



One great event.  
Six fantastic locations!

## SPONSORSHIP OPPORTUNITIES



### SPRING

DETROIT  
Saint Andrew's Hall  
APRIL 21, 2023

GRAND RAPIDS  
GLC Live at 20 Monroe  
MAY 6, 2023

CADILLAC  
The Wex  
MAY 19, 2023

### FALL

ANN ARBOR  
The Valley  
SEPTEMBER 21, 2023

TRAVERSE CITY  
Cathedral Barn  
OCTOBER 20, 2023

ALPENA  
The Depot  
NOVEMBER 3, 2023





## The Momentum Continues!

Since 2016

Attended by more than

**7,500**  
guests

.....

Raised more than

**\$690,000**

funding

**4,500+**  
days of hospice care

## EXTENSIVE MEDIA COVERAGE!



The Detroit News

Detroit Free Press



## SPONSORSHIP PACKAGES



### ON THE ROCKS SPONSOR \$15,000

A gift at this level can provide two months of music therapy for patients through the Lillian E. Delmar Music Program. Music is shown to help bring physical, spiritual, and emotional comfort to patients at the end of life.



### BARBECUE SPONSOR \$10,000

A gift at this level can provide 40 *We Honor Veterans* pinning ceremonies to recognize patients who served in the armed forces. As a Level IV partner in the *We Honor Veterans* program, our clinicians are trained to recognize and properly honor the needs of our nation's veterans.



### BARLEY SPONSOR \$5,000

A gift at this level can provide grief support services to about 25 individuals for a year—this includes mailings, phone calls, and supportive programming. Our highly skilled grief counselors work closely with families to offer our services wherever they can bring the most healing.



### BEATS SPONSOR \$2,500

A gift at this level can provide one week of continuous care for a pediatric hospice patient and their family. Pediatric hospice is a rare specialty, and Jo Elyn Nyman Anchors Programs for Children at Hospice of Michigan and Arbor Hospice is one of only a few providers to offer it.



### SMOKEHOUSE SPONSOR \$1,000

A gift at this level can provide Camp Good Grief bereavement day camp for 10 children grieving the loss of a loved one.

## GRAND RAPIDS ONLY!






Special appearance by two-time GRAMMY® Award nominated, multiple ACM and CMA Award winning multiplatinum vocalist, **Kelsea Ballerini**

A sponsorship commitment by March 10, 2023 unlocks access to tickets to the May 6, 2023 "I Go Back Tour" - lineup includes Kenny Chesney and Kelsea Ballerini - at Van Andel Arena. Concert begins at 7:30pm (following Barley BBQ & Beats).

Ticket prices start at \$100.

*While supplies last. All tickets will be paper.*



					
	<b>ON THE ROCKS</b>	<b>BARBECUE</b>	<b>BARLEY</b>	<b>BEATS</b>	<b>SMOKEHOUSE</b>
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
⌘ Event tickets	24	20	18	12	8
Big screen brand recognition ( <i>logo</i> )	✓	✓	✓	✓	Name only
Logo and link to your site on event webpage	✓	✓	✓	✓	✓
* Recognition in newsletters	✓	✓	✓	✓	✓
† <sup>a</sup> Inclusion in media outreach	✓	✓	Social media only		
Emcee recognition from stage	✓	✓			
<sup>a</sup> Logo on invitation	✓				

⌘ We will deliver to the best of our ability dependent on local gathering restrictions

\* Newsletters include e-Newsletter, Connections Donor Newsletter and Caring Circle Member Newsletter

† Robust public relations effort, including press releases to print and broadcast media; Extensive social media campaign

<sup>a</sup> Pending commitment made prior to printing

Harnessing the power of social media to build awareness, excitement and ticket sales!

#### 2019 SOCIAL MEDIA IMPACT

*Due to COVID-19, numbers are from 2019*



**614,000+**  
impressions,  
reaching  
**250,000+**  
users  
with  
**15,000+**  
active engagements



**354,580**  
impressions  
&  
**379**  
engagements



**7,500+**  
story & post impressions  
reaching  
**5,700+**  
users  
with nearly  
**1,600**  
active engagements



Event day activity  
yielded more than  
**5,000**  
views  
of the unique  
event filter

# INCREASE YOUR BRAND PRESENCE WITH EXCITING, HIGH EXPOSURE NAMING OPPORTUNITIES!

Available opportunities to integrate your brand at important points throughout all six Barley, BBQ & Beats venues.

	EVENT TICKETS <sup>Φ</sup>	LOGO PROMINENTLY DISPLAYED	EMCEE RECOGNITION FROM STAGE & BIG SCREEN RECOGNITION	LOGO AND LINK TO YOUR SITE ON EVENT WEBPAGE	RECOGNITION IN NEWSLETTERS *	INCLUSION IN MEDIA OUTREACH ‡ <sup>‡</sup>	LOGO ON INVITATION <sup>‡</sup>	RECOGNITION ON DEDICATED EVENT APP
<b>PRESENTING SPONSOR \$100,000</b> As the exclusive statewide presenting sponsor, a gift at this level allows us to continue to fund our Open Access program, which provides services that are not reimbursed or under reimbursed. Each year we fundraise approximately \$1 million to ensure that we can deliver this care.	80	On all materials as the host of Barley, BBQ & Beats 2023	✓	✓	✓	✓	✓	✓
<b>MUSIC STAGE AND ENTERTAINMENT SPONSOR \$60,000</b> Naming and signage rights for all six Barley, BBQ & Beats music stages!	66	On all music stages	✓	✓	✓	✓	✓	✓
<b>DEDICATED EVENT APP SPONSOR \$50,000</b> Your brand will be prominently featured on the dedicated event app - the hub for all on-site donations and event details, schedules, etc.	56	On ALL-NEW event mobile app	✓	✓	✓	✓	✓	✓
<b>MISSION MOMENT SPONSOR \$50,000</b> Be a key part of delivering our message so future patients and families know who to turn to when hospice is needed.	56	On mission moment video	✓	✓	✓	✓	✓	✓
<b>GAME AREA PARTY SPONSOR \$40,000</b> No barbecue would be complete without lawn games! Guests will be able to challenge their friends to a game of Corn Hole, giant versions of Jenga and Tic Tac Toe.	46	Within the game area	✓	✓	✓	✓	✓	✓
<b>PIT MASTER SPONSOR \$30,000</b> Help bring smoky, tasty treats to the bellies of hungry guests.	40	On BBQ vendor signage	✓	✓	✓	✓	✓	✓
<b>TOP SHELF SPONSOR \$30,000</b> Help ensure that no glass goes empty.	40	On beverage vendor signage	✓	✓	✓	✓	✓	✓
<b>RELAX &amp; RECHARGE SPONSOR \$25,000</b> Host the Relax & Recharge Lounge where guests can take a step away from the action to recharge their devices...and themselves.	36	At the NEW Relax & Recharge lounges	✓	✓	✓	✓	✓	✓

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