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Saturday
September 16, 2023
10am to 6pm

SPONSOR INFORMATION PACKAGE 2023

Heating up the Capital • Ottawa Hot Sauce
Expo

Saturday, September 16, 2022 • 10am – 6pm

EY Centre
4899 Uplands Drive
Ottawa

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

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BECOME A SPONSOR

It's happening again!!!! The 3rd Annual Heating up the Capital, Ottawa's Premier Hot Sauce Expo will be taking place on September 16, 2023 at the EY Centre, 4899 Uplands Drive, Ottawa

We will have 35 hot sauce vendors, 4 food trucks, cash bar (including Jalapeno beer) and ice cream to cool the fire of all the samples.

The 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'. 2022 had a great turnout with 25 hot sauce makers and Jalapeno beer!

For 2023, we have booked a hall in the largest venue in Eastern Ontario. We anticipate this location will increase attendance and EY Centre will allow us to grow in the future.

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 2023 once again. 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

Info@HeatinguptheCapital.com

613.277.0852

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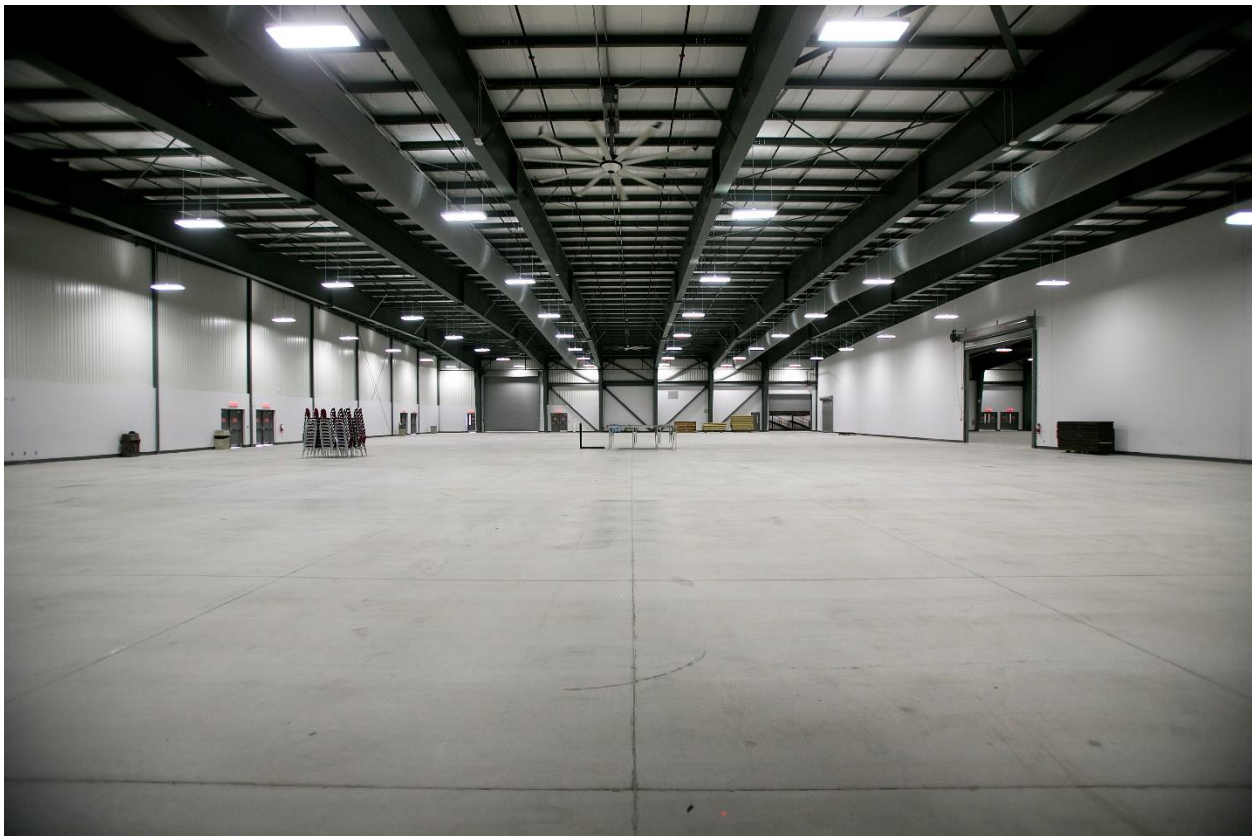
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ABOUT THE VENUE

EY Centre is the largest facility in Eastern Ontario with 220,000 square feet of space. We have booked Hall 4 (the smallest hall) which will allow us to grow in this location. The food trucks will be outside the huge back doors. We will be using about half of this space so the makers have been asked to bring their tents with fire-retardant canopies. This will define the space without the cost of pipe and drape at \$11 per linear foot.



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SPONSORSHIP LEVELS & BENEFITS

	TITLE SPONSOR	CAPITAL PUNISHMENT STAGE SPONSOR	KING OF SAUCE	HOT SAUCE JUDGING AND AWARDS (5 spots available)	IN-KIND SPONSORS	SPICY EATING CHALLENGES (3 spots available)	ECA BELT MATCH (SPICY PEPPER EATING (1 spot available)	VIP SPONSOR (6 spots available)
	\$3000	\$1000	\$300	\$300	\$200+	\$300	\$500	\$150
Included in radio, TV & all online promotion	✓	✓						
Included in press release	✓	✓						
Opportunity to present one category YOW! Award branded trophy **				✓				
Opportunity to present YOW! Award to 'King of Sauces' Best Hot Sauce Winner **			✓					
Opportunity to host one stage contest and present medal to winning contestant						✓	✓	
Your company logo on VIP bags	✓	✓						✓
On-stage banners (to be 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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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

#HUTC2023

#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:

info@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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