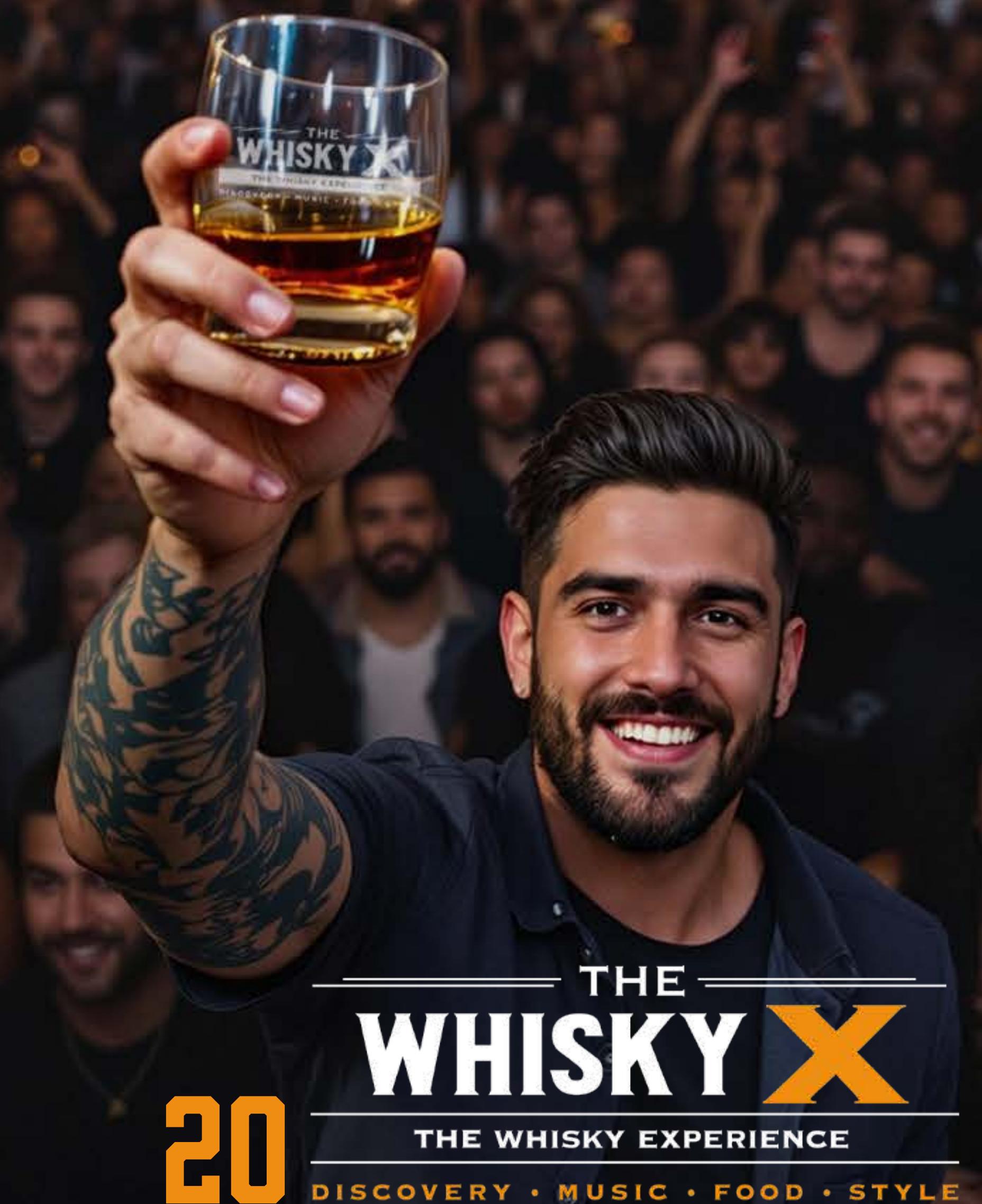


Smarter Discovery

Higher Conversion

Stronger Sales



THE  
**WHISKY X**  
THE WHISKY EXPERIENCE  
DISCOVERY • MUSIC • FOOD • STYLE

20

26

MEET YOUR NEXT GENERATION OF  
**LUCAS BOLS**  
DRINKERS & BUYERS





## Lean in & Learn



# We're on a Mission

**Not Just an Event – Your Marketing Ally**

**Inspired Discovery, Educate, Convert**

- **Inspire the next generation of whisky drinkers** to explore, discover, and adopt premium brands through immersive, **relevant** experiences.
- **Facilitate brand conversion** turning first-time “tasters” into brand adopters by fostering meaningful consumer connections and education.
- **Drive year-round market recruitment and advocacy building** in key sales markets with on-premise activations.
- **Power brand education and messaging** via a consistent, cross-channel communication strategy—email, social, podcast, and more—to reinforce key talking points and accelerate consumer adoption.





## Target Millennial Consumer



# Primed to Discover, Ready to Convert

We Curate The Next Generation of Whisky Drinkers

Optimize the Environment + Facilitate Their Brand Adoption

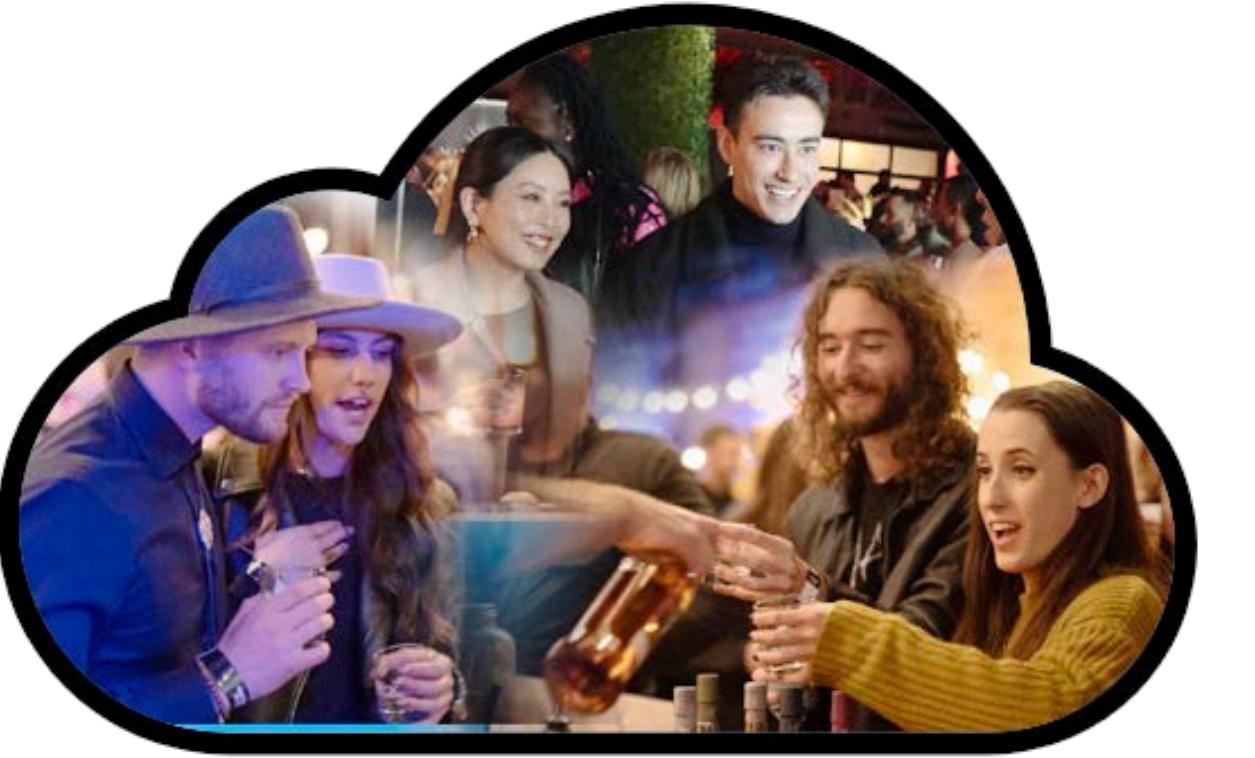
## Highly Social - Frequent Drinkers - New To Whisky

- Our audience leans in: they **listen, engage and want to understand your brand** while they taste in a fun **elevated environment** - energetic but not a party:
  - 95% are new premium whiskey drinkers
  - Prime Target: Ages 28-34 (**average age 34**)
  - Male: 59% / Female: 41%
  - \$75K+ Annual Income
  - Culturally diverse



# Recruit Strategically   Convert Stronger   Spark Advocacy

We Target High-Intent Millennial New Whisky Drinkers and Expand our Reach Annually



## 8+ Channels of Recruitment

- 4 million + Audience
- Targeted New Whiskey Drinkers
- 28 to 34 Prime Target



Ticket Buyers + Highly Interested Consumers

Data Capture/Consumer Filtering + [TheWhiskyX.com](http://TheWhiskyX.com)



Communication, Education, The WhiskyX Experience



Adoption & Advocacy +++

- Individual Brand Engagement
- On Premise
- Facilitating Adoption
- Building Brand Advocates
- Peer to Peer Recruitment
- Sales



# National Reach: Top 14 Sales Markets

## 2026 Event Calendar:

1. **Miami** - 3/5
2. **Tampa** - 3/7 \*NEW
3. **Atlanta** - 3/19
4. **Nashville** - 4/30
5. **Washington DC** - TBD \*NEW
6. **New York** - 4/9
7. **Boston** - 4/11
8. **Denver** - TBD
9. **Los Angeles** - 9/10
10. **San Francisco** - 11/8
11. **Chicago** - 10/8
12. **Austin** - 11/5
13. **Houston** - 11/7
14. **Dallas** - 11/19

*\*Subject to change\**





Larceny Pre-Event Setup

## Premium Brands, Premium Experience



# Your Brand (and Consumer) Deserve a Stage, Not a Table

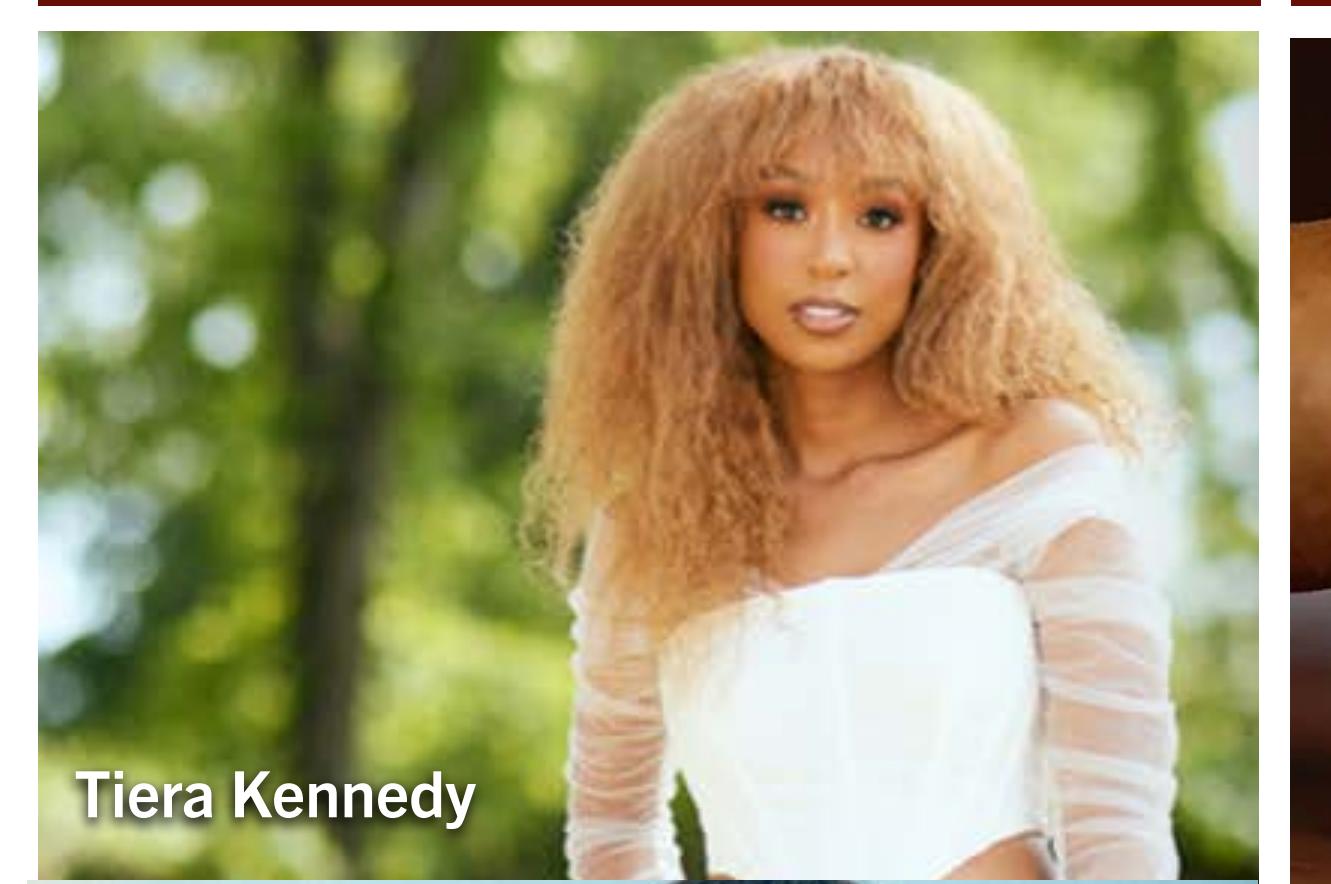
Move Beyond the Table, Deliver an Experience Worth Sharing

## Style-Forward / Experience-Led / Adoption-Driven

- **We'll never be a 70-100 table event** — It's too much for consumers to "lock in", not premium or memorable, cheap, leads to **palate fatigue** — *a race to the bottom*.
- **We highlight a few select brands** across categories so consumers can better **focus and understand featured brands**.
- **We stage your brand** in an inspiring environment to best showcase and enhance engagement. **We can work with even the most minimal assets to help you show up looking great.**
- And we **educate the consumer before the event** at the event and **after** then event to help support conversion.

We help manage "Palate fatigue" (sets in after 4-5 brands) with food breaks, plenty of water and other activities (Hair styling, Food Truck Village, Cigar Lounge...), we create the optimal tasting experience.

## Music Vibes/Hosts



Tiera Kennedy



Wyatt Flores



Paul Janeway

## Cigar Lounge



CAO



Alec Bradley

## Style Partners



## Best Food Trucks



# How We Inspire

An inspiring experience creates the appropriate "vibe" for brand discovery.

- Curated Musical Vibes
- CAO / Alec Bradley Cigar Lounge
- Style Partners
  - Yellowstone's "Greeley Hat Works"
  - "Speakeasy" barbers
- Each City's Best Food Trucks

## Live Music



## Meet the Music Maker



## WhiskyX Celebrity Playlist

Playlist  
**HARD TIMES/GOOD TIMES - a whiskyxplaylist**  
Alejandro Rose-Garcia • 2 likes  
25 songs, 1 hr 33 min

#	Title	Album	Duration
1	Rye Whiskey, Rye W...	Uncle Art Sather...	3:49
2	Trucker Speed	6Volts	5:11
3	I Am The Changer	Paranoid Cocoon	6:34
4	Seabird	Seabird	3:07
5	Sleepwalking	Eccentric Soul:...	2:41
6	Downbound Train	Downbound Tra...	2:46
7	Green Rocky Road	Green Rocky Ro...	3:21
8	I Made a Mistake	The Birth Of A L...	2:44
9	Samba-Trip	Paradise Goulash	5:50
10	Stir It Up - From "Bev..."	20th Century M...	3:38
11	Only You	Only You	6:21
12	Hercules Theme	Hercules & Love...	4:29
13	Whatever You Do (D...	Eccentric Soul:...	2:29
14	3 Old Viennese Danc...	Dvorák, Ravel, ...	2:33
	The Enchanted Sea		

## Content/Tasting



# Music

## Blending Music Discovery With Whiskey Discovery

Music programing includes  
a mix of:

- National, **critically acclaimed artist**
- Live celebrity musical hosts
- **Spotlight:** Emerging artists (sessions++ programming)
- Shared **Playlists** (that we can share with attendees)





More of the Right People, Engagements & Results



# We Make Your Brand Shine

Where Premium Brands Take Center Stage

## Main Event

- **14x14 basic promotional space.**
- **We work with you to create an inviting brand presence** and support if needed with lighting and props
- **1,300-1,800 target attendees** per event
- **10 comp VIP passes** for your local teams
- **Other marketing benefits include...**



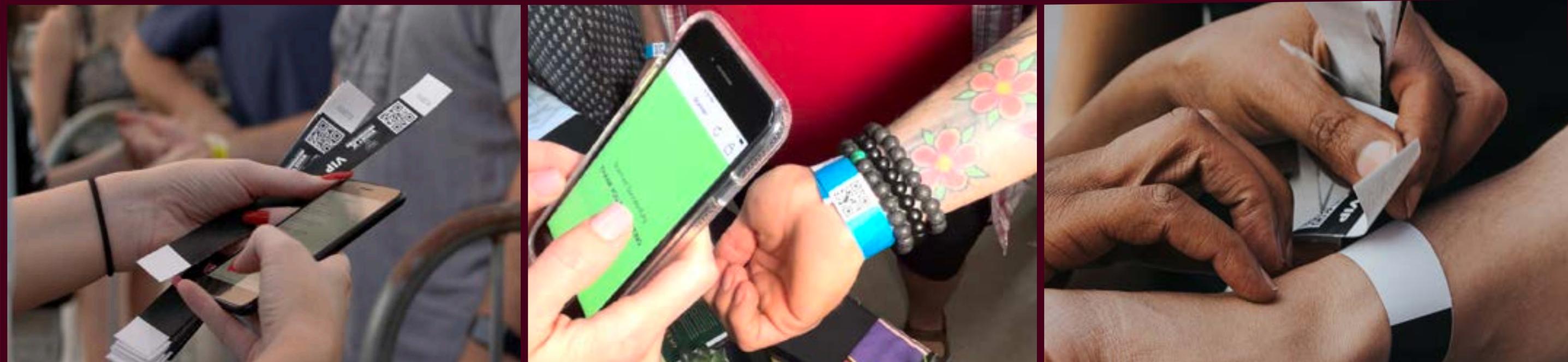
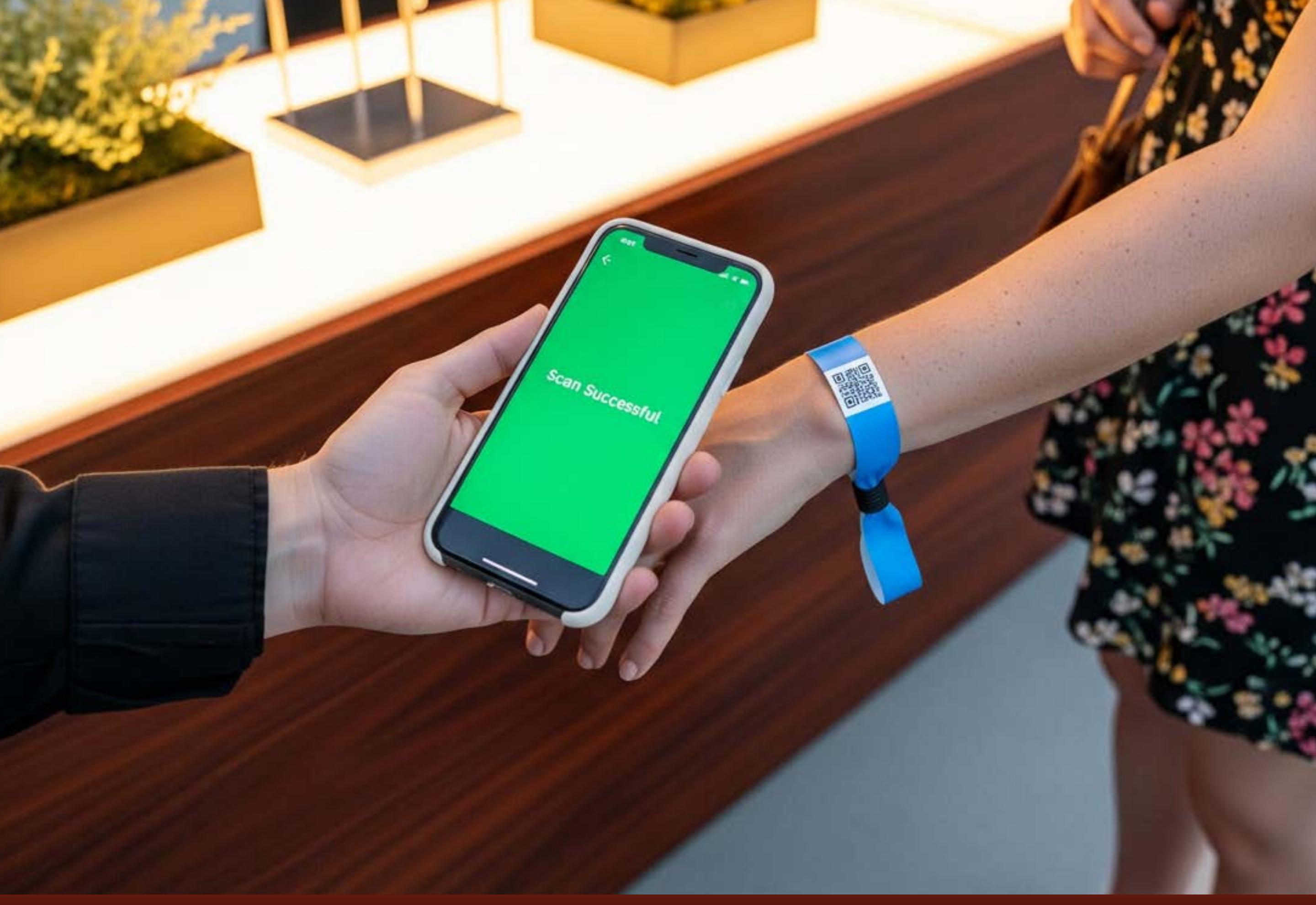
# Own the Relationship Not Just the Moment

We Facilitate Your Ability To Follow Up

## Connecting You and The Consumer

- **Capture emails from consumers who opted in at your booth** - turning interest into actionable follow-up.
- At the event, branded wristbands with QR codes make **data collection simple and seamless**.
- Post-event, each attendee receives a **personalized list of brands they explored** - keeping your name top of mind.

## Data Collection



# Beyond the Booth

Turn Deeper Storytelling into Stronger Brand Conversion



Extend Your Booth, Extend Your Impact



## Immersive Education Opportunities

- If desired, we can help you host **15-20 minute seated sessions** in a fully branded space throughout the night.
- This gives consumers a chance to slow down and **engage more deeply with the brand**.
- Brands can share your **story, process and product** in a focused setting.
- Creates **stronger brand recall**.



## Pre-Event Mobile Guide (With Brand Info)



## 3 Things To Know Banner (At the Event)



## Post-Event Email (With Brand Info)



# A Full Brand Education Experience

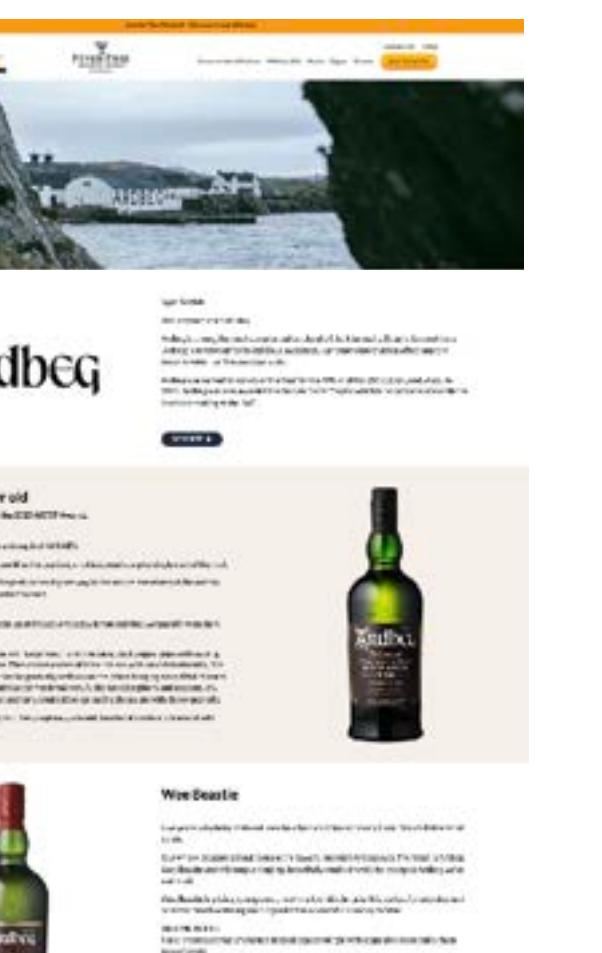
## Included In Your Partnership:

- WhiskyX provides informative brand social content
- WhiskyX Website brand page
- For brands participating nationally:
  - “3 Things to Know” banner to be displayed at the event
  - Social Brand Content
  - Pre-Event Mobile Guide
    - With “3 Things to Know About” Information
  - Post-Event Email
    - With “3 Things to Know About” Information

## WHD Podcast



## WHD Website



## WHD Social





## Logistics Management



# Turnkey, Effortless Activation

## We Make It Easy for You

- Let us help you manage what could be a **completely turn-key program**
- Set up, break-down and shipping** to the next market
- Staffing including **trained brand ambassadors, certified bartenders, specialized data collectors**
- We will be **checking in with your team** throughout the event (providing ice, assistance, cleanup, etc)



# On-Premise: Sales + Opportunity Is Back



## The On-Premise Is Back!

### Capitalize on the Opportunity

- **+3.6% YoY growth in national on-premise volume share and whiskey is leading the charge with more growth projected for the rest of the year.**
- WHX works with leading young adult, whiskey oriented bars and restaurants to help you:
  - **Re-engage** consumers
  - **Recruit** new consumers
  - **Build advocates**
  - **Support and gain distribution** in key accounts



# The WhiskyX Sessions

Our On Premise Platform

Inspire, Educate, Convert, Support

**Consumer re-engagement strategy:** We invite consumers who expressed interest in the brand and other WHX targeted members to brand re-engagement experience

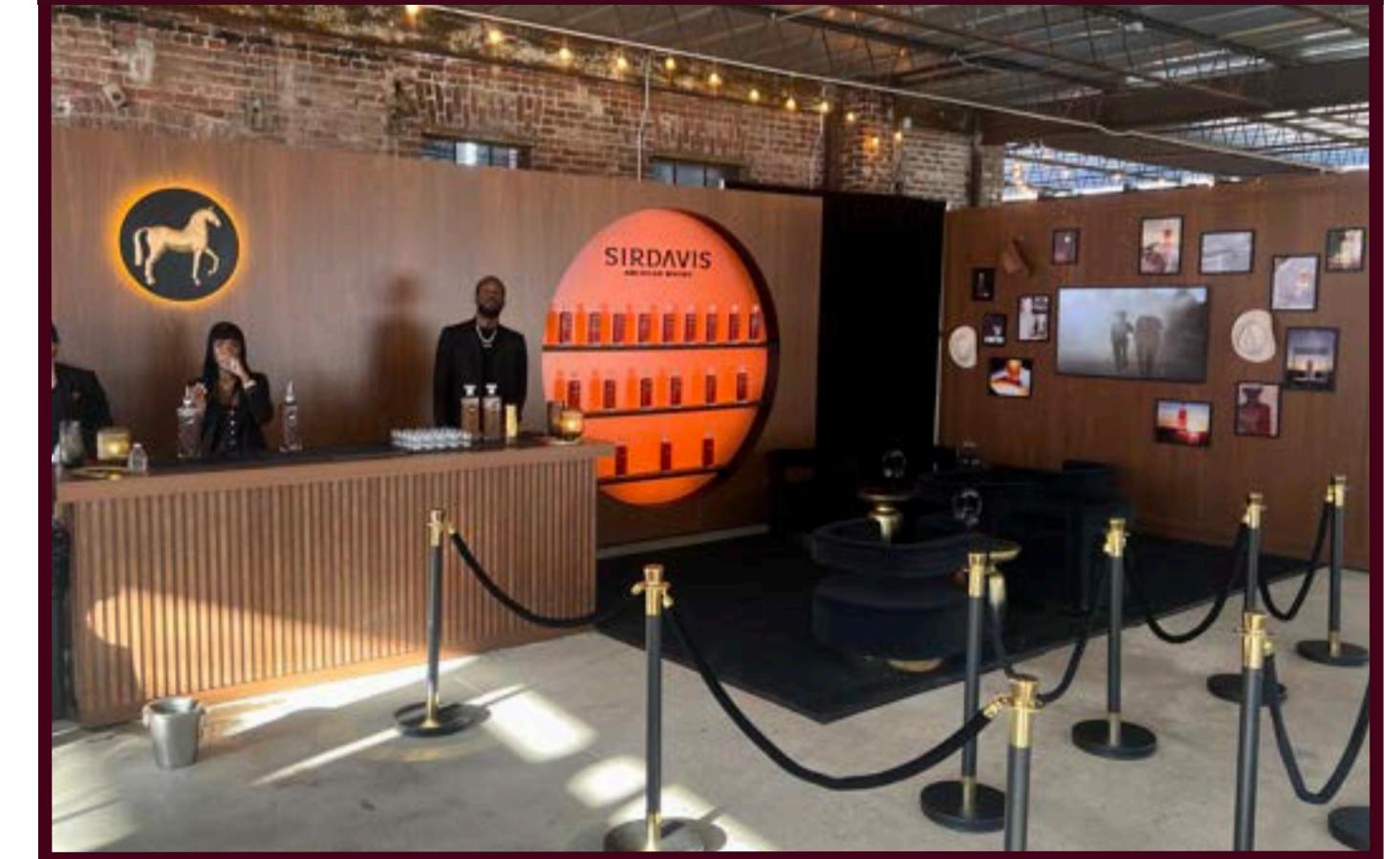
**Attendance:** 75-150+ attendees per event (2 hours, single brand focused)

**Ticket-site / content:** Custom ticket site, invites, emails (pre & post)

**Experience:** Brand education, sampling, featured cocktails, musical performance

**Account:** WHX works with 32+ accounts in 10 Markets. We coordinate account sell in, product order, staffing, etc.

# Promotional Space ++



# Main Event

## Includes:

- 14' x14' Promotional Space
- Consumer data collection
- 3 Things to Know About Banner
- Pre-event and Post-event Brand Emails
- Social Content with brand facts
- 10 VIP passes for guest per booth

**\$4,350 per space**

# On Premise



# On Premise Sessions

## cludes:

- Account sell-in
- Coordination of product order and featured cocktails with the account
- Custom ticket-site, invites & emails
- 3 trained promotional staff
- Event recap & emails of attendees

**\$2,600 per event  
(minimum of 5 events)**

Inc. \$850 bar spend

# Markets



1. Miami - 3/5
2. Tampa - 3/7 \*NEW
3. Atlanta - 3/19
4. Nashville - 4/30
5. Washington DC - TBD \*NEW
6. New York - 4/9
7. Boston - 4/11
8. Denver - TBD
9. Los Angeles - 9/10
10. San Francisco - 11/8
11. Chicago - 10/8
12. Austin - 11/5
13. Houston - 11/7
14. Dallas - 11/19

# Pricing

# Custom Programming

The WhiskyX team will work with you to **customize a program to best suit your marketing and sales needs.**

# Contact Information

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