



ABOUT SACRAMENTO COCKTAIL WEEK- SEPTEMBER 10-17, 2018

Sacramento is proud to present the 11th annual Sacramento Cocktail Week, a celebration uniting local bartenders, industry leaders, fine spirits, fresh products and artisan cocktails. Founded in 2008 by cocktail enthusiasts Erick Castro and Joe Anthony Savala, Sacramento Cocktail Week (formerly Midtown Cocktail Week) celebrates Sacramento's artisan cocktail movement and innovative bar programs.

SACRAMENTO COCKTAIL WEEK NON-PROFIT

Sacramento Cocktail Week benefits the 501c3, **United States Bartenders Guild, Sacramento Chapter**, a resource for those in the beverage industry in the Sacramento region.

SACRAMENTO COCKTAIL WEEK SIGNATURE EVENTS

Sacramento Cocktail Week is hosting two Signature Events on Wednesday, September 12th: A daytime golf tournament at Top Golf (sponsored by Jack Daniels) and an evening Gala featuring food and drink pairings, live music, and more (expected attendance: 200).

HOW TO GET INVOLVED

I. ATTEND SCW EVENTS + EDUCATION DAYS

As a member of the cocktail community in Sacramento, all are welcome to attend Sacramento Cocktail Week events as well as Signature Events. All events will be listed on the Sacramento Cocktail Week website [here](#). Sacramento Cocktail Week Signature Events tickets may be purchased through the official website, as well.

Bartender education weekend will take place Monday, September 10 and Tuesday, September 11, 2018. To learn more about bartender education, reach out to Matt Trathen (Vice President, United States Bartenders Guild-Sacramento Chapter) by emailing matttrathen@hotmail.com.

Some official Cocktail Week events and all Education Days are industry professionals only. Official events that are industry professionals only will be indicated in the event description on our [website](#).

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II. HOST AN OFFICIAL EVENT

Your bar or restaurant can support Sacramento Cocktail Week and the Bartenders Guild by hosting an official Sacramento Cocktail Week event. Submit your online form with your event details and \$50 payment [here](#). Submission includes placement on the Sacramento Cocktail Week [website](#).

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III. SPONSOR SCW SIGNATURE EVENTS



Your business or brand can support Sacramento Cocktail Week and Sacramento Bartenders' Guild by becoming a sponsor of the Gala on September 12th. The various levels of available sponsorships are listed below.

BRANDING BENEFITS

Sacramento Cocktail Week (SCW) is a unique opportunity to showcase your brand at an annual event that continues to grow in size and recognition. With numerous venues, daily events and cocktail classes lead by notable bartenders, SCW can enable you to reach thousands of potential customers and influencers in the Sacramento region.

GALA MAIN BAR SPONSOR—\$1,500 (limited to 1 sponsor)

- Prominent placement of company logo on all event promotional and advertising materials.
- Placement of company logo and link on sacramentococktailweek.com.
- Sponsor will be highlighted on Sacramento Cocktail Week social media as an official sponsor.
- 4 tickets to the Gala.
- Exclusive placement at the bar in the main indoor area at SCW Gala on September 12, 2018.
- Sponsor will provide product, staffing and materials. SCW will provide ice and glasses.

GALA GARDEN BAR SPONSOR—\$1,000 (limited to 1 sponsor)

- Prominent placement of company logo on all event promotional and advertising materials.
- Placement of company logo and link on sacramentococktailweek.com.
- Sponsor will be highlighted on Sacramento Cocktail Week social media as an official sponsor.
- 4 tickets to the Gala.
- Exclusive placement at the bar in the main outdoor patio area of the SCW Gala on September 12, 2018.
- Sponsor will provide product, staffing, and materials. SCW will provide a portable bar, ice and glasses.

GALA COCKTAIL PAIRING SPONSOR — \$250 (limited to 6 sponsors)

- We are looking for brand sponsors for each of the 6 cocktail and food pairing stations at the SCW Gala event.
- Sponsors will be paired with a local restaurant to create a cocktail to compliment the restaurant's food pairing.
- Sponsor will provide product. SCW will provide ice and a table for each sponsor.

BEER SPONSOR—\$750 (limited to 1 sponsor)

- Top billing placement of company logo and link on sacramentococktailweek.com. Sponsor will be highlighted on Sacramento Cocktail Week social media as the official Beer sponsor.
- 2 tickets to the Gala.
- Official SCW events will feature a product of your choosing as the SCW official beer at the Gala on September 12th. Product must be provided by sponsor and delivered to the non-profit United States Bartenders Guild, Sacramento Chapter.
- Sponsor will provide product. SCW will provide ice and glasses.

WINE SPONSOR—\$750 (limited to 1 sponsor)

- Top billing placement of company logo and link on sacramentococktailweek.com. Sponsor will be highlighted on Sacramento Cocktail Week social media as the official Wine sponsor.
- 2 tickets to the Gala.



- Official SCW events will feature a product of your choosing as the SCW official wine at the Gala on September 12th. Product must be provided by sponsor and delivered to the non-profit United States Bartenders Guild, Sacramento Chapter.
- Sponsor will provide product. SCW will provide ice and glasses.

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