

SAN ANTONIO COCKTAIL CONFERENCE

Each year, Houston Street Charities hosts its biggest event, San Antonio Cocktail Conference, to highlight the craft cocktail while entertaining thousands of guests – both industry and aficionado – and promoting important children’s causes. Houston Street Charities is proud to donate profits from our events to support children’s charities. Volunteers, sponsors, partners and patrons of San Antonio Cocktail Conference have made a difference in the lives of our youngest population with their support. Pouring our Hearts Out – Cocktails for Children’s Charities is a mission that is dear to our hearts, and we will continue to make it a priority in our efforts this year.



San Antonio Cocktail Conference by the Numbers

In 2017, San Antonio Cocktail Conference television appearances had an ad value of approximately **\$205,000**.

SACC 2017 television appearances were **seen by approximately 2.7 million people**.

Social Media Following:

Facebook: 8,537

Twitter: 3,278

Instagram: 3,079

Our following on social media is growing daily (by over 10% each month), but what's MOST impressive about our social media presence is not the quantity of followers, it's the level of engagement of those followers. **We regularly reach over 5000 people on Facebook** with our organic posts, meaning **Facebook's algorithms show our posts to over 63% of our followers**, due to the high engagement (liking, sharing, commenting) on them. **Our posts reached over 35,600 people in the month of January 2017 alone.**

Also impressive is the wide traction gained by the San Antonio Cocktail Conference hashtag for this year. **#SACC2017 reached over 1M individual accounts on Twitter** and was a **trending topic on Twitter during the conference**. But #SACC2017 was not used exclusively on Twitter. We encouraged attendees to use the hashtag on Facebook and Instagram as well. There were more than 1200 posts with #SACC2017 on public accounts this year

HEADLINING EVENTS WILL INCLUDE:

WEDNESDAY NIGHT – WOMEN SHAKING IT UP

Women Shaking it Up is a night to recognize women bartenders, women chefs and the other women in San Antonio that are ‘shaking it up’ in business, sports, civic leadership, and other non-traditional roles. Not just for women, but celebrating women, the event will take place at the Pearl on Wednesday, January 10, 2018, 7:30 – 10pm, for 400 guests. SACC will host female bartenders and chefs to highlight the creative influence of women in our industry. Your space is not considered reserved until payment is received.

First come, first served: your check makes your reservation. Limited to 8 tables - \$1200 each.

You will receive:

- 4 Women Shaking It Up tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6’ table and 6’ back bar with tablecloths (additional footprint of 1’ on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up; unusual and hard to get items are your responsibility
- Framed signage on bar front with your cocktail name, spirit and recipe (offered only if information is provided to SACC by you by November 1, 2017)

Additional POS is your responsibility. Please consult with SACC regarding table set-up.

THURSDAY NIGHT – OPENING NIGHT at the DoSeum

Opening Night is back at San Antonio’s modern indoor playground, the DoSeum. During the day it’s a children’s museum with hands on activities for children. On Thursday, January 11, 2018, 7:30 – 11pm, SACC will turn it in to an adult playground, with the whimsy it exhibits during the day, and the cocktails added for evening fun. Opening Night is your opportunity to have your product in front of 850 people - industry and the public - for an entertaining cocktail experience. From the moment guests are welcomed by entertainers and greeters outside, this is an amazing party and a stellar celebration, with a variety of music and food offered throughout the venue to accent the cocktails.

Map for venue selection will be provided upon receipt of payment. Venue photos and basic floor plans available upon request. Your space is not considered reserved until payment is received. First come, first served: your check makes your reservation. Limited to 29 tables - \$1200 each.

You will receive:

- 4 Opening Night tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6’ table and 6’ back bar with tablecloths, floor mats (additional footprint of 1’ on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up; unusual and hard to get items are your responsibility
- Framed signage on bar front with your cocktail name, spirit and recipe (offered only if information is provided to SACC by you by November 1, 2017)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the museum. You may not exceed your allowed footprint unless through prior agreement with SACC (additional fees will be incurred). Larger footprint and premium space is available – please contact SACC.

Premium Space: In addition to the standard pricing for a table at Opening Night, there is pricing available for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is limited availability - if you have questions, or want to discuss reserving Premium Space, please contact Cathy Siegel, cathy@sacocktails.org or Jenny Rabb, jenny@sacocktails.org.

FRIDAY NIGHT – WALDORF ON THE PRAIRIE

Friday Night's festivities, January 12, 2018, 7:30 – 11pm, at the historic St. Anthony Hotel will once again be a unique blend of old New York Edwardian-era décor and romance, reminiscent of the world's foremost grand hotel – the Waldorf Astoria – and old Texas charm, as only San Antonio and the St. Anthony can do it. Throughout this very special hotel, 850 guests will experience cocktails paired with music and food, beginning with the grandeur of the beautiful Peacock Alley, and continuing throughout all of the downstairs space, including the famous Anacacho Room. Map for venue selection will be provided upon receipt of payment.

Venue photos and basic floor plans available upon request. Your space is not considered reserved until payment is received. First come, first served: your check makes your reservation. Limited to 28 tables - \$1200 each.

You will receive:

- 4 Waldorf on the Prairie tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6' table and 6' back bar with tablecloths, floor mats (additional footprint of 1' on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up; unusual and hard to get items are your responsibility
- Framed signage on bar front with your cocktail name, spirit and recipe (offered only if information is provided to SACC by you by November 1, 2017)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the hotel. You may not exceed your allowed footprint unless through prior agreement with SACC (additional fees will be incurred). Larger footprint and premium space is available – please contact SACC.

Premium Space: In addition to the standard pricing for a table at Waldorf on the Prairie, please note the following pricing for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is limited availability - if you have questions, or you do not see something listed that you are interested in, please contact Cathy Siegel, cathy@sacocktails.org or Jenny Rabb, jenny@sacocktails.org.

- Outdoor Fountain and Covered Patio - \$4000 (2 cocktails); additional cocktail - \$1200
- St. Anthony Club Bar – bar spend for product served, and \$750 per cocktail (up to 3 cocktails)
- Peacock Alley - \$5500 (3 cocktails); Additional cocktail - \$1200

SATURDAY AFTERNOON – TASTING SUITES – ALL SPIRITS

In multiple small ballrooms and hotel suites at the St. Anthony Hotel, Saturday, January 13, noon to 4pm, The Tasting Suites are an opportunity to showcase your brand for industry and the public, with ample space for display and service. New this year, all additional suites beyond the main floor ballrooms will be clustered on two additional floors, giving guests an opportunity to wander from room to room with ease. The Tasting Suites Pass is a ticket for a popular destination at the San Antonio Cocktail Conference and a great way to get in front of 1500 people in a single day with product information and samples.

First come, first served: your check makes your reservation. Reservations will be taken until suites are filled.

(58) spaces (+premium space/suites) with 6' tables available - \$850 each (3 labels per table, \$75 per additional label up to 5 labels total)

You will receive:

- 5 Tasting Suites Passes for you to distribute as needed to your choice of guests (additional tickets available for purchase)
- Name placement and exposure on SACC website
- 6' table with cloth, plastic tasting cups and ice. Water will be available at water stations throughout venue.

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the hotel.

Premium Space: In addition to the standard pricing for a table at Tasting Suites, please note the following pricing for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is very limited availability - if you have questions, or you do not see something listed that you are interested in, please contact Cathy Siegel, cathy@sacocktails.org or Jenny Rabb, jenny@sacocktails.org.

- Private Suites are a great way to brand your space and offer guests a true 'experience' with your brand. They are available for sponsorship by an individual brand or house - \$1500, plus \$850 per table inside the suite. Contact Cathy, cathy@sacocktails.org, for photos and individual floor plans and options.
- Venue photos and basic floor plans of Private Suites are available upon request.

SATURDAY NIGHT – COCKTAILS UNDER THE SEA

A new theme, a new venue, and a beautiful way to entertain 1000 guests as we close out SACC 2018! On January 13, 2018, 7:30 – 11pm, we will transport guests “under the sea” at Villita Assembly Hall. Through illumination and exotic stage sets, we will make this a themed event throughout. Like all SACC events, this will include live music, wonderful food, and lots of perfect spaces for you to highlight your brand, including several small rooms and patios.

Map for venue selection will be provided upon receipt of payment. Venue photos and basic floor plans available upon request. Your space is not considered reserved until payment is received. First come, first served: your check makes your reservation. Limited to 24 tables (+premium space) - \$1200 each.

You will receive:

- 4 Saturday Night tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6' table and 6' back bar with tablecloths, floor mats (additional footprint of 1' on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up; unusual and hard to get items are your responsibility
- Framed signage on bar front with your cocktail name, spirit and recipe (offered only if information is provided to SACC by you by November 1, 2017)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at inside venues. You may not exceed your allowed footprint unless through prior agreement with SACC (additional fees will be incurred). Larger footprint and premium space is available – please contact SACC. **THIS EVENT HAS A SPECIFIC THEME AND DÉCOR.**

Premium Space: In addition to the standard pricing for a table at Saturday Night Under the Sea, there is pricing available for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is limited availability - if you have questions, or want to discuss reserving Premium Space, please contact Cathy Siegel, cathy@sacocktails.org or Jenny Rabb, jenny@sacocktails.org.

SUNDAY – IT'S NOT OVER YET... JAZZ BRUNCH at Jazz TX

Brunch is moving underground... at the best Jazz Club in South Texas. On Sunday morning, January 14, 2018, 11am – 1:30pm, we will host 80 guests at Sunday brunch with live jazz, great food and all kinds of brunch cocktails, served from the beautiful bar at Jazz TX.

First come, first served. Limited to 4 cocktails served from the Jazz TX bar – this is a bar spend and has no table sponsorship fee.

This can also be a single spirit sponsorship. Please contact Cathy Siegel for more information, cathy@sacocktails.org.

You will receive:

- 2 Brunch tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- Glassware, ice, juices and most mixers, and set-up; unusual and hard to get items are your responsibility

- Framed signage on bar front with your cocktail name, spirit and recipe (offered only if information is provided to SACC by you by November 1, 2017)

OTHER EVENTS AND OPPORTUNITIES INCLUDE:

BOOZE & BBQ – Sunday, January 7, 6 – 8:30pm at Two Bros.

Limited to 100 guests, this is a good time Texas style, with BBQ and outdoor music, picnic tables, and the beverages to complete the experience. Local bars will offer Texas branded cocktails, so each table is co-branded – spirit and bar. This is a unique opportunity for our Texas spirits to show their stuff, and we welcome brands to offer tastings neat as well as in cocktails. We will pair you with a bar, or you can choose your own partner!

Your space is not considered reserved until payment is received. First come, first served: your check makes your reservation. Limited to 5 tables - \$750 each.

AFTER HOURS AT SACC

San Antonio Cocktail Conference is no longer hosting its own After Hours parties. Instead, we are encouraging spirit brands to give the parties themselves. We are here to make this easier for you – along with venues and spaces that are available to us, we can help you with preferred vendors and contacts for food, music and décor. We still want to party late night, we just want to help you brand it as your own!

From 30 to 3000 people, we can help. Please contact Cathy Siegel for more information, cathy@sacocktails.org.

JANUARY 5 - 9 – PAIRED DINNERS

Paired dinners offer you the chance to show off your product to a select group of special guests at local restaurants prior to some of our larger evening events. Offered to distinguished patrons and presented along with preferential ticketing to other events, this is a great selection for those brands wishing to make an impression in a more intimate setting with a limited number of guests at a higher ticket price. We will work with you to pair your spirit with the appropriate venue and food selection. Number of guests range from 8 to 50.

Each event is unique. Specifics will be determined as pairings are made and space allows. Case quantity is dependent on prepared cocktail and number of guests.

THERE IS NO SEATING AVAILABLE OR INCLUDED FOR YOUR BRAND REPRESENTATIVE AT THIS DINNER. IF YOU WANT TO ATTEND, YOU MUST PURCHASE A TICKET.

First come, first served. This is a bar spend and has no table sponsorship fee. The brand is also responsible for gratuity at the restaurant that night. Both bar spend and gratuity must be paid on the night of the Paired Dinner.

You will receive:

- 2 Opening Night tickets
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces

PREP TEAM SPONSORSHIP

SACC Prep Team (often referred to as the “Taco Team”) is made up of 60+ bartending professionals from around the country providing support and prep for the events and seminars of the San Antonio Cocktail Conference. You can help us support their efforts with sponsorship of this program. This provides maximum exposure to this group of industry professionals and includes:

- Your brand name on the SACC website as title sponsor of the Prep Team program.
- Your brand name on all Prep Team shirts (professional chef’s work shirt) along with the SACC logo.

- Title sponsorship of program, including: co-branding of prep room, welcome letters, and all communication with Prep Team regarding travel and general Prep Team information.
 - Opportunity for welcome presentation of your choosing.
 - Lunch – catered meals for Prep Team will be provided throughout the week and are included in this sponsorship. Additions can be made to the menus but may be subject to additional cost (our cost is your cost). During lunch, opportunity to present/introduce your brand (prices and menus provided upon request) – Wednesday – Saturday, January 10 – 13, 2018
 - Sponsored Seminars – time is available for a seminar specifically designed for and offered to professional Prep Team; additional donation of product only
- Cost: Call for pricing, Cathy Siegel, 210.860.0001.

ADDITIONAL PREP TEAM RELATED SPONSORSHIPS

- Sponsored Seminars – limited time is available for seminars specifically designed for and offered to professional Prep Team; product only

CLOSING PARTY – INDUSTRY & VOLUNTEER – Sunday, January 14

This is the night to say THANK YOU to the countless volunteers, both industry and cocktail aficionado, that help put on the San Antonio Cocktail Conference. It's a night to let your hair down and relax with friends, but it's no less a party than the ones we host for our ticket holders! Music, casual food and fun cocktails make the night special for the people we count on for days on end - this party is yours to craft the way you see fit! Please contact Cathy Siegel for more information, cathy@sacocktails.org.

OTHER UNIQUE OPPORTUNITIES AT SACC EVENTS

In addition to tables at San Antonio Cocktail Conference events and tastings, and Premium Space at many of these same events, there are often other unique opportunities. Any sponsorship opportunity will include signage and branding of your space. In some instances, there are openings for new programming ideas – please contact Cathy, cathy@sacocktails.org, to discuss your proposed sponsorship. Opportunities are very limited – please submit as early as possible. If you have questions, or you do not see something listed that you are interested in, please contact Cathy Siegel, cathy@sacocktails.org or Jenny Rabb, jenny@sacocktails.org.

OFFICIAL GUIDE TO THE SAN ANTONIO COCKTAIL CONFERENCE

This is the official published list of events, seminars, contests and all things Cocktail Conference, and will serve as the printed program of San Antonio Cocktail Conference 2018. The Guide will be distributed to all Cocktail Conference participants throughout the weekend of programming, and will be the only printed full schedule available. Included will be recipes, maps, and any other important guest information. You may be contacted by Louis Doucette or staff from Traveling Blender to discuss advertising opportunities in the Guide, or you can contact SACC, cathy@sacocktails.org, or Louis Doucette, louis@travelingblender.com.

TRANSPORTATION FOR MEDIA, VIPS, PREP TEAM AND PRESENTERS

Wednesday – Sunday – limousine/Town Car transportation for Media, VIPs, Prep Team and Presenters of SACC Seminars. These writers and industry professionals bring their own expertise to SACC from all over the world. SACC will contract with car service, and letters will go out to these special guests for self-booking of airport transfer, hosted by your brand. You will have the opportunity to have drivers present passengers with branded literature, swag, bottled cocktail etc. upon arrival.

Expected # of hosted passengers: 100

Cost: \$3500 (+any product you choose to have provided to passengers at time of pick-up)