saving breast cancer research and treatments across Alabama since its founding in 1996.

CURRENT PARTNER INSTITUTES



2023 SPONSORSHIP LEVELS

07

SINGLE EVENT (FALL OR SPRING)

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 (FALL AND SPRING)

\$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.



EVENT DAY SPONSOR OPPORTUNITIES



STAGE \$2,000

- Co-branded stage banner (provided by BCRFA)
- May distribute approved company-branded swag



PHOTO BOOTH \$2,000

- Co-branded photo booth (secured by Cahaba)
- May distribute approved company-branded swag



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 2023

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. 2023) | ✓ | | | |
| 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 2023


SPONSORSHIP AGREEMENT



CAHABAQUE BBQ COOK-OFF 2023

 **Saturday, April 15, 2023**
12:00 PM - 4:00 PM

 **Saturday, October 7, 2023**
12:00 PM - 4:00 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)

Photo Booth (\$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 Davis (beth@bcrfa.org).

Questions? Call (205) 996-5463