

**CONCEPT
PRESENTATION**
BCB Whisk(e)y Embassy



THE STORY

Why Whisk(e)y

“Whisk(e)y is not a drink; whiskey is a worldview”

In the BCB Whisk(e)y Bar we want to emphasize the variety and diversity of the world of whisk(e)y, we want to bring tradition in a new and modern understanding of Whisk(e)y accessible and including everybody.

An amazing Bar team will serve well-known drinks with a modern twist and unique BCB creations in an unexpected atmosphere. Guest can swing by to experience the new world of Whisk(e)y without missing anything they love about it, enjoy a drink and learn more about a world we all thought we know already very well.

Spotlight your products in one of the most important highlights at this year’s BCB!



SETTING

Whisk(e)y Embassy

- Area: 103 m² located in hall 11.1
- Special light concept for an unique atmosphere
- 3-day guest shift with a renowned bar team
- Your products in the spotlight with authentic drinks developed by the bar team.

Get involved and become a sponsor!

- Select from different sponsorship packages, Classic, Premium Main Sponsor with different product placement opportunities for every budget.
- Become exclusive Sponsor for our Whisk(e)y Lounge 44 m²
- Education Slots available on all three days at the Whisk(e)y Bar (exclusive Workshop Area):
 - 10 participants max.
 - 30 min, for 990 EUR*
 - Apply NOW!

WANTED PRODUCT CATEGORIES

- Traditional & New World Whisk(e)y
- Liqueurs
- Filler
- Equipment/Glassware
- Other products on request





Classic Package

- Use of your product in at least one drink according to the recipe of the bar team on all 3 show days
- Product presentation in the back bar or the naming of your product in the menu
- Mention in the BCB Show Guide as sponsor + logo
- Shared social media post before BCB to announce the bar incl. naming of all brands
- Mention in the BCB Newsletter

**Price per brand: 1,900 €*
limited to max. 10 sponsors**

*all prices are subject to the statutory value added tax



Premium Package

Classic package services

+ additional premium services:

- Use of product in signature drink created by the Bar Team
- Drink photo shoot at the bar on site
 - Shooting of the perfect serve according to the recipe of the bar team
- Social media post shortly before BCB to announce the menu incl. naming of the brand
- On-site Instagram Story incl. tagging of the brand
- Use of the drink pictures in the Thirsty Thursday format on social media
 - Post on the BCB Instagram page incl. picture, recipe and naming of the brands

Price per brand: 3,500 €*

limited to max. 5 sponsors per category

*all prices are subject to the statutory value added tax



Main Package

Premium package services

+ additional main sponsor services:

- Naming as main sponsor on all channels and communication (sponsored by "brand name")
- Special drink named after the main sponsor in the menu
- Logo in the menu
- Branding on bar material – if provided by the sponsor (e.g. bar mats, napkins, blackboard, illuminated signs, etc.)
- 1-page advertisement in the BCB Show Guide
- Social post in the run-up to the show announcing the BCB incl. naming as main sponsor
- Logo placement in the image video of the BCB incl. credit as main sponsor
- Using product for "Damien mixes" tagging the sponsor

**Price: 15,000 €*
limited to 1 sponsor**

*all prices are subject to the statutory value added tax



Exclusive Lounge Sponsor

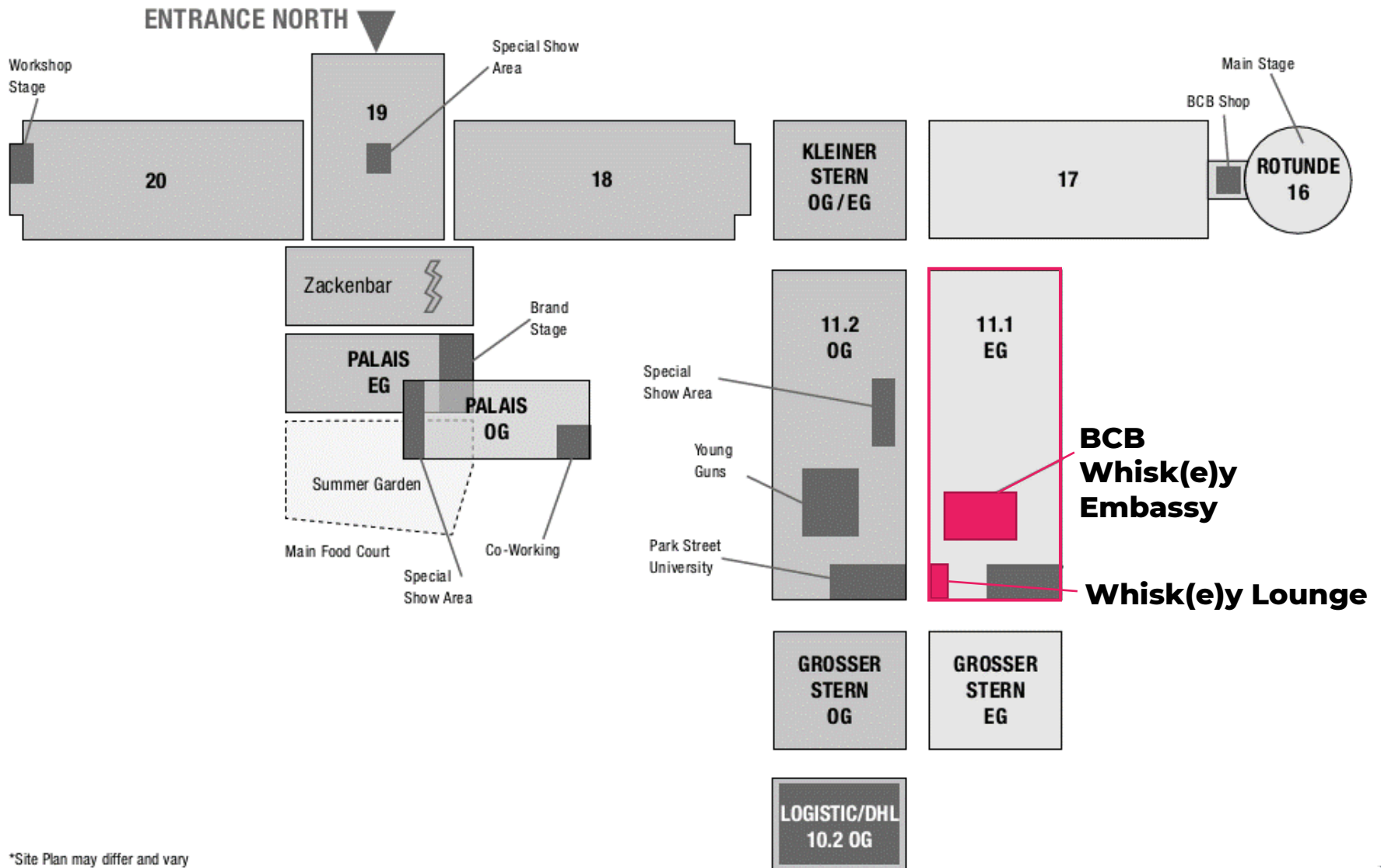
- Space for Seating Area of 44 m² in hall 11.1 next to Whisk(e)y Embassy of BCB
 - Neutral design suitable to BCB Whisk(e)y Embassy needs to be approved by BCB Team
- Sponsor provides seating possibilities for visitors suitable for BCB Whisk(e)y Lounge and area in consultation of BCB Team in brand neutral design
- Naming as sponsor for the area on all channels and communication (sponsored by "brand name")
- Logo placement in the hall plan and pocket floor plan
- 1-page advertisement in the BCB Show Guide
- Social post in the run-up to the show announcing the BCB Whisk(e)y Lounge incl. naming as exclusive sponsor

**Price: 19,000 €*
limited to 1 sponsor**

*all prices are subject to the statutory value added tax

HALL PLAN

Whisk(e)y Bar



*Site Plan may differ and vary