



LUXURY AGAVE
SPONSORSHIP

2019



LUXURY AGAVE IS

www.luxuryagavefest.com
luxuryagave@gmail.com
Jorge Navarro | Founder

2019 EVENTS

PDX Tequila & Tacos Festival, March 2019
Party Cruise Series, May - November 2019
Tequila / Margartia Summerfest, June 2019



OUR PHILOSOPHY

With more than 3 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. Our guests are ethnically diverse - from locals to visitors.

BENEFITS

TEQUILA / MEZCAL CREW

Working with Luxury Agave and supporting our events exposes your brand to thousands of guests per year on our digital platforms and in-person.

- Exposure to 2,000+ mailing list of agave spirit and local food supporters
- Exposure to 30,000 - 90,000 on our paid social media posts
- Exposure to an average of 1,200 people at our events



SPONSORSHIP OPPS

01

SUPPORT ALL EVENTS

A year partnership and the most value!

02

SUPPORT 2 EVENTS

Pick your two favorites!

03

SUPPORT 1 EVENT

The best option for you



DEMOGRAPHICS

**2019 EXPECTED EVENT ATTENDANCE
(EACH EVENT): 500-3,000**
**EXPECTED PROMOTIONAL EFFORTS
REACH: 30,000-90,000+**

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

STRATEGIES

2018-2019 PROMO STRATEGY

Promotion begins the 2nd week in January unless otherwise negotiated

- FACEBOOK,
- INSTAGRAM
- ORGANIC SEARCH
- EMAIL
- Exposure to 2,000+ mailing list of agave spirit and local food supporters
- Exposure to 30,000 - 90,000 on our paid social media posts
- Exposure to an average of 1,200 people at our events

SPONSORSHIP OPPTS

01

SUPPORT ALL EVENTS

A year partnership!

02

SUPPORT 2 EVENTS

Pick your two favorites!

03

SUPPORT 1 EVENT

The best option for you





SUPPORT ALL 3 MAJOR EVENTS

\$15,000

RADIO BENEFITS: MENTIONS ON SPOTS FOR ALL EVENTS

PDX TEQUILA & TACOS:
MARCH, 2019

SOCIAL MEDIA: 6 SOCIAL MEDIA BOOSTED POSTS PER EVENT

FIESTA CRUISE SERIES:
MAY -NOV, 2019

PRINT: HANG YOUR BANNER AT OUR EVENTS, HAVE LOGO PRINTED ON PRINTED PROMOTIONAL MATERIALS

**MARGARITA
SUMMERFEST:**
JUNE, 2019

DIGITAL: LOGO ON EMAIL INVITATIONS, TICKET LANDING PAGES AND WEBSITE FOR ALL EVENTS AND THROUGHOUT THE YEAR

PHYSICAL: CORPORATE BOOTH SPACE FOR SAMPLING PRODUCTS OR SERVICES. THANK YOU FROM EMCEE. 6 VIP TIX / 10 GA TIX TO ALL EVENTS

SUPPORT TWO EVENTS

\$10,000

RADIO BENEFITS: MENTIONS ON SPOTS FOR TWO EVENTS

YOU CHOOSE:
PDX TEQUILA & TACOS:
MARCH, 2019

SOCIAL MEDIA: 4 SOCIAL MEDIA BOOSTED POSTS PER EVENT

FIESTA CRUISE SERIES:
MAY, SEPTEMBER,
NOVEMBER 2019

PRINT: HANG YOUR BANNER AT TWO EVENTS, HAVE LOGO PRINTED ON PRINTED PROMOTIONAL MATERIALS

**MARGARITA
SUMMERFEST:**
JUNE, 2019

DIGITAL: LOGO ON EMAIL INVITATIONS, TICKET LANDING PAGES AND WEBSITE FOR ALL EVENTS AND THROUGHOUT THE YEAR

PHYSICAL: CORPORATE BOOTH SPACE FOR SAMPLING PRODUCTS OR SERVICES. THANK YOU FROM EMCEE. 4 VIP / 8 GA TIX TO ALL EVENTS

SUPPORT ONE EVENT

SEE INDIVIDUAL EVENT SPONSORSHIPS FOR DETAILS



LUXURY AGAVE SPONSORSHIP

PDX TEQUILA & TACOS FESTIVAL

MARCH 2019

PDX Tequila & Tacos festival is back! The event is designed to feature our community of local food and spirit companies, and to bring the community together during the beginning of Spring to enjoy tacos and tequila. 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
- 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
- Logo on printed posters
- Radio mentions on all radio spots
- 6 VIP and GA 10 tickets
- Thank you from emcee



AÑEJO
\$7,000



REPOSADO
\$3,000



BLANCO
\$1,000

- 6 paid social media
- 50% Mention on Radio campaign
- 2 emails promoting company and services
- Logo on printed posters
- 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 50% of printed posters
- Logo on website
- Corporate Booth for sampling, services or product
- Mention and thank you from Emcee
- 2VIP/6GA tickets
- 2 paid social media
- 1 email promoting company and services
- Logo on 30% of printed posters
- Logo on website
- Corporate Booth for sampling, service or product
- Mention and thank you from Emcee
- 2VIP/4GA tickets



LUXURY AGAVE SPONSORSHIP

PDX MARGARITA SUMMER FEST

JUNE 2019, ECOTRUST

MARGARITA FEST is a Summer Festival designed to bring people together through one of the most beloved Summer cocktails: The Margarita. Local Bars and agave spirit companies are invited to pour their best margarita, and vendors are invited to sample and sell foods and other products.

Local and International purveyors of fine spirits will offer creative and traditional margaritas for the enjoyment of Summer and community. The event will be outdoors featuring an amazing rooftop terrace overlooking the central city in downtown Portland's beautiful Ecotrust building.



PRESENTING SPONSOR \$7,000

*2 Available



- Logo on website and ticket landing pages
- 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
- Logo on printed posters

- Radio mentions on all radio spots
- 6 VIP and GA 10 tickets
- Thank you from emcee



GOLD
\$5,000

- 6 paid social media
- 50% Mention on Radio campaign
- 2 emails promoting company and services
- Logo on printed posters
- 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



SILVER
\$3,000

- 4paid social media
- 2emails promoting company and services
- Logo on 50% of printed posters
- Logo on website
- Corporate Booth for sampling, services or product
- •Mention and thank you from Emcee
- 2VIP/6GA tickets



AMIGO
\$1,000

- • 2 paid social media
- •1 email promoting company and services
- •Logo on 30% of printed posters
- •Logo on website
- •Corporate Booth for sampling, service or product
- •Mention and thank you from Emcee
- •2VIP/4GA tickets



LUXURY AGAVE SPONSORSHIP

FIESTA CRUISE SERIES

ALL ABOARD THE PORTLAND SPIRIT BOAT!

CINCO DE MAYO, MAY 2019

FIESTA PATRIA / INDEPENDENCE CRUISE, SEPTEMBER 2019

HALLOWEEN PARTY CRUISE, OCTOBER 2019

Get ready for the Fiesta Boat! Join Luxury Agave and friends for a series of fun celebration cruises on the Willamette river! Onboard, guests will groove to a live music and dance away the night as the triple-decker Portland Spirit sways you to the rhythm of the water.

Opportunities for sampling or corporate tables on all Sip Margaritas or your favorite Mexican Beer and be sure to save room for some late night tacos and other snacks. Support our cruise series for benefits at all three events!



PRESENTING SPONSOR \$5,000

*2 Available



- Logo on website and ticket landing pages
- 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
- Logo on printed posters

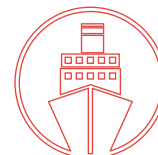
- Radio mentions on all radio spots
- 6 VIP and GA 10 tickets
- Thank you from emcee



CAPTAIN \$3,000



ENGINEER \$2,000



MATE \$1,000

- 6 paid social media
- 50% Mention on Radio campaign
- 2 emails promoting company and services
- Logo on printed posters
- 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 50% of printed posters
- Logo on website
- Corporate Booth for sampling, services or product
- •Mention and thank you from Emcee
- 2VIP/6GA tickets

- • 2 paid social media
- •1 email promoting company and services
- •Logo on 30% of printed posters
- •Logo on website
- •Corporate Booth for sampling, service or product
- •Mention and thank you from Emcee
- •2VIP/4GA tickets



*Fiestas
Patrias*