



## ABOUT LUXURY AGAVE

With 5 years of hosting successful events in Portland, and over a decade of experience of supporting international events, Luxury Agave offers experiences large and small, private and public, for-profit and nonprofit. We help grow, sustain and transform the event culture in Portland.

Our signature events are designed to support and promote agave spirits and Latin American culture in the Pacific Northwest. Working with Luxury Agave and supporting our events exposes your brand to thousands of guests per year on our digital platforms and in-person.

## DEMOGRAPHICS

**2EXPECTED EVENT ATTENDANCE :4,000**  
**EXPECTED PROMOTIONAL EFFORTS**  
**REACH: 30,000-90,000+** including social media, email, radio and print

**TARGETED AGE: 25-45**  
**AVERAGE SALARY: \$45,000-100,000**  
**ETHNICITY: 20% LATINO 80% MIXED**

## PROMO BENEFITS

*Promotion begins in January*



01

### DIGITAL

Facebook and Instagram paid ads, website and event calendar listings, email newsletter

02

### RADIO

Distribution of weekly spots on local radio stations

03

### PHYSICAL

Printed flyers, in person outreach

## LUXURY AGAVE SPONSORSHIP

# PDX TEQUILA, MEZCAL, TACOS

MARCH 28, 2020: EXPO CENTER

PDX Tequila & Tacos festival is back! The event is designed to bring together local businesses and agave spirit companies. The mission of the festival is to support one local non-profit each year while exposing locals and visitors to the rich agave and local food culture in Portland.

Luxury Agave and our partners are expecting thousands of guests to join us to celebrate the best of the regions' agave spirits and taco purveyors. The event will have many opportunities to reach your target audiences during the promotional phase and at the event itself.



## PRESENTING SPONSOR \$10,000

\*2 Available

- Logo on website and ticket landing pages
- Large Corporate booth for sampling services or products
- Banners / signage at event
- 8 paid social media mentions
- 4 emails with logo promoting company service or product
- Large prominent logo on all printed posters, flyers, 3,000-5,000
- Radio mentions on all radio spots
- 6 VIP and GA 10 tickets
- Thank you from emcee and opportunity to speak
- Pre-event / event giveaways



**AÑEJO**  
**\$5,000**



**REPOSADO**  
**\$2500**



**BLANCO**  
**\$500**

- 8 paid social media
- 50% Mention on Radio campaign
- 2 emails promoting company and services
- Logo on all printed posters, flyers
- Logo on website and ticket landing page
- Corporate Booth for sampling services or products
- Banner / signage at event
- Thank you from Emcee
- 4VIP/6GA tickets
- 4paid social media
- 2emails promoting company and services
- Logo on all printed posters, flyers
- Logo on website
- Corporate Booth for sampling, services or product
- 2VIP/6GA tickets
- Logo on all printed posters
- Logo on website and ticket pages
- Social media post

