



# PARTNERSHIP PACKAGES

Inaugural Wee Whiskey Fest Lake Geneva  
Friday, April 19 - Sunday 21, 2024

**Presented by**



# "A Whiskey Sippin' Weekend by the Lake"

We are extending an invitation to become a partner for the Inaugural Wee Whiskey Fest Lake Geneva; a Whiskey Sippin' Weekend by the Lake hosted by the Geneva Lakes Whiskey Club. We have been wanting to bring this type of event to this area for many years and that dream is finally coming to fruition, as we expect to host nearly 500 elegant guests over a three-day, Whiskey-focused weekend. Over the course of those three days, there will be a Grand Tasting at the Ridge Hotel's Aspen Ballroom, a Cocktail Contest from the best watering holes in town, a premium Whiskey pairing dinner, a lively Saturday night party, Whiskey tastings from exclusive distilleries at multiple locations in Lake Geneva, plus much more. As a partner, you'll have the chance to showcase what makes your business unique to an audience of sophisticated Whiskey enthusiasts. Whether it's featuring Whiskey-themed items on your menu or offering special promotions, our event marketing can help boost your visibility. We are expecting over 100,000 unique clicks on our website leading up to Wee Whiskey Fest. With our website, social media, print and digital media, we are expecting an ad reach of 200,000. We will be sending out exclusive emails to our growing list of subscribers and will be advertising a radio spotlight regularly, starting in March 2024. We will also send targeted ads focusing on the Chicago, Madison, Milwaukee, Rockford and local markets with impression counts nearing 500,000 between our different medias.

Your sponsorship with us is an incredible opportunity to be a valued partner of the **FIRST ANNUAL** Wee Whiskey Fest Lake Geneva.

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## PARTNERSHIP PACKAGES

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

- Level placement of Company logo on Fest website: **Partnership Page**
- Company logo on Fest program
- Company shoutout (*SIMPLE*) on Fest social media page(s)
  - Facebook and Instagram

### *Geneva Lakes* **SILVER PACKAGE** - \$500

- Level placement of Company logo and website link on Fest website: **Partnership Page**
- Company logo on Fest program
- Company shoutout (*SPOTLIGHT*) on Fest social media page(s)
  - Facebook and Instagram
- Two (2) Small Batch (*General Admission*) Tickets - **\$250 value**
- Company logo on Fest welcome banner

## *Distinguished Hooligan* **GOLD PACKAGE - \$1,000**

- Level placement of Company logo and website link on Fest Website: **Home Page**
- Level placement of Company logo and website link on Fest website: **Partnership Page**
- Company logo on Fest program
- Company shoutout (*SPOTLIGHT*) on Fest social media page(s)
  - Facebook and Instagram
- Company logo on Fest welcome banner
- Two (2) Barrel Strength (*VIP Admission*) Tickets - **\$350 value**
- Company recognition during Grand Tasting Event
- Company logo on all other printed media
  - A-Frame signs throughout event

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

- Priority placement of Company logo and website link on Fest Website: **Home Page**
- Level placement of Company logo and website link on Fest website: **Partnership Page**
- Company logo on Fest program
- Company shoutout (*SPOTLIGHT*) on Fest social media page(s)
  - Facebook and Instagram
- Company logo on Fest welcome banner
- Company recognition during Grand Tasting Event
- Priority level placement of Company logo on all other printed media
  - A-Frame signs throughout event
- Company shoutout on radio advertisement
- Four (4) Highlander (*VIP Experience*) tickets - **\$1,180 value**
- Dinner for four (4) at Barrique Bistro & Wine Bar
- Four (4) Official Fest t-shirts

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

- **NAMED PARTNER OF FEST** – Company becomes Presenter of Fest
- Priority placement of Company logo and website link on Fest Website: **Home Page**
- Level placement of Company logo and website link on Fest website: **Partnership Page**
- Priority Company logo on Fest program
- Company shoutout (*SPOTLIGHT*) on Fest social media page(s)
  - Facebook and Instagram
- Priority placement Company logo on Fest welcome banner
- Company recognition during Grand Tasting Event
- Priority level placement of Company logo on all other printed media
  - A-Frame signs throughout event
  - Brochures
- Company shoutout on radio advertisement
- Company logo on sleeve of Official Fest t-shirt
- Luxury Hotel Suite for Friday and Saturday night
- Ten (10) Barrel Strength (*VIP Admission*) tickets - **\$1,750 value**
- Dinner for four (4) at Barrique Bistro & Wine Bar
- Four (4) Lake Geneva Scooter Tours & Rentals (*Long Tour*) certificates
- Four (4) “Peak Season” Tee Time tickets for Geneva National Resort & Club
- Four (4) Official Fest t-shirts

## **UNIQUE PARTNERSHIP PACKAGES**

### *Swag Bag* **LOGO PARTNER - \$750**

- Company logo on canvas swag bag for Grand Tasting

### *Commemorative Tasting Glass* **LOGO PARTNER - \$1500**

- Company logo on glass for Grand Tasting



# PARTNERSHIP APPLICATION

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

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

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

Legal Address: \_\_\_\_\_

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

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

Business Social Handles:

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

Type of Partnership: Distillery / Sponsorship: \_\_\_\_\_

Description of business / products: \_\_\_\_\_

Partnership Package: \_\_\_\_\_

Please email this form to [info@weewhiskeyfest.com](mailto:info@weewhiskeyfest.com) for us to review.

**DEADLINE TO SUBMIT APPLICATION IS FEBRUARY 15, 2024.**

If you have any questions for us, please let us know.

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**FIRST ANNUAL** Wee Whiskey Fest Lake Geneva. **THANK YOU.**