



## ABOUT SACRAMENTO COCKTAIL WEEK- OCTOBER 14-21, 2019

Sacramento Cocktail Week was founded in 2008 by Erick Castro and Joe Anthony Savala in order to celebrate Sacramento's artisan cocktail movement. We aim to expand Sacramento's diverse roots by showcasing the capital city's cocktail culture.

## 2019 SCW NON-PROFIT BENEFICIARY

Sacramento Food Bank & Family Services (SFBFS) is a local, non-profit agency committed to serving individuals and families in need. With a staff of 88 and a volunteer force over 9,000 annually, SFBFS provides free emergency goods and services to 150,000 men, women and children each month. SFBFS offers a safe space for hope to grow, without judgment, among neighbors that value every human experience. We are here to connect people to services and partner in problem solving. Since 1976, SFBFS has shown a commitment to bettering the lives of those in our community.

## 2019 SPONSORSHIP LEVELS

### PLATINUM LEVEL—\$10,000 (limited to 1 sponsor)

- Top billing placement of company logo on all Sacramento Cocktail Week promotional and advertising material.
- Top billing placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com). Sponsor will be highlighted on Sacramento Cocktail Week social media as a top sponsor.
- Will be highlighted as a top sponsor on a press release sent to local, regional and national media outlets.
- 4 All-Access passes to all signature SCW events.\*
- Top billing on Sacramento Cocktail Week t-shirts. T-shirts will be worn by staff and volunteers at various SCW events. Shirts will also be for sale to the general public. 4 t-shirts included in sponsorship.
- Official SCW events (Monday through Sunday, 6 p.m. to 9 p.m. at various venues throughout Sacramento) will feature a product of your choosing in their SCW Official Cocktail. Cocktails will vary by venue. Product must be provided by sponsor. Featured Drinks will be reviewed, tasted and approved by the Planning Committee.
- Sponsor representative will be invited to be part of the judging panel.
- Social Media Takeover of Sacramento Cocktail Week Instagram Stories for 2 days during cocktail week. If requested, SCW will provide a local video and social media specialist to create this campaign.

### GOLD SPONSOR—\$5,000 (limited to 3 sponsors)

- Prominent placement of company logo on all event promotional and advertising materials.
- Placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com). Sponsor will be highlighted on Sacramento Cocktail Week social media as an official sponsor.
- 4 All-Access passes to all signature SCW events.\*
- Name on Sacramento Cocktail Week t-shirts. T-shirts will be worn by staff and volunteers at various SCW events. Shirts will also be for sale to the general public.
- Social Media Takeover of Sacramento Cocktail Week Instagram Stories for 1 day during cocktail week. If requested, SCW will provide a local video and social media specialist to create this campaign.

### SILVER SPONSOR—\$2,500 (limited to 4 sponsors)

- Placement of company logo on all event promotional and advertising materials.
- Placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com). Sponsor will be highlighted on Sacramento Cocktail Week social media as an official sponsor.
- 2 All-Access passes to all signature SCW events.\*
- Social Media Takeover of Sacramento Cocktail Week Instagram Stories for 1 day during cocktail week. If requested, SCW will provide a local video and social media specialist to create this campaign.

\* Signature SCW Events include SCW Cocktail Competition and SCW Showcase. Signature SCW events are subject to change- Sponsors will notified of all Signature SCW events by August 30, 2019



### **BRONZE SPONSOR—\$1,250 (limited to 5 sponsors)**

- Placement of company logo on all event promotional and advertising material.
- Placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com). Sponsor will be highlighted on Sacramento Cocktail Week social media as an official sponsor.
- 2 All-Access passes to all signature SCW events.\*

### **COCKTAIL COMPETITION SPONSOR—\$15,000 (limited to 1 sponsor)**

- Sponsor the official SCW cocktail competition on Tuesday, October 15th, 6 p.m. to 9 p.m.
- Top billing placement of company logo on all Sacramento Cocktail Week promotional and advertising material.
- Top billing placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com)
- Will be highlighted as a top sponsor on a press release sent to local, regional and national media outlets.
- 4 All-Access passes to all signature SCW events.\*
- Top billing placement for competition specific marketing materials and advertisement as the “Cocktail Competition Presenting Sponsor.”
- Sponsor will provide product for cocktail competition. Exact amount will be finalized with SCW Planning Committee prior to finalization of sponsorship.
- Name on Sacramento Cocktail Week t-shirts. T-shirts will be worn by staff and volunteers at various SCW events. Shirts will also be for sale to the general public. Four t-shirts included in sponsorship.

### **BEER SPONSOR—\$5,000 (limited to 1 sponsor)**

- Top billing placement of company logo on all event promotional and advertising materials.
- Top billing placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com). Sponsor will be highlighted on Sacramento Cocktail Week social media as the official Beer sponsor.
- Will be highlighted as a top sponsor on a press release sent to local, regional and national media outlets.
- 4 All-Access passes to all signature SCW events.\*
- Name on Sacramento Cocktail Week t-shirts. T-shirts will be worn by staff and volunteers at various SCW events. Shirts will also be for sale to the general public. Four t-shirts included in sponsorship.
- Official SCW events (Monday through Sunday, 6 p.m. to 9 p.m. at various venues throughout Sacramento) will feature a product of your choosing as the SCW official beer. Product must be provided by sponsor.

### **WINE SPONSOR—\$5,000 (limited to 1 sponsor)**

- Top billing placement of company logo on all event promotional and advertising materials.
- Top billing placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com). Sponsor will be highlighted on Sacramento Cocktail Week social media as the official Wine sponsor.
- Will be highlighted as a top sponsor on a press release sent to local, regional and national media outlets.
- 4 All-Access passes to all signature SCW events.\*
- Name on Sacramento Cocktail Week t-shirts. T-shirts will be worn by staff and volunteers at various SCW events. Shirts will also be for sale to the general public. Four t-shirts included in sponsorship.
- Official SCW events (Monday through Sunday, 6 p.m. to 9 p.m. at various venues throughout Sacramento) will feature a product of your choosing as the SCW official beer. Product must be provided by sponsor.

### **EDUCATION SPONSOR—\$5000.00 (2 available)**

- Sponsor will be the sole sponsor of one day of SCW Education (Monday, October 14th OR Tuesday, October 15th).
- Sponsor will be featured exclusively at 2 bars at Education venue to serve cocktails in between 3 education classes.
- Sponsor will be featured exclusively after the last class of the day at the official SCW Happy Hour.
- Placement of company logo and link on [sacramentococktailweek.com](http://sacramentococktailweek.com)
- 4 All-Access passes to all signature SCW events.\*
- Name on Sacramento Cocktail Week t-shirts. T-shirts will be worn by staff and volunteers at various SCW events. Shirts will also be for sale to the general public. Four t-shirts included in sponsorship.

\* Signature SCW Events include SCW Cocktail Competition and SCW Showcase. Signature SCW events are subject to change—Sponsors will notified of all Signature SCW events by August 30, 2019



## **SHOWCASE SPONSOR—Various Prices (limited to 6 sponsors)**

### **VIP Lounge- \$5000 (1 available)**

- Sponsor the VIP Lounge at the SCW Showcase on Thursday, October 17th. Event time is 6 p.m. to 9 p.m.
- Sponsor will provide product. SCW will provide ice and glassware.
- VIP Lounge sponsor will be the only sponsor in the VIP Lounge. VIP tickets will be more expensive than regular admission.
- VIP Lounge sponsor will be provided 20 VIP tickets to distribute as they would like.
- 4 All-Access passes to to all signature SCW events.\*

### **Backbar Sponsor- \$2500 (1 available)**

- Sponsor the back bar at the SCW Showcase on Thursday, October 17th. Event is 6 p.m. to 9 p.m.
- Sponsor will provide product. SCW will provide ice and glassware.
- Backbar sponsor will be the only sponsor at the backbar.
- Backbar sponsor will be provided 10 VIP tickets to distribute as they would like.
- 2 All-Access passes to to all signature SCW events.\*

### **Showcase Sponsor- \$500 (1 available)**

- Sponsor one of four stations in the general area at the SCW Showcase on Thursday, October 17th.
- Sponsor will provide product. SCW will provide ice and glassware.
- Backbar sponsor will be provided 2 VIP tickets to distribute as they would like.

### **POP-UP SPONSOR—\$150 (limited availability)**

- Sponsor an official SCW pop-up with local bar or restaurant (arranged directly with business).
- Listed on SCW website and in SCW Local's Guide as an official pop-up.

**PLEASE NOTE THAT CUSTOM SPONSORSHIP PACKAGES AND MEDIA SPONSORSHIPS ARE AVAILABLE. IF YOU ARE SEEKING A VENUE TO FEATURE YOUR BRAND IN DURING SACRAMENTO COCKTAIL WEEK, WE CAN HELP! PLEASE CONTACT EMILY GRIGGS AT [EMILY@SACRAMENTOCOCKTAILWEEK.COM](mailto:EMILY@SACRAMENTOCOCKTAILWEEK.COM) FOR ADDITIONAL INFORMATION.**

To become a sponsor, fill out and submit the form on the next page and return to Emily Griggs at [emily@sacramentococktailweek.com](mailto:emily@sacramentococktailweek.com). Sponsorship WILL NOT be considered confirmed until the sponsorship agreement and payment is received.

Emily Griggs  
Phone- 916-272-2332  
Email- [Emily@sacramentococktailweek.com](mailto:Emily@sacramentococktailweek.com)

\* Signature SCW Events include SCW Cocktail Competition and SCW Showcase. Signature SCW events are subject to change- Sponsors will notified of all Signature SCW events by August 30, 2019



## SPONSORSHIP AGREEMENT

### CONTACT INFORMATION

|                       |  |
|-----------------------|--|
| <b>Business Name</b>  |  |
| <b>Contact Name</b>   |  |
| <b>Title</b>          |  |
| <b>Phone Number</b>   |  |
| <b>E-Mail Address</b> |  |

### SPONSORSHIP LEVEL

- |  |  |
|--|--|
| <input type="checkbox"/> Cocktail Competition Sponsor - \$15,000 | <input type="checkbox"/> Education Sponsor - \$5000          |
| <input type="checkbox"/> Platinum Sponsor - \$10,000             | <input type="checkbox"/> Showcase Sponsor VIP Lounge- \$5000 |
| <input type="checkbox"/> Beer Sponsor - \$5,000                  | <input type="checkbox"/> Showcase Sponsor Backbar- \$2500    |
| <input type="checkbox"/> Wine Sponsor - \$5,000                  | <input type="checkbox"/> Showcase Sponsor- \$500             |
| <input type="checkbox"/> Gold Level - \$5,000                    | <input type="checkbox"/> Pop-up Sponsor - \$150              |
| <input type="checkbox"/> Silver Level - \$2,500                  |  |
| <input type="checkbox"/> Bronze Sponsor - \$1250                 |  |

### PAYMENT OPTIONS

- BILL ME**

|                             |  |
|-----------------------------|--|
| <b>Business Name</b>        |  |
| <b>Billing Contact Name</b> |  |
| <b>Title</b>                |  |
| <b>Phone Number</b>         |  |
| <b>E-Mail Address</b>       |  |
| <b>Billing Address</b>      |  |
|                             |  |
| <b>Billing Email</b>        |  |



**PROCESS MY CREDIT CARD**

|                            |  |
|----------------------------|--|
| <b>Business Name</b>       |  |
| <b>Cardholder Name</b>     |  |
| <b>Billing Address</b>     |  |
| <b>State/City/Zip Code</b> |  |
| <b>Credit Card Type</b>    |  |
| <b>Credit Card Number</b>  |  |
| <b>Expiration Date</b>     |  |
| <b>CVV</b>                 |  |
| <b>Amount to Charge</b>    |  |

**I authorize The Grid Agency to charge the agreed amount listed above to my credit card provided.**

**I agree that I will pay for this purchase in accordance with the issuing bank cardholder agreement.**

|                     |  |
|---------------------|--|
| <b>Signed</b>       |  |
| <b>Printed Name</b> |  |
| <b>Date</b>         |  |