

2ND ANNUAL

BARISTA GUILD OF AMERICA

# CAMP-PULL-A-SHOT

OCTOBER 24-27, 2011

EL CAPITAN CANYON | SANTA BARBARA, CA



## SPONSORSHIP BROCHURE

**BARISTA  
GUILD**   
OF AMERICA

For more information, please visit  
the Barista Guild of America website:

**BARISTAGUILD.OF.AMERICA.NET**

## **2011 BGA Camp: Your premier connection to the leaders of tomorrow**

### **Connect directly to retailers through their staff**

If you're looking to create relationships with key retailers throughout the United States, BGA Camp Pull A Shot is one of the leading ways to do so. Coffee retailers with a keen interest in quality and skill development send their top baristas, who are also often purchasing managers or buyers, to Camp to grow their skills and reconnect with their community. Show them your alignment with the same values by playing a leading role in the success of their event.

### **Let baristas hone their craft on your equipment and products**

Camp was born out of a vision of providing a dedicated space where career minded baristas and coffee professionals could train, improve and expand their craft and knowledge of coffee. This is a critical offering within the BGA's mission to further baristas' knowledge and understanding of the history, fundamentals, art and science of coffee preparation. As a sponsor, you will have the opportunity to let these professional development courses and experiences happen with your equipment, products or coffees.

### **Draw a direct connection between your brand and quality, education and community**

The casual and interactive environment of Camp helps foster relationships like no other barista event. Our attendees come to Camp not only for the one of kind educational opportunities, but also with a strong desire to engage in collaborative discussions and work groups, and to build on the BGA's mission to build community by encouraging communication, understanding, and respect between baristas. Your support and commitment to the BGA's efforts is something that our attendees will not soon forget and will undoubtedly sustain a positive emotional connection for years to come.

### **Educate the consumer through the Barista**

The barista is the voice representing the specialty coffee industry directly to the consumer. Unlike any other professional in our industry, the barista speaks directly to the end user on a daily basis, and has a unique opportunity to educate the consumer about what specialty coffee means. Through your sponsorship, you also gain the ability to become a part of those conversations by being present during one of the BGA's most critical annual educational offerings that promotes quality as the principle standard for success.

## Barista Camp Title Sponsor \$7,500

*Exclusive Sponsorship*



### Pre-Event Benefits:

- Logo recognition in official title of event “BGA Camp brought to you by...”
- Use of the BGA Camp Pull A Shot Sponsorship Trademark
- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page
- Logo recognition in pre-event email communications to attendees
- Opportunity for SCAA to post a sponsored link to the BGA’s facebook events page media supplied by the sponsor is welcomed. (*SCAA is the sole owner and creator of Facebook event pages, and any sponsor is prohibited from creating their own*)

### Event Benefits:

- Exclusive sponsor recognition at the Opening Reception & Dinner
- Logo recognition & marketing message in onsite guide on a dedicated page
- 1-page advertisement in onsite guide-sponsor to provide artwork- ***sponsor to provide artwork by September 9<sup>th</sup>***
- Public Announcement of your sponsorship during general meetings
- 1-2 minute promotional video opportunity; to be played at a general session
- 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:

- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page

# Barista Camp Contest Sponsor \$5,000

*Exclusive Sponsorship*



## **Pre-Event Benefits:**

- Use of the BGA Camp Pull A Shot Sponsorship Trademark
- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page
- Official Title: Sponsor's logo will appear in the title of contest branding on the BGA Facebook page
- Promotional Pieces: recognition as Official Contest Sponsor in CPAS contest promotions & any promotional efforts/pieces leading up to winner selection
- Logo recognition in all pre-event email communications to attendees

## **Event Benefits:**

- Exclusive sponsor recognition at the Opening Reception & Dinner
- Logo recognition & marketing message in onsite guide on a dedicated page
- half-page advertisement in onsite guide-sponsor to provide artwork-***sponsor to provide artwork by September 9<sup>th</sup>***
- Public Announcement of your sponsorship during general meetings
- 1-2 minute promotional video opportunity; to be played at a general session
- Opportunity to donate product to attendee bags
- 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:**

- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page

## **Educational Program Sponsors \$1,500**



*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](mailto: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 Camp Pull A Shot Sponsorship Trademark
- Logo recognition on the BGA Website for up to 90 days
- Logo recognition in one pre-event email communications to attendees-placement determined by the SCAA.

### **Event Benefits:**

- Public Announcement of your sponsorship during general meetings
- Logo recognition in onsite guide
- 1-2 minute promotional video opportunity; to be played during the Sponsored Program
- 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:**

- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page

## 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 - \$1,500
- 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 90 days
- Logo recognition in one pre-event email communications to attendees-placement determined by SCAA

### **Event Benefits:**

- Public Announcement of your sponsorship during general meetings
- Logo recognition in onsite guide
- 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 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:**

- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page

## 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.*

- Camp Branded Attendee Bags\* - \$3,000
- Shuttle Sponsor - \$2,000
- Camp Branded Notebook\* - \$1,500
- Camp T-Shirt - \$1,200
- Aprons - \$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 Camp Pull A Shot Sponsorship Trademark
- Logo recognition on the BGA blog for up to 90 days

### **Event Benefits:**

- Public Announcement of your sponsorship during general meetings
- Logo recognition in onsite guide
- 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:**

- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page

*\*The SCAA will handle product selection and branding.*

## 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 Camp Pull A Shot Sponsorship Trademark
- Logo recognition on the BGA blog for up to 90 days

### **Event Benefits:**

- Opportunity to include product description in event onsite guide, including featured coffee/espresso descriptions and website information
- 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:**

- Logo recognition on the BGA Website for up to 90 days on the CPAS sponsor page