



BBQ[®]
WEEK
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FIRE&FOOD

**THE international
BBQ WEEK 2025 in Cologne**
Sponsoring folder



From September 5 - 7, 2025
at Motorworld Köln-Rheinland
www.bbq-week.de



THE international BBQ WEEK 2025 at Motorworld in Cologne: become a SPONSOR and stand out!

From September 5 to 7, 2025, "Grill on" will take place for the first time on the Motorworld site in Cologne. The extraordinary location offers guests and exhibitors a unique ambience, in keeping with the themes of outdoor living and outdoor cooking. It will be a feast for all the senses, with a blazing fire, beguiling barbecue aromas and an exuberant atmosphere - pure BBQ lifestyle. Visitors will also be able to find out about the latest barbecue trends. FIRE&FOOD presents red-hot news and trends relating to grilling, barbecuing and outdoor cooking.

FIRE&FOOD - Europe's grill & barbecue magazine N° 1 is looking forward to shaping BBQ Week together with you. On Friday, September 5, the BBQ WEEK is only open to trade visitors. On Saturday and Sunday, the trade fair and all event areas are open to the public!

On over 10,000 square meters of indoor and outdoor space, visitors will find everything an enthusiastic barbecue heart desires: from small camping barbecues to planchas and smokers to fully equipped outdoor kitchens, from charcoal to gas and pellets. Here you can take a close look at the latest develop-

ments and innovations in barbecue equipment. Workshops, demonstrations and shows will open up new culinary barbecue worlds to trade fair visitors. Here you can taste, marvel and even ask the makers for more details. In direct interaction with all the important brands and newcomers, visitors will gain in-depth insights into new developments and exhibitors will also have the chance to inspire the public with their barbecue innovations.

Showcase your company at BBQ WEEK, benefit from the high level of attention at this experience trade fair and become a sponsor.

The following sponsorship packages are available:

- **Program sponsor**
- **Premium sponsor (max. 3 sponsors)**
- **Main sponsor (exklusiv)**

Would you like to become a BBQ WEEK sponsor? Then send an e-mail to ef@fire-food.com.



PROGRAM SPONSOR

1. Sponsoring Masterclass (barbecue courses)

For barbecue equipment, barbecue accessories, food/meat, drinks

The master classes, which take place several times a day, are 2-hour “pleasure barbecue courses” run by changing barbecue masters. (Sponsoring must be agreed with the grill masters). In the case of barbecue equipment sponsoring, barbecues are cooked on the sponsor’s barbecue equipment, accessories and barbecue food can be presented integrated in the course, as well as display stands and posters.

1. Sponsoring grills per masterclass

2. Sponsoring barbecue equipment, food/meat, drinks per masterclass

Prices on request from Elmar Fetscher ef@fire-food.com



PROGRAM SPONSOR

2. Sponsoring SCA competition (steak competition)

The popular international SCA competition series enjoys great popularity. Around 25-30 international participants battle it out to be the best steak maker. The competition is divided into 2 categories. 1. triple steak and 2. ancillary double. The competition has a very high digital visibility.

1. A main sponsorship of the SCA competition includes:

Logo on all media of the competition such as sponsor wall, banners, certificates, social media, participation in award ceremony.

2. Sponsoring barbecue equipment and accessories:

Logo on all media of the competition such as sponsor wall, banners, certificates, social media.

Prices on request from Elmar Fetscher ef@fire-food.com



PROGRAM SPONSOR

3. Sponsoring BBQ Night

1. Food and beverage sponsors:

Provision of free goods (value of goods at least 500 Euro)incl. advertising flat rate

2. For exhibitors who also exhibit at the trade fair:

Presentation area 3x3 m incl. electricity, 2 tickets for BBQ Night, incl. advertising flat rate

3. Presentation only at the BBQ Night:

Presentation area 3x3 m incl. electricity, 2 tickets for BBQ Night, incl. advertising fee

4. name giver for the BBQ Night - sponsor name BBQ Night:

Concise brand presentation in the hall, 10 VIP tickets to the BBQ Night, incl. advertising (naming only) on the FIRE&FOOD communication channels

Prices on request from Elmar Fetscher ef@fire-food.com



PREMIUM SPONSOR

(max. 3 sponsors)

Included in the package:

- 1x advertisement 1 page in the program booklet (U2)
- Poster(s) large area (logo image)
- Poster(s) small area (logo image)
- Daily newspaper (logo image for collective advertisement)
- Trade magazine (logo image in the trade advertisement)
- Logo presence on advertising banner in the trade fair entrance area
- Logo presence on advertising pylon on the exhibition grounds
- Logo presence on stage 2 (grandstand + presentation stage)
- Free exhibition stand space: 20 sqm
- 10 free BBQ Night tickets
- Inclusion as premium sponsor (logo linked) on BBQ WEEK website
- Posts with logo on BBQ WEEK social media (2x Facebook + 2x Instagram)
- Logo insertion in teaser trailer (social media)

Prices on request from Elmar Fetscher ef@fire-food.com



MAIN SPONSOR

**Maximum of 3 brands (exclusivity for the industry)
Not possible for barbecue brands!**

Included in the package:

- 1x advertisement 1/1 page in the program booklet (U4)
- Logo image on advertising materials (flyer)
- Poster(s) large format (logo image)
- Poster(s) small format (logo image)
- Daily newspaper (logo image for collective advertisement)
- Trade journal (logo image in the trade advertisement)
- Image pylon main sponsor; Large space in the trade fair entrance area
- Main sponsor presence on advertising pylon on the exhibition grounds
- Logo presence (+ product presence if possible) on stage 1 (barbecue stage)
- Free stand space: 30 sqm- 20 free BBQ Night tickets
- Inclusion as main sponsor (logo linked) on BBQ WEEK website
- 1 own news article on BBQ WEEK website
- Posts with logo on BBQ WEEK social media (2x Facebook + 2x Instagram)
- 1 online advertising slider on BBQ WEEK homepage
- Logo insertion in teaser trailer (social media)

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