

# PARTNERSHIP OPPORTUNITIES



Wee'  
**WHISKEY** *Part 3!*  
LAKE GENEVA *Fest* WISCONSIN





# *"A Whiskey Sippin' Weekend by the Lake"*

## APRIL 17 - 19, 2026

Wee Whiskey Fest - Part 3 is set for April 17 -19, 2026 and we are excited to extend an invitation to join us as a partner for this year's Bigger, Better, and Bolder event! Now proudly presented by The Grand Geneva Resort & Spa, this year's celebration invites whiskey lovers to immerse themselves in another unforgettable weekend of spirited festivities in beautiful Lake Geneva Wisconsin. Building on the strong momentum from our second year, we are anticipating an even larger turnout of elegant whiskey enthusiasts from the greater Milwaukee, Madison, and Chicagoland areas. As a valued partner, your business will have the opportunity to connect with a sophisticated audience of whiskey lovers. Throughout the three-day festival, you'll be able to showcase what makes your business unique—whether through a whiskey-inspired menu, exclusive offerings, or special promotions. Our expanded event marketing plan is designed to maximize your visibility. Last year, during the second annual Wee Whiskey Fest Lake Geneva, our website saw more than 500,000 unique clicks, reflecting the growing interest and reach of the event. With enhanced marketing efforts planned for 2026, we anticipate surpassing that, supported by a targeted ad reach of over 700,000. We will continue to strengthen our digital presence through social media, email campaigns, radio advertising, and print media. With a strategic focus across Chicago, Madison, Milwaukee, Rockford, and the surrounding regions, we anticipate generating more than 1,000,000 impressions leading up to this year's festival.

**We hope that your company can see the value in partnering with this unique event and will join in on the fun for this year's Whiskey Sippin' Weekend by the Lake!**



# SPONSORSHIP PACKAGES

## *Friends of Wee Whiskey Fest* - \$250

- Level placement of Logo on Fest **Partner** webpage
- Logo in Fest program
- Logo on Fest welcome banner

## *Geneva Lakes* **SILVER PACKAGE** - \$600

- Level placement of Logo and Link on Fest **Partner** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Recognition on Fest Facebook and Instagram pages
- Two (2) Small Batch (*General Admission*) Tickets - **\$250 value**

## *Distinguished Hooligan* **GOLD PACKAGE** - \$1,250

- Level placement of Logo and Link on Fest website
- Level placement of Logo and Link on Fest **Partner** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Four (4) Small Batch (*General Admission*) Tickets - **\$500 value**
- Company recognition **during** Grand Tasting Event
- Logo on all other printed media

## *Big Players* **PLATINUM PACKAGE** - \$2,500

- Priority placement of Logo and Link on Fest website
- Level placement of Logo and Link on Fest **Partner** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Four (4) Barrel Strength (*VIP Admission*) Tickets - **\$780 value**
- Company recognition **during** Grand Tasting Event
- Priority placement of Logo on all other printed media
- Company shoutout on radio advertisement on WLKG 96.1 FM
- Dinner for four (4) at Barrique Bistro & Wine Bar - **\$400 value**
- Four (4) Official Fest t-shirts - **\$100 value**

## *Master Distiller* **TITLE PARTNER** - \$7,500 – ONLY ONE AVAILABLE | **SOLD**

- **NAMED PARTNER OF FEST** – Company becomes Presenter of Fest
- Priority placement of Logo and website link on Fest website
- Priority placement of Logo and website link on Fest **Partner** webpage
- Priority placement of Logo in Fest program
- Priority placement of Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Eight (8) Barrel Strength (*VIP Admission*) tickets - **\$1,560 value**
- Recognition **during** Grand Tasting Event
- Priority level placement of Logo on all other printed media
- Company shoutout on radio advertisement on WLKG 96.1 FM
- Dinner for four (4) at Barrique Bistro & Wine Bar - **\$400 value**
- Eight (8) Official Fest t-shirts - **\$200 value**
- Logo on one (1) sleeve of Official Fest T-Shirt
- Luxury Hotel Suite / Airbnb for Friday and Saturday nights - **\$600 value**
- Four (4) Lake Geneva Scooter Tours & Rentals (*Long Tour*) certificates - **\$720 value**
- Four (4) "Peak Season" Tee Time tickets for Grand Geneva Resort & Spa - **\$600 value**

# DISTILLERY ADD-ON PACKAGES

## *Official Fest T-Shirt* **PARTNER - \$750**

- Logo on one (1) sleeve of Event T-Shirt - *(200 - 300 shirts)*
- Two (2) Small Batch (*General Admission*) Tickets - *\$250 Value*
- Exclusive distillery recognition in email blast - *5,000+ Subscribers*
- Distillery Logo in Fest program
- Distillery Logo on Fest welcome banner

## *Cocktail Contest* **PARTNER - \$1,000**

- Providing Whiskey Product **EXCLUSIVELY** for participating Cocktail Contest locations - *(10 max)*
- Logo on Cocktail Contest Map in Fest program
- Logo on Cocktail Contest Map on Fest **Cocktail Contest** webpage
- Two (2) Small Batch (*General Admission*) Tickets - *\$250 Value*
- Exclusive recognition in email blast - *5,000+ Subscribers*
- Logo in Fest program
- Logo on Fest welcome banner

## *Wee Whiskey Fest Swag Bag* **PARTNER - \$2,000**

- Logo on Event Canvas Swag Bag - *(500 bags)*
- Four (4) Small Batch (*General Admission*) Tickets - *\$500 Value*
- Exclusive recognition in email blast - *5,000+ Subscribers*
- Logo in Fest program
- Logo on Fest welcome banner

## *Commemorative Tasting Glass* **PARTNER - \$2,500**

- Logo on Event Tasting Glass - *(500 glasses)*
- Four (4) Small Batch (*General Admission*) Tickets - *\$500 Value*
- Exclusive recognition in email blast - *5,000+ Subscribers*
- Logo in Fest program
- Logo on Fest welcome banner

## **FRIDAY / SATURDAY / CLOSING PARTY SPONSOR OPTIONS:**

**DISTILLERY ONLY** / *Details on each event are coming soon.*

## *Friday Night Bourbon & Burlesque Opening Party* **PARTNER - \$1,500**

## *Distinguished Hooligan's Saturday Night Party* **PARTNER - \$1,000**

## *Sunday's Irish Goodbye Closing Party* **PARTNER - \$1,000**

**Each party sponsorship package includes the following:**

- Level placement of Logo and Link on Fest **Partner** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Recognition on Fest Facebook and Instagram pages
- Two (2) Small Batch (*General Admission*) Tickets - *\$250 value*



# SPONSORSHIP AGREEMENT FORM

Legal Business Name: \_\_\_\_\_

DBA Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## SOCIAL MEDIA:

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

## SPONSORSHIP LEVEL

- ☐ Friends of Wee Whiskey Fest | \$250
- ☐ Geneva Lakes Silver | \$600
- ☐ Distinguished Hooligan Gold | \$1,250
- ☐ Big Players Platinum | \$2,500
- ☐ Master Distiller Package | \$7,500

## DISTILLERY ADD-ONS

- ☐ Official Fest T-Shirt Partner | \$750
- ☐ Cocktail Contest Partner | \$1,000
- ☐ Wee Whiskey Fest Swag Bag Partner | \$2,000
- ☐ Commemorative Tasting Glass Partner | \$2,500
- ☐ Friday Night Bourbon & Burlesque | \$1,500
- ☐ Dist. Hooligan Saturday Night Party | \$1,000
- ☐ Sunday Irish Goodbye Closing Party | \$1,000

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

## PAYMENT TYPE

- ☐ **CHECK** | Make payable to Geneva Lakes Whiskey Club and submit with this form
- ☐ **CREDIT CARD** | Geneva Lakes Whiskey Club will email you an invoice to pay online; payable upon receipt

**PLEASE RETURN THIS COMPLETED AGREEMENT FORM BY MAIL OR EMAIL.**

Geneva Lakes Whiskey Club

Attn: Brie Pacey

PO Box 551 | Lake Geneva, WI 53147

info@weewhiskeyfest.com

**\*DEADLINE TO SUBMIT AGREEMENT FORM IS FEBRUARY 15, 2025**

Please send logo in a high resolution .JPG OR .PNG file format to: [info@WeeWhiskeyFest.com](mailto:info@WeeWhiskeyFest.com)





# GRAND TASTING VENDOR APPLICATION

Legal Business Name: \_\_\_\_\_

DBA Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**SOCIAL MEDIA:**

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

**Description of products that will be served at Grand Tasting:**

**VIP POUR(S):** \_\_\_\_\_

**GENERAL ADMISSION POUR(S):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please send logo in a high resolution .JPG *OR* .PNG file format to:

[info@WeeWhiskeyFest.com](mailto:info@WeeWhiskeyFest.com)

**DEADLINE TO SUBMIT APPLICATION IS FEBRUARY 15, 2026.**

**DEADLINE TO SUBMIT PAYMENT MARCH 1, 2026.**

If you would like to partner with us beyond the Grand Tasting for additional exposure, we would be delighted to discuss options. See Sponsorship Packages.

A '**RULES OF PARTICIPATION**' will be sent to you upon receiving this application.