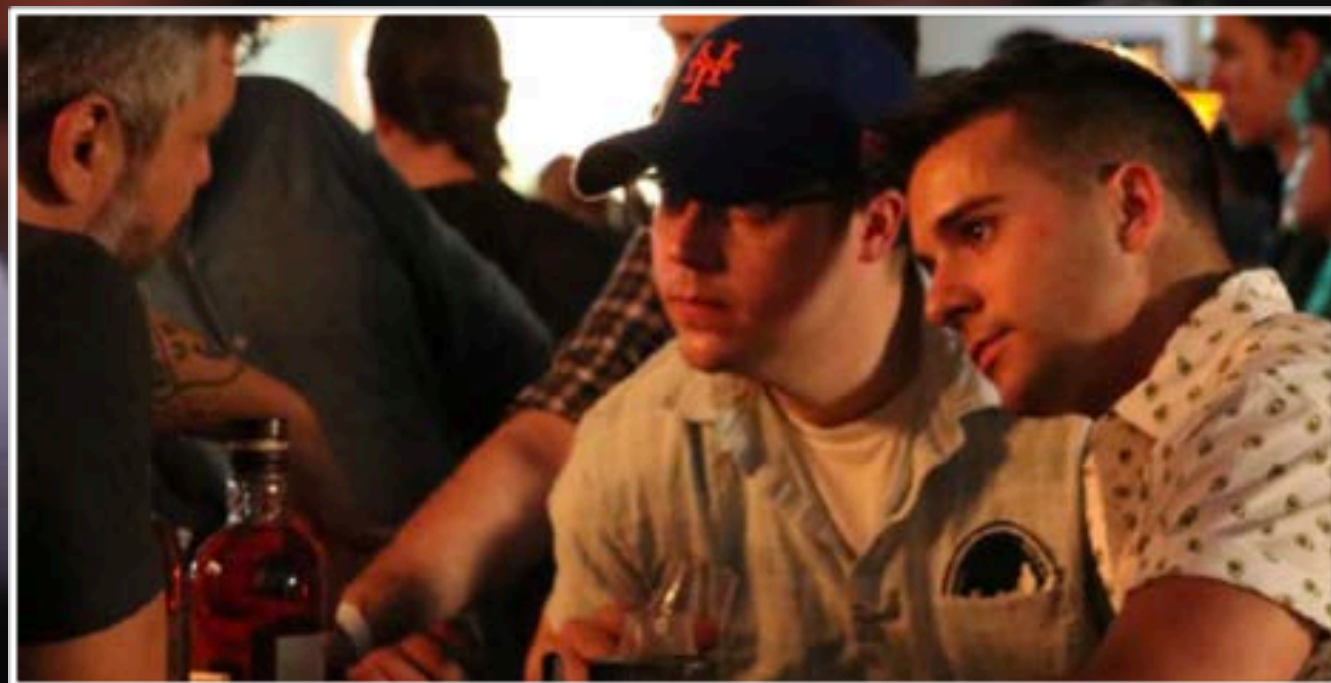


Smarter Discovery

Higher Conversion

Stronger Sales



MEET YOUR NEXT GENERATION OF
LUCAS BOLLS
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



Adoption & Advocacy +++

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

Data Capture/Consumer Filtering
+ TheWhiskyX.com



Communication, Education,
The WhiskyX Experience



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

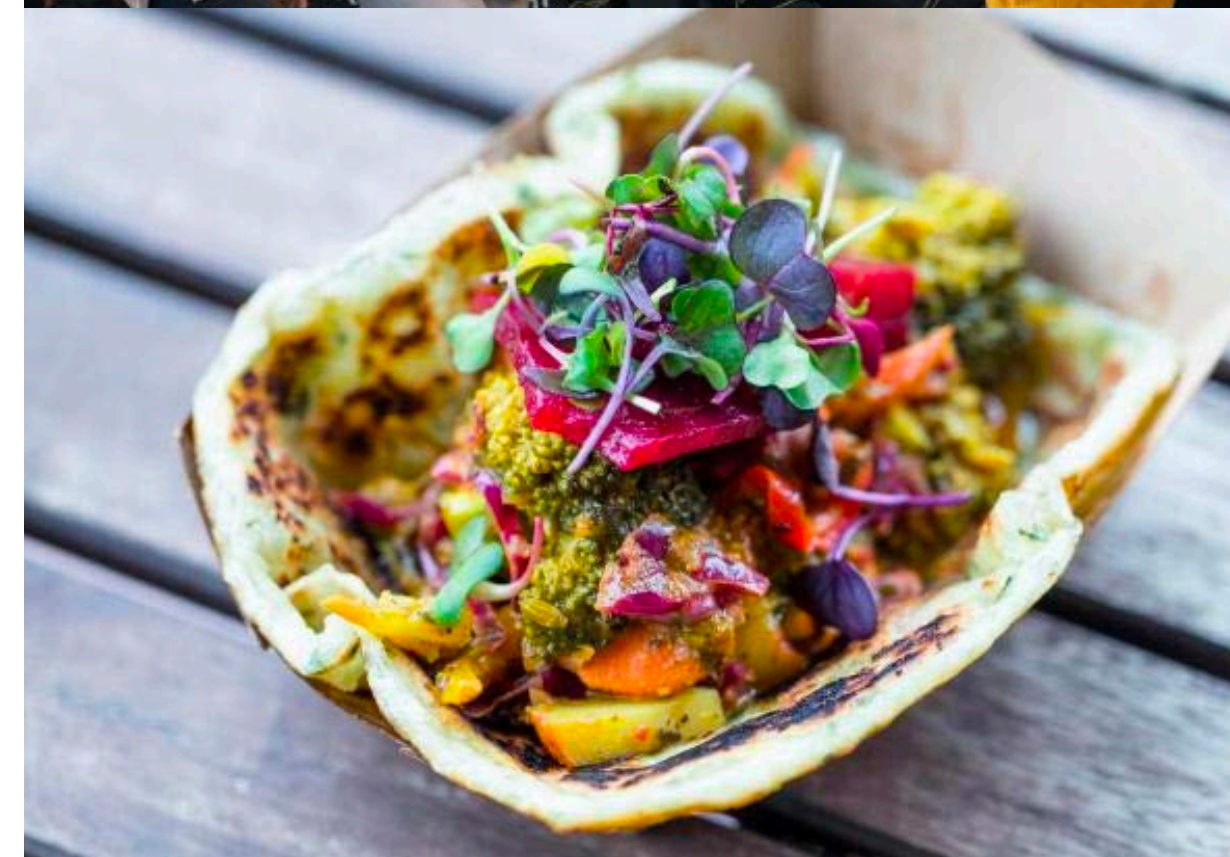
Cigar Lounge



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

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)



Playlist

HARD TIMES/GOOD TIMES - a

whiskyxplaylist

Alejandro Rose-Garcia • 2 likes

• 25 songs, 1 hr 33 min

#	Title	Album	
1	<div> <div>Rye Whiskey, Rye W...</div> <div>Tex Ritter</div> </div>	Uncle Art Sather...	3:49
2	<div> <div>Trucker Speed</div> <div>Fred Eaglesmith</div> </div>	6Volts	5:11
3	<div> <div>I Am The Changer</div> <div>Cotton Jones</div> </div>	Paranoid Cocoon	6:34
4	<div> <div>Seabird</div> <div>Innovations</div> </div>	Seabird	3:07
5	<div> <div>Sleepwalking</div> <div>The Summits</div> </div>	Eccentric Soul: ...	2:41
6	<div> <div>Downbound Train</div> <div>Frank Gay & The Gaybla...</div> </div>	Downbound Trai...	2:46
7	<div> <div>Green Rocky Road</div> <div>Bria</div> </div>	Green Rocky Ro...	3:21
8	<div> <div>I Made a Mistake</div> <div>Bob Marley & The Wailers</div> </div>	The Birth Of A L...	2:44
9	<div> <div>Samba-Trip</div> <div>Richard Schneider JR.</div> </div>	Paradise Goulash	5:50
10	<div> <div>Stir It Up - From "Bev...</div> <div>Patti LaBelle</div> </div>	20th Century M...	3:38
11	<div> <div>Only You</div> <div>Steve Monite</div> </div>	Only You	6:21
12	<div> <div>Hercules Theme</div> <div>Hercules & Love Affair</div> </div>	Hercules & Love...	4:29
13	<div> <div>Whatever You Do (D...</div> <div>Gene Williams</div> </div>	Eccentric Soul: ...	2:29
14	<div> <div>3 Old Viennese Danc...</div> <div>Fritz Kreisler, Clara Rock...</div> </div>	Dvořák, Ravel, ...	2:33
	<div> <div>The Enchanted Sea</div> </div>		





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...

More of the Right People, Engagements & Results



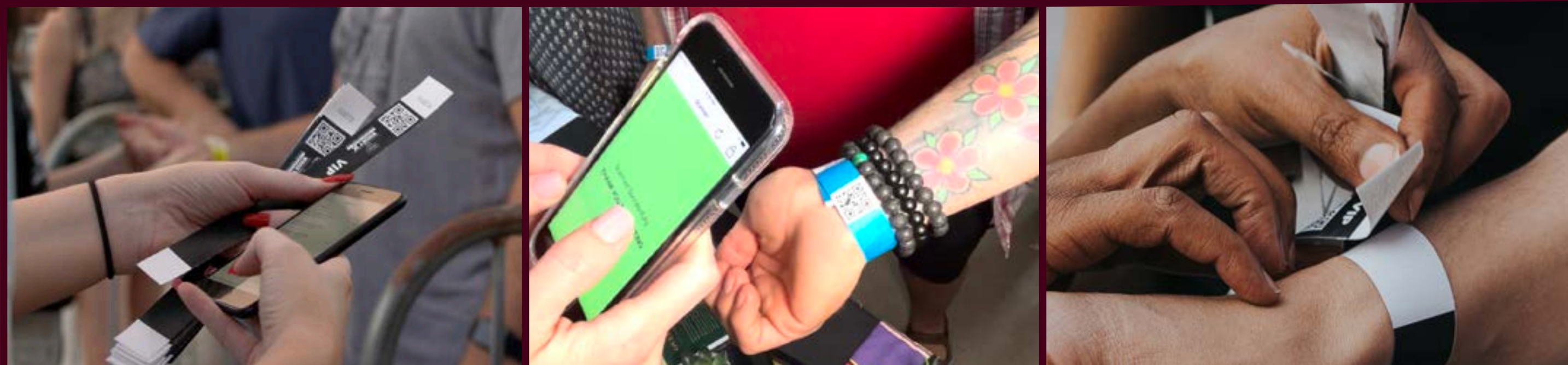
Own the Relationship Not Just the Moment

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

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**.



Extend Your Booth, Extend Your Impact



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

WHX Podcast



WHX Website



WHX Social





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)

Logistics Management





The On-Premise Is Back!

On-Premise: Sales + Opportunity 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

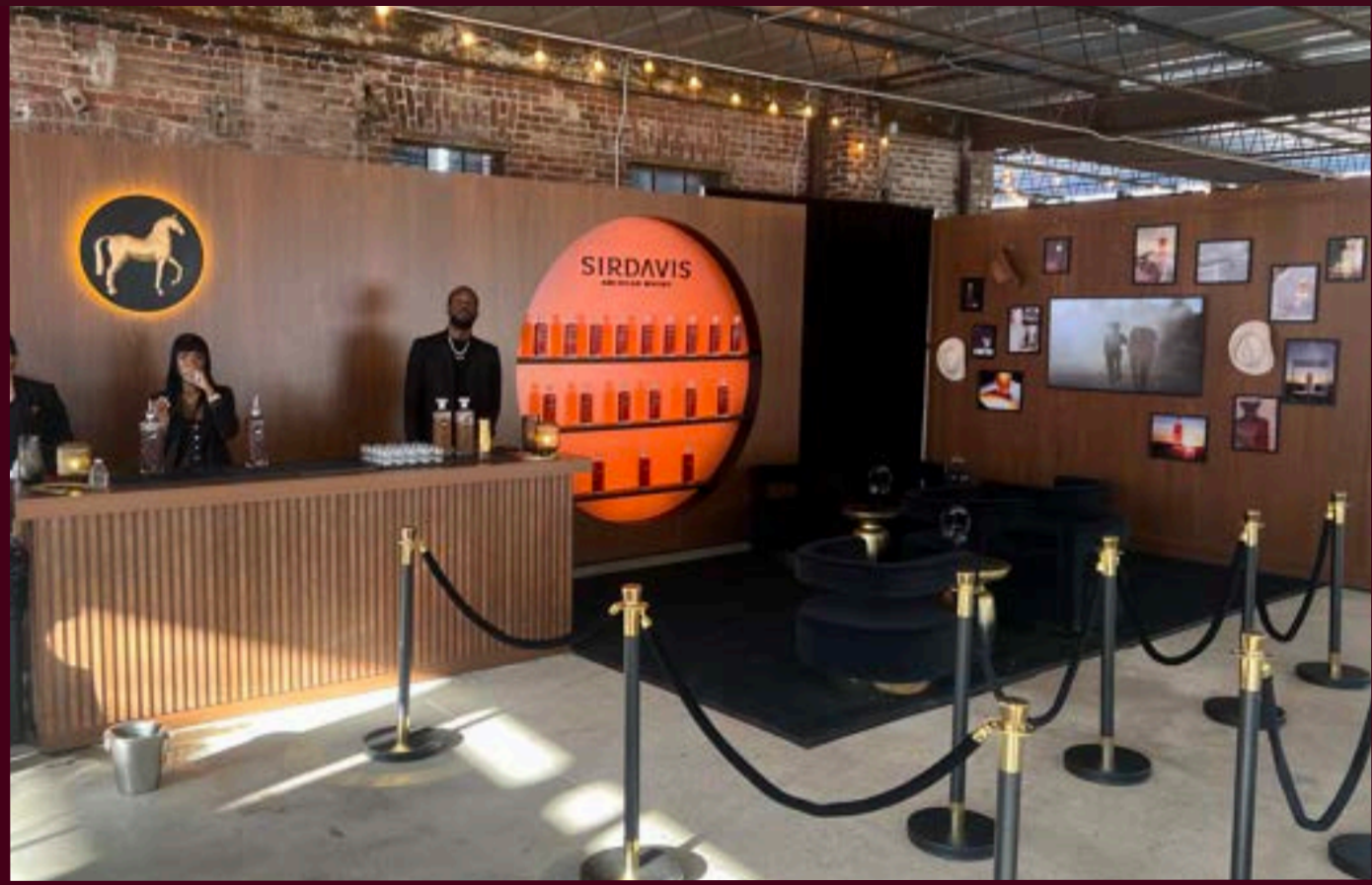
Attendance: 75-150+ attendees per event (2 hours, single brand focused)

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

Includes:

- 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.**

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