



JANUARY 15 – 19, 2020

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 preparation for SACC 2019, San Antonio Cocktail Conference **television appearances had an ad value of approximately \$280,000. These television appearances were seen by approximately 4 million people.**

SOCIAL MEDIA FOLLOWING:

Our following on social media consistently grows, 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 66% of our followers, due to the high engagement (liking, sharing, commenting) on them.

WEBSITE:

Our website had approximately 23,600 unique visitors November 1, 2018 – January 20, 2019. We had almost twice that number in actual visits (most people, on average, visited the website twice). Also impressive is the wide traction gained by the San Antonio Cocktail Conference hashtag each year.

HEADLINING EVENTS INCLUDE:

OPENING NIGHT! – Thursday, January 16, 2020

We're raising the curtain at the wonderful spot you've been asking for – right in the middle of Houston Street – the Majestic Theatre! On Thursday, January 16, 2020, 7:30 – 11pm, with the theatre's beauty and majesty as a backdrop for an evening of fun, you will have the opportunity to present your brand at the first big event of SA Cocktail Conference 2020. This event will be offered to a premium audience of 500 people - industry and the public – and it's one we know will be a very special cocktail experience. Brand experiences will take place in lobby areas and on the stage, and music will come from the boxes in the theatre. Of course, as with every SACC event, a variety of food will be offered throughout the venue to accent the cocktails.

Sponsorship Opportunities:

Limited tables available - \$1350 each.

Venue photos and basic floor plans available upon request. Single table locations are assigned by SACC.

Premium Space: \$2500 - \$6000 See Premium Space section below.

First come, first served – your form and your payment make your reservation.

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 and/or additional Opening Night tickets
- 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 basic 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 ingredients (offered only if information is provided to SACC by you by published deadline)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the theatre or placed on top of permanent installments unless through prior agreement with theatre management. 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 Space. All Premium Space 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 210.860.0001(c) for a map of the venue and specific space pricing.

WALDORF ON THE PRAIRIE – Friday, January 17, 2020

Friday Night's festivities, January 17, 2020, 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, 950 guests will experience cocktails paired with music and food, beginning with the grandeur of the beautiful Peacock Alley, and continuing throughout all the downstairs space, including the famous Anacacho Room, and onto the Mezzanine Level that overlooks the marble lobby.

Sponsorship Opportunities:

Limited tables available - \$1350 each.

Venue photos and basic floor plans available upon request. Single table locations are assigned by SACC.

Premium Space: \$2500 - \$6500 See Premium Space section below.

First come, first served – your form and your payment make your reservation.

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 and/or additional Waldorf on the Prairie tickets
- 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 basic 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 ingredients (offered only if information is provided to SACC by you by published deadline)

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, there is pricing available for Premium Space. All Premium Space 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 210.860.0001(c) for a map of the venue and specific space pricing.

TASTING SUITES – Saturday afternoon, January 18, 2020

In multiple small ballrooms and hotel suites at the St. Anthony Hotel, Saturday, January 18, 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. These 'suites' are small ballrooms and event spaces on the main floor and on the mezzanine level above the guest lobby, 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.

Sponsorship Opportunities:

Limited tables available - \$900 each includes 3 SKUs per table; \$75 per additional label up to 5 labels total. Single table locations are assigned by SACC.

First come, first served – your form and your payment make your reservation.

You will receive:

- (5) Tasting Suites Passes for you to distribute as needed to your choice of guests
- Discount on purchase of Multi-Event Access Pass and Tasting Suites tickets
- 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.

Private Suites: In addition to the standard pricing for a table at Tasting Suites, there are Private Suites available in the hotel for your use during the weekend. All Private Suites give your brand the opportunity to brand your suite in its entirety and offer guests a true 'experience' – sponsored small seminars, private tastings, demos – all with your own design. There is limited availability - if you have questions, or want to discuss reserving a Private Suite, please see attachment from the St. Anthony Hotel for pricing and availability. Contact the hotel (information on attachment) for individual floor plan options and specific space pricing.

COCKTAILS UNDER THE BIG TOP – Saturday, January 18, 2020

The newest theme for this fun venue in-the-round, and a fun way to entertain 1000 guests as we close out SACC 2020! On January 18, 2020, 7:30 – 11pm, we will take guests under the circus big top at Villita Assembly Hall. Through lighting, props, and engaging circus 'acts', we will make this a themed event throughout – the fun and excitement of a circus with the craft of cocktails unlike any other big top you will have experienced. 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.

Sponsorship Opportunities:

Limited tables available - \$1350 each.

Venue photos and basic floor plans available upon request. Single table locations are assigned by SACC.

Premium Space: \$3500 - \$6000 See Premium Space section below.

First come, first served – your form and your payment make your reservation.

You will receive:

- (4) Cocktails Under the Big Top 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 and Cocktails Under the Big Top tickets
- 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 basic 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 ingredients (offered only if information is provided to SACC by you by published deadline)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the Assembly Hall. 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 Cocktails Under the Big Top, there is pricing available for Premium Space. All Premium Space 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 210.860.0001(c) for a map of the venue and specific space pricing.

IT'S NOT OVER YET... JAZZ BRUNCH – Sunday, January 19, 2020

The last day of SACC 2020 is once again at the place where the whole thing began... the bar at Bohanan's. On Sunday morning, January 19, 2020, 11am – 1:30pm, we will host 90 guests at Sunday brunch with live jazz, great food and all kinds of brunch cocktails, served from the beautiful and classic bar at Bohanan's.

Sponsorship Opportunities:

This has no additional sponsorship fee and is intended for ONE BRAND OR HOUSE – limited to 5 cocktails. There is no additional table décor needed. There is no donated product – THIS SPONSORSHIP REQUIRES A BAR SPEND. First come, first served – your form and your payment make your reservation.

You will receive:

- (2) Jazz Brunch tickets for you to distribute as needed for brand ambassadors or employees
- Discount on purchase of Multi-Event Access Pass and Jazz Brunch tickets
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- Ingredients and preparation of cocktails by Bohanan's bar staff; unusual and hard to get items are your responsibility
- Framed signage on bar front with your cocktail name, spirit and recipe ingredients (offered only if information is provided to SACC by you by published deadline)

OTHER EVENTS AND OPPORTUNITIES INCLUDE:

AFTER HOURS AT SACC

San Antonio Cocktail Conference does not host its own After Hours parties outside of the Headlining Events that are listed here. Instead, we are encouraging spirit brands to give the parties themselves. We still want to party in the mornings, in the afternoons, in late night... we just want to help you brand it as your own! We are here to make this easier for you – whether you're hosting 300 people or 3000 people – along with venues and spaces, we can help you with preferred vendors and contacts for food, music and décor, or you may be able to contract with us for preparation of cocktails. Do it yourself or do it with our help, a sponsorship includes your listing on the official SACC schedule. For sponsorship pricing, please contact Cathy Siegel, cathy@sacocktails.org or 210.860.0001.

RESTAURANT NIGHT: PAIRED DINNERS – Wednesday, January 15, 2020

New night! Moving Paired Dinners to Wednesday makes it easier for you to bring a special brand ambassador or master distiller 'to the table'. And these dinners offer you the chance to show off your product to a select group of special guests at some of our best local restaurants on the night prior to 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. Brand will work with restaurant/bar management to determine appropriate cocktail pairings. **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) Cocktails Under the Big Top 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 72 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 **BUT ARE NO LONGER INCLUDED IN THE PRICE OF THIS SPONSORSHIP**. Catering may be handled directly with the hotel or off-site, with approval of Prep Team Management. You will have the opportunity to present/introduce your brand with lunch – Wednesday – Saturday, January 15 – 18, 2020
- Additional programming and swag should be coordinated with SACC. Please contact Cathy Siegel, cathy@sacocktails.org or 210.860.0001.

Cost: \$20,000

ADDITIONAL PREP TEAM RELATED SPONSORSHIPS

- Sponsored Dinners, Prep Team Activities and Seminars – limited time is available for dinners, activities and seminars specifically designed for and offered to professional Prep Team; our cost is your cost

First come, first served – your form and a deposit of \$500 make your reservation.

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 us to discuss your proposed sponsorship. Opportunities are very limited – please submit as early as possible. If you want to discuss an opportunity, have questions, or you do not see something listed in this packet that you are interested in, please contact Cathy Siegel, cathy@sacocktails.org or 210.860.0001.

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, influencers 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. Drivers will present passengers with your branded literature, swag, bottled cocktail etc. upon arrival.

Expected # of hosted passengers: 100

Cost: \$3500 (cost does not include any product you choose to have provided to passengers at time of pick-up)

PAYMENT AND CANCELLATION POLICIES:

Due to the high demand for sponsorship space at SACC, we have had to adopt payment and cancellation policies. Upon receipt of your signed Sponsorship Form, an invoice will be issued with payment due within 30 days – NO EXCEPTION. Invoices unpaid within 30 days will result in a release of space to the first person on the waiting list for that space – please make payment early! Payment may be made by check or credit card.

Refund policy for cancellations:

Before October 1: Refund less 10% of invoiced amount

Before November 1: Refund less 25% of invoiced amount

After December 1: No refund will be issued

SEPARATE ATTACHMENTS: Sponsorship Form, St. Anthony Space