



Saturday
August 27, 2022
10am - 6pm

SPONSOR INFORMATION PACKAGE 2022

Heating up the Capital • Ottawa Hot
Sauce Expo

Saturday, August 27, 2022 • 10am – 6pm

Smokie Ridge Vineyard

10090 Cameron Road, Mountain, Ontario, Canada K0E 1S0

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

HeatingUpTheCapital.ca



BECOME A SPONSOR

It's happening again!!!! The 2nd Annual Heating up the Capital, Ottawa's Premier Hot Sauce Expo will be taking place on August 27, 2022 at Smokie Ridge Vineyard, 10090 Cameron Road, Mountain, ON.

We will have 25 hot sauce vendors, BBQ, wood-fired pizza oven, wings, wine and beer and ice cream to cool the fire of all the samples.

Massine's Capital Punishment Stage will feature the YOW Hot Sauce Awards, pepper and spicy food eating challenges and other entertainment.

In 2021 we had over 900 local and out of town visitors, all very interested in sampling sauces and getting to 'meet the maker'. The outdoor venue can hold 2800 guests.

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 2022. 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 \$2200.

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 has become an annual event that spicy lovers look forward to every year!!

Angela and Haico

Haico@HeatinguptheCapital.ca

613.277.0852

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ABOUT THE VENUE

Smokie Ridge Vineyard has 10 acres of grapevines and one acre where Haico's Hot Sauce grows their peppers. The location is fully licensed, has lots of grassy space for social distancing, a massive smoker, BBQ, wood burning pizza oven and a great stage for entertainment. Smokie Ridge Vineyard is becoming a destination venue for special events including weddings, farmers market and festivals. They continue to enhance the leisure industry in this area. Smokie Ridge Vineyard provides a unique and beautiful attraction for Ottawa, Brockville, Cornwall and other surrounding communities.



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



Haico's Hot Sauce
presents



Heating Up The Capital 2
2nd Annual Ottawa Hot Sauce Expo

Saturday
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SPONSORSHIP LEVELS & BENEFITS

	TITLE SPONSOR Sold	CAPITAL PUNISHMENT STAGE SPONSOR Sold	HOT SAUCE JUDGING AND AWARDS (4 SPOTS AVAILABLE)	IN-KIND SPONSORS	COMPETITION SPONSOR Sold	VIP SPONSOR (6 SPOTS AVAILABLE)
	\$3000	\$900	\$250	\$200+	\$350	\$100
Included in radio, TV & all online promotion						
Included in press release						
Opportunity to present a YOW! Hot Sauce Award with your name on it to one Award Winner **						
Present YOW Award to Overall Best Hot Sauce Winner **						
Opportunity to host one stage contest and present medal to winning contestant						
Opportunity to supply 150 VIP and volunteer lanyards						
Opportunity to add your company logo to the gift bags						
On-stage banners (provided by sponsor)						
Stage acknowledgements minimum of twice during the Expo						
Social media shout out on Facebook and Instagram						
Logo displayed on the HUTC website with link back to company website						
Logo displayed in HUTC show program						
Opportunity to add a promotional piece to the VIP gift bags						
Logo on category trophy and medals						
4 Passes to Heating up the Capital						

** Sponsors cannot partake in YOW Hot Sauce Awards Competition

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Haico's **Hot Sauce**
presents



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SPONSORSHIP AGREEMENT

Fill out the following details to confirm your sponsorship. Sponsorship type is confirmed upon approval from the organizers and receipt of full payment.

Contact Name (first & last) _____

Company Name _____

Mailing Address _____

Email _____

Phone Number _____

SOCIAL MEDIA

#HUTC2022

#HEATINGUPTHECAPITAL

Website _____

Facebook _____

Instagram _____

Twitter _____

LinkedIn _____

Other _____

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SPONSORSHIP AGREEMENT

TERMS OF PAYMENT

SPONSORSHIP TYPE

SPONSORSHIP DETAILS

SPONSORSHIP AMOUNT

Plus HST

TOTAL

■ **By e-transfer to:**

Please submit your payment along with a high res company logo to:

Haico@HeatinguptheCapital.com

■ **OR -- By cheque payable to:**

Heating up the Capital Inc., 23 Pepperrall Crescent, Ottawa, ON K2J 3W7

Printed Name

e-Signature

Date

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