



# SPONSORING-CHANCE: BBQ MASTERS BERLIN- BRANDENBURG 2025

Be part of Germany's biggest BBQ event –  
where brands and grill masters meet!

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- EVENT-DATE: 5.–7. SEPTEMBER 2025
  - PLACE: FILMPARK BABELSBERG, BERLIN
  - TARGET GROUP: 15,000+ BBQ FANS, FOOD LOVERS & PROFESSIONALS
  - ONLINE & MEDIA REACH: 500,000+ IMPRESSIONS ACROSS DIGITAL & SOCIAL MEDIA
  - OFFICIALLY SUPPORTED BY THE GERMAN BARBECUE ASSOCIATION (GBA) ([WWW.GBAEV.DE](http://WWW.GBAEV.DE))

[WWW.BBQ-MASTERS.DE](http://WWW.BBQ-MASTERS.DE)



# ABOUT THE BBQ MASTERS BERLIN



For the first time, BBQ Masters Berlin brings together the best grill talents, top brands and passionate BBQ fans.

- OFFICIAL GBA GRILL CHAMPIONSHIP – Supported by the German Barbecue Association (GBA) and featuring a certified jury, this competition offers the chance to qualify for the German Barbecue Championship – and even international BBQ competitions!
- Live cooking shows & masterclasses – top chefs & grill influencers provide exclusive insights.
- Interactive BBQ challenges & public tastings – visitors experience the best grilling techniques up close.
- Entertainment, music & beer garden – festival atmosphere with live music, street food & BBQ highlights.
- Meet the BBQ champions – exclusive insights into the world of professional grillers.
- BBQ & Lifestyle Fair – The perfect stage for brands to present their grills, tools, ingredients & outdoor products.
- B2B Networking & Industry Lounge – business contacts & cooperation for manufacturers, retailers & brands.



# WHY BE A SPONSOR?



As the first event of its kind in Germany, BBQ Masters Berlin combines top-class competition, festival atmosphere and business networking.

Your benefits as a sponsor:

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## MAXIMUM BRAND PRESENCE

15,000+ visitors & 500,000+ digital reach

## DIRECT CUSTOMER CONTACT

Product placements, tastings & live demos.

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## STRONG SOCIAL MEDIA & PR PRESENCE

Placement in press, influencer campaigns & paid advertising.

## LONG-TERM BENEFITS

Be a founding sponsor of a growing event series.



# SPONSORSHIP PACKAGES & VISIBILITY

## • MAIN SPONSOR – “POWERED BY [YOUR BRAND]”

- Exclusive – only 1 sponsor possible

- Your brand name in the event title (e.g. BBQ Masters Berlin 2025 – Powered by [Your Brand]).
- Premium logo placement on all event materials (stage banners, ads, website, social media, tickets, press releases).
- Exclusive press features & interviews with your brand.
- Premium stand & branded experience area.
- Mention on stage during competitions & masterclasses.
- Full integration into the Smart Ads campaign (Meta, TikTok, Google Ads).
- VIP access to the networking lounge.

**INVESTMENT: €25,000**



## • GOLD SPONSOR

- (Limited to 3 sponsors)
- High-quality logo placement on the main stage, website & social media.
- Sponsored Masterclass – Your product will be presented in a live demo.
- Social media promotion (own post, story integration, mention in smart ads).
- Product sampling & promotional area.
- Exclusive access to the VIP Lounge & Networking Area.

**INVESTMENT: €15,000**



## SILVER SPONSOR

(Limited to 5 sponsors)

- Logo presence on event banners, website & digital materials.
- Integration in BBQ-Challenges & Public Tastings.
- Product placement in the sponsorship area.
- Stage mentions & media features.

**INVESTMENT: €7,500**



## PARTNER PACKAGES

- Exhibition stand (3x6m): €3,500 including stage mentions and social media
- “Tasting Partner” Sponsorship: €3,000 (Exclusive tastings & brand activations)
- B2B Networking Sponsor: €5,000 (branding of the networking lounge & exclusive industry contacts)

None of these packages are exactly what you're looking for? No problem! We know every business has unique goals.

Let's work together to create a tailor-made sponsorship package that perfectly matches your needs and your brand. Just contact us – we look forward to hearing from you!



# DIGITAL & MEDIA REACH

We ensure maximum visibility for our sponsors with a strategic digital marketing campaign:



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## SOCIAL MEDIA & INFLUENCER COLLABORATIONS

500,000+ impressions on Instagram, TikTok & Facebook.

## LIVESTREAM & VIDEO-CONTENT

Presentation of sponsors on YouTube, TikTok Live & Facebook Live

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## E-MAIL-MARKETING

20,000+ subscribers receive sponsored content & highlights

## PR & MEDIA COVERAGE

Your brand will be featured in BBQ, lifestyle & food media.

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Paid advertising (Meta, TikTok, Google Ads) Sponsors are integrated into targeted advertising campaigns.




# CONTACT US!

**BE PART OF BBQ HISTORY – BECOME A SPONSOR NOW!**

As a founding sponsor, you position your brand at the forefront of the BBQ industry and secure exclusive benefits for future events.

Let's create your perfect sponsorship package together!

Contact us now!

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