

2025



Sponsorship Package - 2025

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BRITISH COLUMBIA'S
SECOND ANNUAL
BUTCHERY COMPETITION

Brought to you by:



BCMEATS
for **BCFAMILIES**
PROMOTE. EDUCATE. GROW.

Title Sponsor:



**THOMPSON
RIVERS
UNIVERSITY**

Retail Meat
Processing



Introduction

Why British Columbia needs a butchery competition...

Hosting a competition for butchers is crucial in promoting the industry as it creates a platform for showcasing the skills and expertise of BC butchers. This competition will foster an environment where butchers strive to exceed current industry standards in the areas of general workmanship, meat cutting, displaying and creativity.

By highlighting the artistry and craftsmanship involved in producing high-quality meat products, such competitions can help to change the public perception of the butcher profession and encourage more people to consider it as a viable career option.

Additionally, the competition will foster a sense of community among butchers and encourage knowledge sharing, which will ultimately lead to the improvement and innovation of the industry as a whole!



Why Sponsor The Event?

Sponsoring a butchery industry event provides an excellent opportunity to connect with a targeted audience of industry professionals, including butchers, suppliers and decision-makers.

Up to 18 brave butchers from across BC will compete over 3 rounds, with the three highest scoring butchers advancing to the final Black Box round!

Butchers will have 45 minutes in the preliminary round to breakdown and display without garnish:

- 1 Whole Chicken
- 1 Boneless Chuck Eye Roll
- 1 Whole Pork Leg – Rind on/ Trotter on

The three finalists will have 30 minutes for the final Black Box challenge.

By supporting such an event, sponsors can showcase their products or services, build brand loyalty, and position themselves as key players in the meat industry.

Event Highlights



Showcase your brand!!!

We invite you to watch and experience the excitement and professionalism of butchery.

Networking Opportunity:

Create new relationships and sales contacts.

Media Exposure: Inclusion in social media campaigns, event material and event coverage.

Product Showcasing: A platform to exhibit products or services to a targeted and engaged audience.

Industry Recognition: Alignment with a reputable event reinforces your leadership in the butchery industry.

This will be an epic battle of the butcher! You don't want to miss the second annual BC's Best Butcher Competition!



Event Schedule

Saturday May 3rd

Address: Thompson Rivers University, 805 TRU Way, Culinary Arts Training Centre, Kamloops, BC,

(Event schedule subject to changes up to two weeks before event)



Opening Remarks and Announcements

9:45am - 10:00am

Bonnie Windsor and team to welcome and thank competitors, patrons and sponsors. First round of competitors to set up tables.



Preliminary Rounds 1 - 3 and Judging

10:00am - 2:30pm

18 competitors will compete in three 45 minute rounds. There will be 45 minutes between each round for judging, clean up and set up for next group.



Top 3 Finalists and Announcements

2:30pm - 3:00pm

Matt Bruinink sponsorship acknowledgments, speeches and thank you. The top three butchers with the highest total points will be announced.



Break

3:00pm - 4:00pm

There will be a one hour break for the three finalists to prepare themselves, their tables and for the judges to prepare for the final round. Food truck on site and cash bar open to all. Don't forget to check out the silent auction table!



Top 3 Final Round and Judging

4:00pm - 5:00pm

The three finalists will compete in a 30 minute Black Box challenge. There will be 30 minutes for judging and clean up.



Winner, Announcements and Apres Networking

5:30pm - 8:00pm

BC's Best Butcher 2025 will be announced! The venue will be open for three hours after the announcements for networking. Food truck will be on site and a cash bar will be open.



Sponsorship Packages



Title Package

Your company will be mentioned on all social media platforms min 3 times and tagged on ALL posts.

Your logo will be placed on BCMeats webpage under BC's Best Butcher Tab until December 2025.

Logo on all promotional material leading up to the event.

Logo on event sponsor poster.

Logo on competitors T-shirt.

Space at event to display promo materials.

Opportunity to address the crowd during the competition

\$7,000



Gold Package

Your company will be mentioned on all social media platforms min 3 times.

Your logo will be placed on BCMeats webpage under BC's Best Butcher Tab until December 2025.

Logo on all promotional material leading up to the event.

Logo on event sponsor poster.

Space at event to display promo materials.

\$5,000



Silver Package

Your company will be mentioned on all social media platforms min 2 times.

Your logo will be placed on BCMeats webpage under BC's Best Butcher Tab until December 2025.

Logo on some promotional material leading up to the event.

Logo on event sponsor poster.

\$3,000



Bronze Package

Your company will be mentioned on all social media platforms min 1 time.

Your logo will be placed on BCMeats webpage under BC's Best Butcher Tab until December 2025.

Logo on event sponsor poster.

\$1,000

Protein Sponsor

- This is an opportunity for sponsors to showcase and provide 18 competitors in the preliminary round and 3 competitors in the final round with their competition protein.

-Logo on meat pack raffle tickets and promotional poster.

-Logo on event sponsor poster.

-Sponsor to provide gifts equal to \$1000 or a cash prize of \$1000

-Your company will be mentioned on all social media platforms min 1 time and placed on BCMeats webpage under BC's Best Butcher Tab until December 2025.

-Logo on event sponsor poster.

Grand Prize Sponsor \$1000 (only 1 available)

Competitor Gift Bags

- This is an opportunity for sponsors to provide 18 items in kind to gift to each competitor. This is a great way to get your products in front of the butchers!

-Logo on event sponsor poster.

Thank you!

We hope you are as excited as we are about participating in the second annual BC's Best Butcher Competition!

Contact

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