

Wee' WHISKEY

LAKE GENEVA



WISCONSIN

PARTNERSHIP OPPORTUNITIES

APRIL 25-27 2025

'A Whiskey Sippin' Weekend by the Lake' Part 2!

WEEWHISKEYFEST.COM

• PRESENTED BY THE GENEVA LAKES WHISKEY CLUB •



"A Whiskey Sippin' Weekend by the Lake" PART 2

We are extending an invitation to become a partner for Wee Whiskey Fest Lake Geneva; a Whiskey Sippin' Weekend by the Lake - Part 2, hosted by Geneva Lakes Whiskey Club. Building on last year's momentum, we are anticipating a larger turnout of elegant Whiskey enthusiasts from all around the great Milwaukee, Madison and Chicagoland areas. As a valued partner, your business will have the opportunity to connect with a sophisticated audience of Whiskey lovers. Over the course of three days, you can showcase what makes your business unique, whether you are featuring a Whiskey-inspired menu or offering special promotions, our extensive event marketing plan will maximize your visibility. During the Inaugural Wee Whiskey Fest Lake Geneva, our website saw over 100,000 unique clicks. With our additional efforts for year two, we anticipate to exceed that with a targeted ad reach of over 300,000. We will continue to leverage our growing digital presence, including our social media pages, email campaigns, radio advertising and print media. With a strategic focus on Chicago, Madison, Milwaukee, Rockford and the surrounding areas, we anticipate over 500,000 impressions leading up to the event.

Your sponsorship with us is an incredible opportunity to be a valued partner of Wee Whiskey Fest Lake Geneva - Part 2.



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

- **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 Geneva National Resort & Club - **\$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:

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 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 21, 2025**

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

DEADLINE TO SUBMIT APPLICATION IS MARCH 1, 2025.

DEADLINE TO SUBMIT PAYMENT APRIL 1, 2025.

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.