



**SIP AWARDS**  
INTERNATIONAL SPIRITS COMPETITION

# Newport Cocktail & Spirits Event

This event is the perfect platform for brands to showcase their products to a captive audience in Southern California.

Venue: Hyatt Regency

Location: Newport Beach, CA

Date: November 9th, 2024

Time: 2:00 to 6:00 pm PST

# Exhibitor Benefits

## 1 Brand Exposure

Exclusive branding opportunities will generate strong brand recognition and increase awareness of your spirits.

## 2 Consumer Interaction

The chance to interact with a diverse consumer audience of enthusiasts.

## 3 Product Demonstrations

The ability to conduct product demonstrations and provide tastings of your spirits to a captivated and curious audience.

## 4 Networking

The opportunity to network and collaborate with other industry leaders and establish lasting business relationships.

## 5 Charity Involvement

A portion of proceeds from the event will be given to [OneLove Foundation](#), which provides resources to veterans, individuals, and families in need, as well as those battling mental illness.





# Audience

## 1 Consumer Enthusiasts

The event will entice a diverse audience of spirits enthusiasts from all over Southern California. Tickets will range from \$95 - \$165 to specifically attract passionate attendees.

## 2 Industry Leaders, Wholesalers, Distributors, Retailers & Influencers

Brands from around the world will have the opportunity to network with other industry leaders.

## 3 Growth Opportunities

Establishing business relationships can contribute to your company's growth.

# Types of Consumer Brands Exhibiting



## Distilleries/ Spirit Brands

Showcasing their award-winning spirits and liquors.



## Mixers/ Beverage Brands

Highlighting their innovative beverages.



## Wineries/ Wine Brands

Presenting a selection of premium wines.



# Exhibitor Pricing Packages

## 10' X 10'

Pre-Sale: \$1,995

Regular: \$2,495

- 10x10 space
- 6' table w/ linen
- Sign w/ logo on table
- Onsite Product Sales
- Logo on website
- Four (4) Passes
- 30% Discount for passes

## 10' X 15'

Pre-Sale: \$3,495

Regular: \$3,995

- 10x15 space
- 2x 6' tables w/ linen
- Sign w/ logo on table
- Onsite Product Sales
- Logo on website
- Six (6) Passes
- 30% Discount for passes

## 10' X 20'

Pre-Sale: \$4,995

Regular: \$6,395

- 10x20 space
- 3x 6' tables w/ linen
- Sign w/ logo on table
- Onsite Product Sales
- Logo on website
- Eight (8) Passes
- 30% Discount for passes



## Optional Dedicated Server

**Price \$695**

### **Includes:**

- Deliver your products and marketing flyers and we'll create a no-hassle exhibitor experience for your brand.
- No need to be on site.
- One Dedicated on site server for your space.
- Brand can provide 1 page of brand and product facts for server to educate the attendees.
- Photos of your booth to share online.
- Complete setup and teardown.
- \$495 additional servers.

# Onsite Product Sales

## Provided by Roadrunner Spirits

- Convert samplings into direct sales!
- Easily allow attendees to purchase your spirits directly at your booth.
- Your brand will have a custom QR code that will direct attendees to a site in which they can purchase your bottles online. Eliminating the need for vendor involvement.
- Orders will be fulfilled upon exiting the event, ensuring there are no unaccounted open bottles within the event or encumbering attendees.

All brands must be legally authorized to sell in California and comply with all ABC guidelines (e.g., no offering merchandise to incentivize a purchase, no free bottles). For more information, contact Roadrunner

Spirits at [roadrunnerspirits@gmail.com](mailto:roadrunnerspirits@gmail.com)





# Exclusive Industry Only Event

Join us for an exclusive mixer hosted by SIP Awards, designed to bring together brand owners with key professionals from the spirits industry, including distributors, retailers, and bartenders, fostering valuable connections and collaborations ahead of an upcoming festival.

## Event Highlights:

- **Networking Opportunities:** Meet and connect with industry leaders, exchange ideas, and explore potential partnerships in a relaxed and friendly atmosphere.
- **Tastings:** Brand owners are encouraged to bring bottles of their finest products to share with attendees, offering a unique chance to showcase their offerings directly to key market influencers.
- **Signature Cocktails:** Enjoy expertly crafted cocktails featuring premium spirits, providing a delightful experience for all attendees.
- **Delicious Food:** Savor a variety of culinary delights that perfectly complement the spirits on offer.

This mixer is a must-attend for anyone involved in the industry looking to expand their network, discover new brands, and gain insights into the latest trends. Don't miss this opportunity to engage with peers and elevate your business ahead of the festival.

**Venue :** Descanso Restaurant

**Location :** 1555 Adams Avenue #103 Costa Mesa, CA

[Purchase Tickets](#)

*Note: This is a 21+ event. Please bring your ID. Drink responsibly, and we highly encourage ride-sharing or bringing a designated driver. Location and time TBA. Tickets & Sponsorship packages sold separately from main event.*



# Diamond Sponsorship

**INVESTMENT \$20,000** (Limited to only 2 exclusive spots)

## PRE-SHOW

- Logo recognition as Diamond Sponsor included on event website and emails
- 3x featured post on @sipawards social media channels (combined total reach of 33,000+ followers)
- Interview with founder of the SIP Awards
- Logo featured on outbound newsletter; 36,000+ subscribers
- Featured in press release as Diamond Sponsor (time restrictive based on release)

## ON-SITE/DURING SHOW

- Logo recognition included in on-site signage - Step & Repeat
- SIP Award medals for awarded brands to display
- Interview with founder of the SIP Awards with your team
- Optional participation in custom giveaway for attendee gift bags
- High priority space selection
- 12 Additional Tickets

## POST EVENT

- Logo recognition as Diamond Sponsor included on event wrap-up email to attendees
- Custom branded email to attendees

# Sapphire Sponsorship

INVESTMENT \$12,500 (Limited to only 5 exclusive spots)

## PRE-SHOW

- Logo recognition as Sapphire Sponsor included on event website and emails
- 2x featured post on @sipawards social media channels (combined total reach of 33,000+ followers)
- Interview with founder of the SIP Awards
- Logo featured on outbound newsletter, 36,000+ subscribers
- Featured in press release as Sapphire Sponsor (time restrictive based on release)

## ON-SITE/DURING SHOW

- Logo recognition included in on-site signage - Step & Repeat
- SIP Award medals for awarded brands to display
- Interview with founder of the SIP Awards with your team
- Optional participation in custom giveaway for attendee gift bags
- Priority space selection
- 8 Additional Tickets

## POST EVENT

- Logo recognition as Sapphire Sponsor included on event wrap-up email to attendees

# Ruby Sponsorship



**INVESTMENT \$5,000** (Limited to only 8 exclusive spots)

## PRE-SHOW

- Logo recognition as Ruby Sponsor included on event website and emails
- 1x featured post on @sipawards social media channels (combined total reach of 33,000+ followers)
- Interview with founder of the SIP Awards
- Logo featured on outbound newsletter, 36,000+ subscribers

## ON-SITE/DURING SHOW

- SIP Award medals for awarded brands to display
- Optional participation in custom giveaway for attendee gift bags
- 5 Additional Tickets

## POST EVENT

- Logo recognition as Ruby Sponsor included on event wrap-up email to attendees



# Contact Us

## International Spirits & Cocktail Event

Let's discuss which exhibitor package program best fits your sales and marketing strategy.

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Mary Walker  
Event Sales  
maryw@sipawards.com  
442-433-9789

Must be 21 years or older to attend. Valid photo ID will be required and checked at the door.