



Art Of Mixology - 2020 Spirit Sponsorship (\$1,500)

Benefits of Spirit Sponsorship

- **Category exclusivity**
1 sponsor in each category: Vodka, Whiskey, Tequila, Rum, Gin
- **Official spirit listed in our bartender competition guidelines**
Participating East Bay bartenders will receive a list of guidelines including a list of each of the 5 participating spirit sponsors. They must include one spirit from this list in each recipe submission. One winning recipe will be chosen for each spirit. The 5 winning recipes will be made into kits for sale in October. We'll also share a video of the bartender making the winning cocktail using your spirit.
- **Product to be featured in one of our winning cocktail kits**
Cocktail kits will be sold to the public in the month of October. Anticipated sales: 500 across all 5 kits. Spirits will not be included in the kits, but we will specify what product should go with each.
- **Wherever the cocktail kits are promoted, directions to pair your product will be mentioned**
We'll direct people to the nearest point of sale.
- **Logo featured in September 2020 Diablo Magazine Ad**
Distribution: 40,000 magazines to the area's most affluent households—from the Berkeley and Oakland hills to Lamorinda, Walnut Creek, Danville, Blackhawk, and the Tri-Valley.
- **Product information included in featured cocktail kits**
A description of your product will be in our cocktail kit welcome letter.

The Lamorinda Arts Council is a registered tax-exempt, nonprofit 501(c)(3) organization. Contributions to the Lamorinda Arts Council are tax-exempt to the extent provided by law. Tax ID number: 94-6094855

All proceeds from the event support the Lamorinda Arts Council, whose mission is to ignite and sustain artistic expression and appreciation for all ages throughout Lamorinda (an area in the East Bay comprised of Lafayette, Moraga and Orinda).