

❖ 2010 BGA Camp Sponsorship Opportunities ❖

Join us for **1st Annual Barista Guild of America Camp**, offering professional training in espresso beverage preparation. The SCAA will welcome up to 200 baristas from all levels of experience to join us for 3-day Retreat, taking place October 18-21, 2010 in Santa Barbara, California.

As a sponsor of this year's event, you will receive an opportunity to participate in hands-on training with dedicated baristas and retailers in an exciting and interactive environment. A barista panel will put together custom feedback on your equipment and/or products that are in use during the event.

We invite you to review the sponsorship opportunities available, each providing a unique marketing opportunity for your company. Custom-tailored packages are available. For more information, or to secure your sponsorship, please contact sponsorship@scaa.org.

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❖ Barista Camp Title Sponsor - \$5,000

Exclusive Sponsorship

Pre-Event Benefits:

- Logo recognition in official title of event "BGA Camp brought to you by..."
- Use of the BGA Sponsorship Trademark
- Logo recognition on the BGA blog for up to 30 days
- Opportunity for SCAA to post a sponsored link to the SCAA's facebook events page (*SCAA is the sole owner and creator of Facebook RBC event pages, and any sponsor is prohibited from creating their own*)

Event Benefits:

- Exclusive sponsor recognition at the Opening Reception & Dinner
- Public Announcement of your sponsorship during general meetings
- 1-2 minute promotional video opportunity; to be played at a general session
- 1 BGA Camp comp registration (excluding the cost of transportation)
- Opportunity to provide gifts for attendees (minimum of 200 items requested)
- Opportunity to host a raffle contest or coupon program for attendees
- 10% Discount off Store Items when purchased on-site at the event
- *Signage:*
 - Logo recognition on main event banners
 - Logo recognition on sponsored program event signage

Post-Event Benefits:

- Opportunity to include marketing message in thank you letter to attendees (sent by the SCAA)

☪ Educational Program Sponsors – Pricing Varies

6 slots available, including Manual Brewing Methodology, Latte Art, Signature Beverage Creation and more! Program topics are subject to change. For an up to date list of programming options, please contact sponsorship@scaa.org.

- General Session (2) - \$2,500
- Break-Out Session (3) - \$1,500
- Barista World Cup Competitions (1) - \$1,500

Pre-Event Benefits:

- Use of the BGA Sponsorship Trademark
- Logo recognition on the BGA blog for up to 30 days
- Opportunity for SCAA to post a sponsored link to the SCAA's facebook events page (*SCAA is the sole owner and creator of Facebook RBC event pages, and any sponsor is prohibited from creating their own*)

Event Benefits:

- Public Announcement of your sponsorship during general meetings
- 1-2 minute promotional video opportunity; to be played during the Sponsored Program
- Opportunity to provide gifts for attendees (minimum of 200 items requested)
- Opportunity to host a raffle contest or coupon program for attendees
- 10% Discount off Store Items when purchased on-site at the event
- *Signage:*
 - Logo recognition on main event banners
 - Logo recognition on sponsored program event signage

Post-Event Benefits:

- Opportunity to include marketing message in thank you letter to attendees (sent by the SCAA)

☛ **Equipment Sponsors – Pricing Varies**

7 categories of sponsorship available. All sponsors are required to provide shipping to and from the event location. Final equipment specifications to be determined in conjunction with the SCAA.

- Espresso Machine - \$3,000
- Grinder - \$1,500
- Brewing - \$1,000
- Blender - \$750
- Water Delivery - \$500
- Ceramics - \$500
- Smallwares - \$500

Pre-Event Benefits:

- Use of the BGA Sponsorship Trademark
- Logo recognition on the BGA blog for up to 30 days
- Opportunity for SCAA to post a sponsored link to the SCAA's facebook events page (*SCAA is the sole owner and creator of Facebook RBC event pages, and any sponsor is prohibited from creating their own*)

Event Benefits:

- Public Announcement of your sponsorship during general meetings
- Company representative to participate at equipment area, conducting training and interacting with attendees; promotional display space available at or near to equipment location
- Opportunity to provide gifts for attendees (minimum of 200 items requested)
- Opportunity to host a raffle contest or coupon program for attendees
- 10% Discount off Store Items when purchased on-site at the event
- *Signage:*
 - Logo recognition on main event banners
 - Logo recognition on sponsored equipment area signage

Post-Event Benefits:

- Opportunity to include marketing message in thank you letter to attendees (sent by the SCAA)

☛ **Product Sponsors – Pricing Varies**

6 categories of sponsorship available. All sponsors are required to provide shipping to and from the event location. Final product design to be determined in conjunction with the SCAA.

- Shuttle Sponsor - \$1,500
- Camp T-Shirt - \$1,200
- Aprons - \$750 + product cost
- Attendee Bags - \$750 + product cost
- Barista Gear (to be placed in attendee bags) - \$500 + product cost
- Sponsor a Keg! - \$500

Pre-Event Benefits:

- Use of the BGA Sponsorship Trademark
- Logo recognition on the BGA blog for up to 30 days

Event Benefits:

- Public Announcement of your sponsorship during general meetings
- Opportunity to provide gifts for attendees (minimum of 200 items requested)
- Opportunity to host a raffle contest or coupon program for attendees
- 10% Discount off Store Items when purchased on-site at the event
- *Signage:*
 - Logo recognition on event banners

Post-Event Benefits:

- Opportunity to include marketing message in thank you letter to attendees (sent by the SCAA)

☛ **Coffee & Café Sponsors – Pricing Varies**

3 categories of sponsorship available. All sponsors are required to provide shipping to and from the event location. Final product design to be determined in conjunction with the SCAA.

- Classroom Espresso/Coffee Sponsor - \$1,500 + product cost
- Café Espresso/Coffee Sponsor - \$250 + product cost
- Café Smallwares & Equipment Sponsor - \$150 + product cost

Pre-Event Benefits:

- Use of the BGA Sponsorship Trademark
- Logo recognition on the BGA blog for up to 30 days

Event Benefits:

- Opportunity to include detailed product description in event passport, including feature coffee/espresso descriptions and website information
- Opportunity to provide gifts for attendees (minimum of 200 items requested)
- Opportunity to host a raffle contest or coupon program for attendees
- 10% Discount off Store Items when purchased on-site at the event
- *Signage:*
 - Logo recognition on event banners
 - Logo recognition on signage where product is used

Post-Event Benefits:

- Opportunity to include marketing message in thank you letter to attendees (sent by the SCAA)