



WHO WILL BECOME  
**GRILL**  
**ALL-STARS?**

• SEPTEMBER 20 & 21, 2019 •

[www.prostatecancer.ca/bbq](http://www.prostatecancer.ca/bbq)

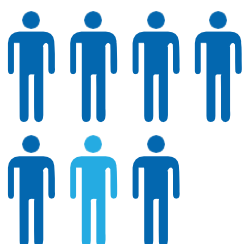


Prostate Cancer  
Canada

# WHY

## PROSTATE CANCER

• 2017 STATS •



**1 in 7**

Canadian men will be diagnosed with prostate cancer in their lifetime.

AN ESTIMATED

**21,300**

Canadian men will be diagnosed with prostate cancer.

AND

**4,100**

will die from the disease.

The death rate has been declining significantly by an average of

**3.3%**  
**PER YEAR SINCE**  
**2001**

from improved testing for prostate cancer and better treatment options.

**PROSTATE CANCER IS THE MOST COMMONLY DIAGNOSED CANCER AMONG CANADIAN MEN.**

An estimated

**21%**

of all new male cases.



Prostate Cancer  
Canada

# DID YOU KNOW?

Prostate cancer is the **most commonly**  
diagnosed cancer in **Canadian men**

.....

**1 in 7** men will be diagnosed with  
prostate cancer in his lifetime

.....

**4,100** men die every year  
because of this disease

.....

An estimated **21,300** Canadian men will be  
diagnosed with prostate cancer this year

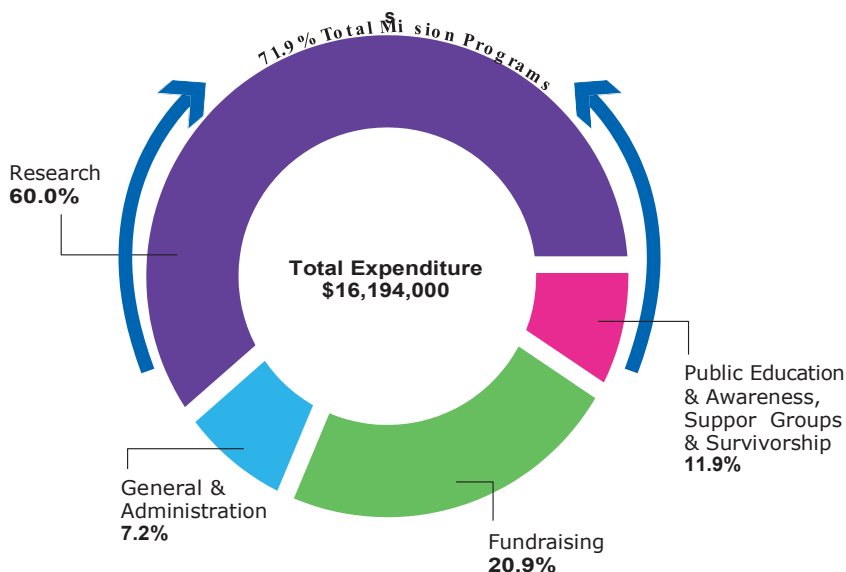
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**Early detection saves lives.**

When detected early, the survival rate for  
prostate cancer is close to 100%

# WHERE YOUR DONATION GOES

\*2016-2017 financials



**Prostate Cancer Canada was named one of the top 3 health charities for efficiency and financial transparency in *The Financial Post's* 2017 list of top charities in Canada.**



**Charities of the year: Our annual picks of Canada's most efficient and accountable charities**

*Our annual picks of the most accountable, transparent charities in the country — plus some that could use improvement.*





# EVENT

• INFORMATION •



Prostate Cancer  
Canada

# EVENT DETAILS

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## **Celebrity Draft Party**

Friday

7pm – 11pm



## **Grill School**

Saturday

11:30am - 3pm



## **BBQ Battle**

Saturday

6pm - 10pm





# CONCEPT

- Prostate Cancer Canada will execute the largest, most exciting team challenge grilling event in Canada.
- Top Fundraisers will have the opportunity to attend a private, VIP draft party to select their favorite celebrity to help coach or cook during the evening battle.
- This will be the ultimate BBQ competition where all fundraisers earn the right to compete on a team and battle it out on the BBQ for a chance to become Grill All-Stars!
- Fundraisers depending on level of fundraising, will earn the opportunity to attend "Grill School" where celebrity chefs will demonstrate grilling techniques and tricks on the BBQ to prepare the teams for the ultimate grilling battle in the evening.
- Celebrity draft choice and strategize on who will be grilling what in the battle.
- The celebrity Battle of the BBQ will take place in the evening on an amazing outdoor facility
- All teams and guests join for a mix & mingle prior to the event followed by a competitive, exhilarating evening of BBQ battling.
- Let the show begin! Audience members enjoy the BBQ Battle, delicious food to be served from a variety of sponsored food vendors and possibly food trucks, VIP beer tents and wine tasting while all teams compete under the spotlight to create three unique plates and applying the skills mastered during Grill School.
- The evening also includes a one-of-a-kind silent and live auction experiences from the participating celebrities.

# AN EXCLUSIVE OPPORTUNITY



This extraordinary BBQ Battle gives culinary enthusiasts the opportunity to fundraise for a chance to learn from Celebrities and Chefs and cook alongside an incredible cast of celebrity guests from sports and entertainment in the type of team cooking challenge normally reserved for TV.

By sponsoring/partnering with the BBQ Battle, you will have the ability to reach an engaged 35+ audience from all walks of life, who all have one thing in common – a strong passion for food, sports, entertainment, and the cause!

You will also be supporting and promoting prostate cancer awareness, and helping raise funds to support the 1 in 7 men and families affected by the disease across Canada.



# DRAFT PARTY!



Grill teams that raise \$15,000 or more will have the opportunity to draft a Celebrity or Chef to join their team for the BBQ Battle. The highest fundraising team will have first choice at the Draft. The remaining teams will draft in order of funds raised.

The Celebrity or Chef hang out with their Grill teams in the team's VIP booth and celebrate the night away – DJ and VIP bottle service round out the evening set in a cool and casual vibe!

This event will take place in an amazing entertainment facility.



# GRILL

SCHOOL

**11:30am**

Lunch

**12:30pm**

Introductions, Demo

**2:30pm**

Teams check out  
Battle stations

**3:00pm**

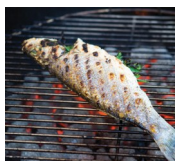
Grill School Ends

- Teams that fundraise \$7,000 or more are invited to Grill School to learn tips and tricks from celebrity Chefs. They learn trade secrets on BBQ prep, knife skills, seasoning rubs, cooking methods and more.
- Lunch will be provided and sponsored to begin the Grill School portion of the event

# SCHOOLS' NIS,TOOHS



Demos will be a half an hour in length there will be 3 Demos to mimic the evening BBQ Battle.



**Fish**



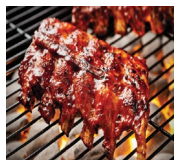
**Steak**



**Burgers**



**Chicken**



**Ribs**



**Hot Dogs**



# BATTLE

• OF THE BBQ •

**6:00pm**

Mix & Mingle

**7:00pm**

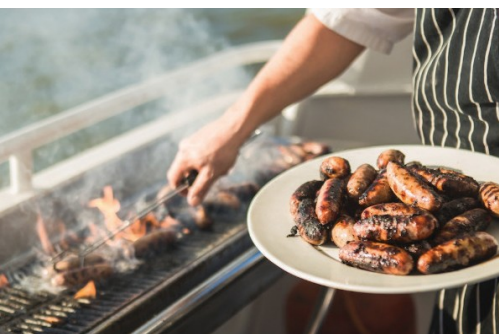
Battle begins

- Guest, sponsors and teams arrive at 6:00pm to enjoy beer & wine, activations, food trucks and live entertainment/DJ
- Let the show begin! The audience can watch the Battle as they walk around mingle, taste food and engage in different activations throughout. All teams competing in the Battle start with 1 of 3 course (Fish/Chicken – Ribs/Steak – Burgers/Hot Dogs)
- The battle -is a representation of teamwork delivered through the interaction between all participants, celebs and chefs. It's a creative way to engage the audience, while supporting a great cause. In using the celebs, we are enticing the community to become involved by promising them a one of a kind, premium experience.
- The battle will consist of 3 challenges/3 courses – for each course there will be mystery ingredients that the teams must use in order to qualify to win their course.
- The evening also includes a DJ/Live entertainment, one-of-a-kind silent and live auction including culinary experiences from the participating chefs/celebs. Guests will be able to see the live cooking via jumbo screens in the stadium making this event very interactive and engaging for all in attendance.



# TICKETS

- Audience will consist of tickets purchasers (VIP & Standard), sponsors and team guests
- VIP Tickets at \$150: access to the BBQ Battle. Check out the teams and celebs as they battle
- Access to the VIP tasting lounges with premium beverage stations, 2 drink tickets, 2 food tickets, and a gift bag
- Standard Tickets at \$50: access to the watch the event from the sidelines, 2 beer tickets and a gift bag



# TEAMS

- Raise \$2,500 get a team up to 2 entered into the battle (teams of 2 will be paired together to form a group of no more than 6)
- Raise \$7,000 get a team up to 4 entered into Grill School & the BBQ Battle, receive a BBQ set and an apron for each teammate
- Raise \$15,000 get a team up to 5 entered into Grill School & the BBQ Battle, receive a BBQ set and an apron for each teammate, qualifies your team to attend the Draft party the night before the battle where you will draft according to fundraising a celebrity or chef to join your team. At this level you are entitled to 5 VIP guest passes to attend the events (Draft & BBQ Battle).
- Raise \$25,000 get a team up to 6 entered into Grill School & the BBQ Battle, receive a BBQ set and an apron for each teammate, qualifies you to attend the Draft party the night before the battle where you will be eligible to draft a celebrity or chef of your choice. At this level you are entitled to 12 VIP guest passes to attend the both events (Draft & BBQ Battle).



# JUDGING

**Judges will be selected by Prostate Cancer Canada and will consist of:**

- Foodie Experts
- Sponsors
- Prostate Cancer Survivors

**Judges will score based on criteria including:**

- Taste
- Presentation
- Use of mystery ingredient(s)
- Creativity





# BECOME A SPONSOR

**Sponsor Highlights include:**

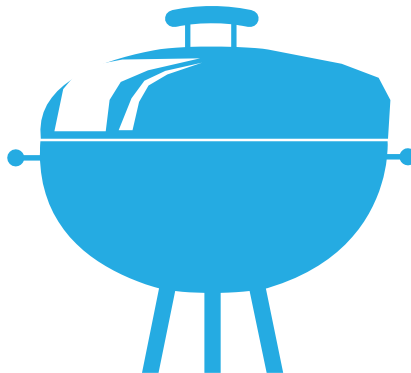
- An expected crowd of 1,000+
- Your fill of BBQ from 50+ cook teams & local craft beer/spirits
- B2B (Business to Business) and B2C (Business to Consumer) marketing
- Live music and festival atmosphere
- Celebrities in attendance / company brand awareness through celebrity network
- Media exposure / red carpet interviews
- In addition to being profiled in comprehensive added-value campaigns, participating sponsors will make a positive impact on the success of this event



# MEDIA

## PAST MEDIA EXPOSURE OF LIKE EVENTS:

- Overall media exposure TV, Print, Radio and Web – 41,308,468
- Approximate value TV, Print and Radio - \$1,761,805
- 1 Million dollars of Media exposure & priceless celebrity Social Media tweets/posts that can be tailored to your brand - TV, Print, Radio, Web & Social Media





# AUCTION PARTNER

• In-Kind \$100 or + •

## **Exposure Pre-Event:**

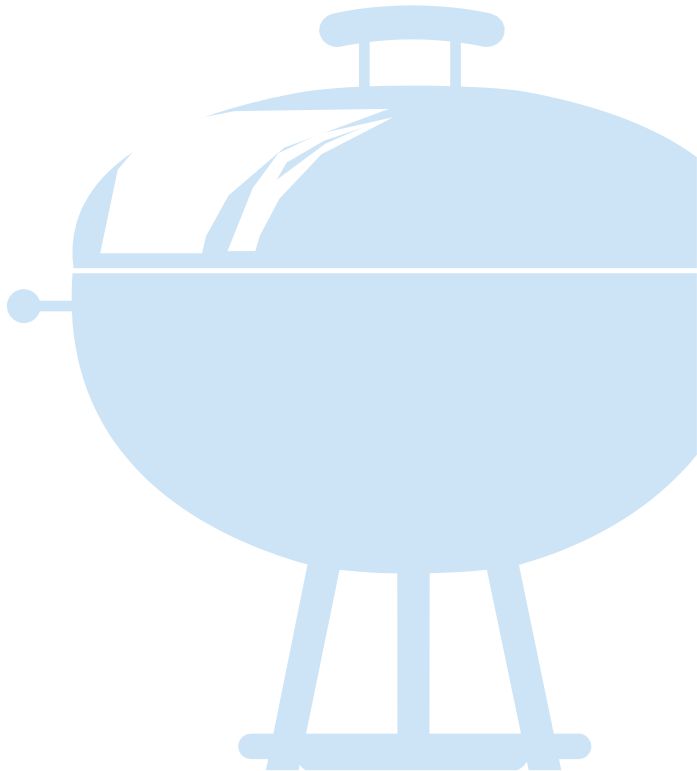
- Logo on event website (on event auction tab)

## **Exposure During Event Day:**

- Auction-related event signage
- Company name listing in event program
- Samples or product in the gift bags for the guests, chefs and participants in the VIP Lounge area
- Company name listed in multi-media presentation
- Discounted ticket offer (50% off) to the Battle of the BBQ and Draft Night
- Opportunity for staff to volunteer at Draft Night, and BBQ Battle

## **Exposure Post-Event:**

- Opportunity to use event photos and videos
- Auction to be featured in post event video





**THANK YOU  
FOR MORE INFORMATION:**

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**Prostate Cancer  
Canada**