

**Canadian Barista Academy *presents*
Eastern Regional Barista
Championship**

2007 Sponsorships

The Canadian Barista and Coffee Academy will host workshops throughout the year including Regional Barista Competitions. These competitions have created great excitement in over 30 countries around the world, highlighting the talents and skills of the barista, the consummate artist of the espresso machine.

The 2007 Eastern Regional Barista Competition will take place on Saturday, April 14, 2007 in Toronto. The competition is open to both novices and seasoned operators alike, and some fabulous prizes are available to be won. The competition is open to the public and will run from 1 p.m. – 6 p.m. at Steam Whistle Brewing located next to the Sky Dome/Rogers Centre. The event will feature table top displays where visitors can see and sample new products from the event's sponsors. Doors open at noon.

Join us at the important event and put your products in the spotlight for thousands of buyers to see. You will be promoting coffee excellence to the trade and public. Take advantage of official sponsorship status in your own marketing and promotions. **Sign up early to take full advantage of publicising your company name in our advertising campaigns throughout the year.**

Check box to indicate sponsorship level and category. In addition, please indicate if you will display products and literature in conjunction with your event sponsorship. Combination sponsorships can be worked out. Call us today at (416) 784-5210 or email: coffeeandbeverage@primus.ca
Website: www.candianbaristaacademy.com

\$2,000 Gold: Site or Product Sponsor

Sponsorship includes:

- Logo recognition in promotional brochure and and official promotional materials
- Year-round recognition on official website: canadianbaristaacademy.com
- Stage signage at event
- Table top display of products at event
- Availability of product for use by participants.
- Sponsor may donate prize for contestants and include samples and literature.
- Company name will be included on all official press releases.

\$500 Product/Prize Sponsor

- Table Top display of product at event.

- Company name and link will be included on official website
www.canadianbaristaacademy.com.
- Literature or products included in gift bags to participants and judges.

All events are open to the general public.

**Eastern Regional Barista Competition
Saturday, April 14, 2005
11:00 a.m. – 6 p.m.
Steam Whistle Brewery
255 Bremner Blvd.
(just south of the SkyDome)
Toronto, ON**

Check your product category from list below:

- Site Sponsor
- Coffee
- Espresso Machines
- Grinders
- Syrups
- Blender Equipment/Products
- Espresso Carts
- Dairy
- Baked Items
- Cups
- Sweeteners
- Cocoa/Chocolate
- Water
- Other
- (specify): _____

Specify if you will be providing:
 product literature

Please let us know if you need:

- Basic 110 outlet included in sponsorship**
- 8 ft wide table included in sponsorship**
- Ice. Costs: \$7 per 20 lb bag: ____ bags**

Please note that sponsors will have to cover costs associated with set-up of any equipment or product displays and shipping. Materials cannot arrive prior to the day of the event. .Basic Electrical but is limited. Please check with organizers if you require any electrical outlets or any special power draws which may require an extra cost. Table cloths are not included.

Site and Official Product Sponsors will have exclusivity in their product category at the particular event they have signed up for. Please note that while the sponsor's product will be made available to the contestants prior and during the event, it is not mandatory for the contestants to use the coffee or other items supplied by the sponsors for the contest.

Canadian Eastern Regional Barista Championship Sponsorship

Please fill out the attached contribution form and return a copy with your payment.

Company Name: _____ Contact: _____

Address: _____ City: _____

Province/State: _____ Postal/Zip: _____

Phone: _____ Fax: _____ Email: _____

Credit Card Number:
(VISA/Mastercard./AMEX): _____

Expiry: _____ Name on Card:

Signature: _____ (

Fax: 416 784-5243. Return this form with a cheque payable to 1557986 Ontario Inc. Mail to: Canadian Barista Academy, P.O. Box 54535, 1771 Avenue Road, Toronto, ON M5M 4N5. Phone: 416-784-5210 Fax: 416-784-5243. Email: coffeeandbeverage@primus.ca (GST is not applicable on sponsorships).