



Haico's **Hot Sauce**
presents



S a t u r d a y
MAY 30
2020 • 10 a m - 6 p m

SPONSOR INFORMATION

PACKAGE 2020

Heating up the Capital • Ottawa's Hot Sauce Expo

Saturday, October 24, 2020 • 10am – 6pm

Aberdeen Pavilion - Lansdowne Park
1000 Exhibition Way, Ottawa, Ontario K1S 5J3

Heating up the Capital is owned and operated by Heating up the Capital Inc.

HeatingUpTheCapital.ca



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BECOME A SPONSOR

Hot sauce lovers having been waiting for this a long time. Heating up the Capital, Ottawa's first Hot Sauce Expo will be taking place on Saturday, October 24, 2020 at the Aberdeen Pavilion in Lansdowne Park.

We will have at 30+ hot sauce vendors, 2 food trucks, wine and beer and ice cream to cool the fire of all the samples.

Our Capital Punishment Stage will feature Hot Sauce Awards, pepper and spicy food eating challenges and other entertainment. One of the Big attractions will be a Guinness World Record attempt by Mike and Jamie Jack of Hot Reviews. The longest Habanero Kiss is currently 1 minute and 41 seconds. Can they beat it??

We are anticipating 1000 local and out of town visitors, all very interested in sampling sauces and getting to 'meet the maker'.

Giving back is very important to us and this is why we have adopted Soldier On and Families of the Fallen as our charities in 2020. One dollar from every ticket sold will be donated to these two charities.

Haico's Hot Sauce also supports these charities all year round with 15% of sales from Smoke 'n Burn and Heat and Honey donated. To date we have donated over \$1000.

We are able to be this generous only with the help of our sponsors and supporters. Providing In Kind services allows us to keep our operating costs as low as possible. Cash sponsorships help us pay the bills.

Attached is our full list of Sponsorship Packages where you will find opportunities for all budgets.

With your support, this will become an annual event with even more vendors and more visitors.

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SPONSORSHIP LEVELS & BENEFITS

	TITLE SPONSOR (Haicos Hot Sauce)	CAPITAL PUNISHMENT STAGE SPONSOR	IN-KIND SPONSORS	CATEGORY SPONSOR (4 spots available)	VIP SPONSOR (6 spots available)	HOT SAUCE AWARDS JUDGE
	SOLD	\$750	\$200+	\$200+	\$100	\$100
Radio, TV & All Online Promotion	✓	✓				
Press Release	✓	✓				
Opportunity to Present Award to the HUTC Hot Sauce Award Winners	✓			✓		✓
Opportunity to Host a Stage Contest & Present Medal to Winning Contestant	✓	✓		✓		
Opportunity to add your Company Logo to the VIP Lanyards & Branded Gift Bags	✓	✓	✓		✓	
Event Signage	✓	✓	✓	✓	✓	
Cross-Promotional Opportunities	✓	✓	✓	✓	✓	
On-Stage Recognition	✓	✓	✓	✓		
Stage Acknowledgements	✓	✓	✓	✓	✓	✓
Social Media Promotion (Social media shout out on Facebook and Instagram at least twice during the months leading up to the event)	✓	✓	✓	✓	✓	✓
Logo displayed on the HUTC website with link back to company website	✓	✓	✓	✓	✓	✓
Logo displayed in Expo Program	✓	✓	✓	✓	✓	✓
Opportunity to add in a promotional piece to the VIP Gift Bags	✓	✓	✓	✓	✓	✓

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