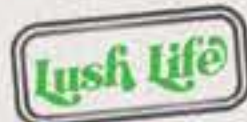


PDXCW

October 6th - 10th, 2024

PORTLAND, OREGON



WHAT IS PORTLAND COCKTAIL WEEK?



Launched in 2010 to democratize tactical bar education, Portland Cocktail Week is the industry leader in helping bartenders close the gap between where they are and where they want to be in their careers. In addition to the invaluable educational sessions, Portland Cocktail Week works with our brand partners to create one of a kind immersive experiences and networking opportunities to reach bartenders all over the country.

When the world came to a standstill, so did planning for Portland Cocktail Week 2020 and 2021 in its traditional sense. We launched PDXCW Distance Learning in an effort to put some money in our Educators pockets, raise funds for nonprofits focused on providing aid to hospitality workers and fill the gap in education and social interaction that a year without in person events left in our community. The response was overwhelmingly positive from the beginning, and, while we certainly didn't expect to host over 400 streams to date, our audience's interest in Distance Learning continues to grow.

WANT TO LEARN MORE ABOUT DISTANCE LEARNING CLASSES AND LARGER PARTNERSHIPS LIKE CERTIFICATION PROGRAMS, BRAND SPECIFIC EXPERIENCES, AND COMPETITIONS?

EMAIL BRITANY@LUSHLIFEPRODUCTIONS.COM AND LINDSEY@LUSHLIFEPRODUCTIONS.COM!



EVENT DETAILS

WHEN: OCTOBER 6TH - 10TH, 2024

WHERE: PORTLAND, OR

WHO

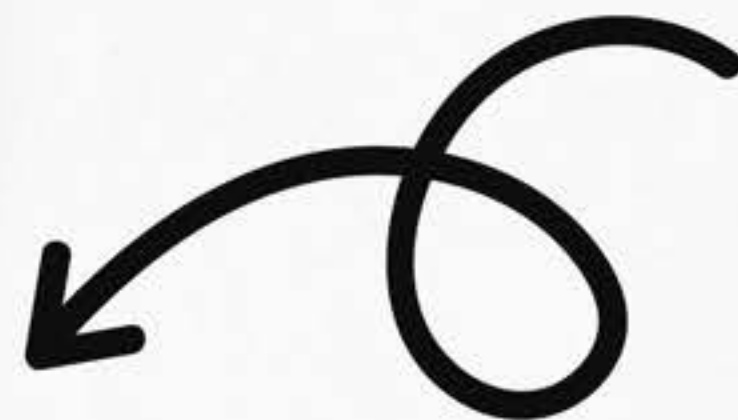
**OVER 2000
HOSPITALITY
PROFESSIONALS FROM
ALL OVER THE U.S.**



ATTENDEES



ALL TOP 25
MARKETS!



Portland Cocktail Week reaches bartenders in every corner of the US. While we see great geographic diversity in our group of attendees, our top markets for 2023 were: Portland, Northern California, Southern California, Seattle, Chicago, New York, Atlanta, New Orleans, and Louisville.

In addition to geographic diversity, Portland Cocktail Week strives to ensure gender and racial parity across attendees of all of our programs.



NEWSLETTERS + SOCIAL APPENDIX

2

PDXCW
CLASSES, EVENTS, & DISTANCE LEARNING



2

**PORTLAND
PICKS**

BY IZZY STORM +
MATT GUMM



2

**BEST
OF
PORTLAND**



NEWSLETTERS

Newsletters were sent to the Portland Cocktail Week audience of 200k to announce the event before, during, and after. Our email campaign consisted of 20 unique emails promoting Varsity Applications, Save the Dates, Event Schedules, Daily Schedules of Activities and a Thank You Note.



BY THE NUMBERS

Scheduling

Announcements:

Open Rate - 52%

Clicks - 2,905

Daily

Schedules / Welcome

Open Rate - 51%

Clicks - 1617

Thank You Email:

Open Rate - 50%

Clicks - 1147

THE AVERAGE NEWSLETTER OPEN RATE ACROSS ALL INDUSTRIES FOR 2023 IS 21.5%. **PORTLAND COCKTAIL WEEK OUTPERFORMS THAT BY 30%.**



CAMPAIGN APPEAL

Informational content that is produced in a relatable, fun and engaging way that simplifies the 50+ PDXCW events over six days.

Our approach: integrating the same message across all of our digital platforms and brand partners by scheduling daily rundowns in the morning and at night and posting content of key events from previous years for impressions and engagement.



WATCH OUR DAILY EVENT SCHEDULE CONTENT.

VIEW OUR NIGHTLY EVENT SCHEDULE ASSETS.

WATCH THE CREATIVE SPIN WE PUT ON OUR INFORMATIONAL CONTENT.



TOP PERFORMERS

Best reach: The Aviation Gin reel that promoted their 2023 event using content from last year's event. This shows our audience longevity and proof of concept. This reel gained 13,600+ impressions with 3,000+ interactions.

The Portland Picks Recommendation Carousel had the highest engagement rate which accompanied our kickoff SubStack article about the best things to do in Portland. This post acquired over 1100+ interactions.

Rapid Response content was a large part of this campaign. The second post with the best reach was our Focus on Health Happy Hour Reel spotlighting our non-alcoholic options during PDXCW. This rapid response reel acquired 13,000+ impressions in the short time it had to be turned around.



SOCIAL MEDIA



SPONSORSHIP OPPORTUNITIES

Education

Events



2

2



EDUCATIONAL SPONSORSHIP OPPORTUNITIES

TO ENSURE STUDENTS HAVE ACCESS TO AS MUCH EDUCATION AS POSSIBLE AND YOUR BRAND HAS DIFFERENT PRICE POINTS AND ACTIVATION CHOICES, WE ARE EXPANDING OUR EDUCATIONAL SPONSORSHIP OPPORTUNITIES TO INCLUDE TWO PRIMARY OPTIONS:

- OFF-SITE ONE, TWO OR THREE DAY WORKSHOPS
- ON-SITE SPONSORED CLASSES CURATED BY LUSH LIFE



Do you need help finding a venue, securing educators, or curating your content? Portland Cocktail Week is here to help. Let us know what you need!



OFF-SITE WORKSHOPS

MUCH LIKE OUR PROGRAMMING IN 2022 AND 2023, BRANDS WILL HAVE THE OPPORTUNITY TO HOST CLASSES OFF-SITE AT A LOCATION OF THEIR CHOOSING. YOU WILL COLLABORATE WITH THE PDXCW TEAM TO LAND ON A TOPIC AND EDUCATORS, AND YOU WILL BE ABLE TO PRESENT THAT CONTENT TO THE CURATED GROUP OF STUDENTS SELECTED FOR YOUR PROGRAM. THESE WORKSHOPS CAN BE 3 HOURS, ONE FULL DAY, OR TWO DAYS DEPENDING ON YOUR NEEDS.



Class Stats:

- 10-60 Students Per Class
- Geographic and Demographic Targeting are possible
- Classes run from 11AM-5PM
- Most Off-Site Workshops will be on Wednesday and Thursday, but there is availability in the beginning of the week.



ON-SITE SPONSORED CLASSES

IN AN EFFORT TO OFFER ALL OF OUR STUDENTS A FULL SLATE OF CLASSES, PORTLAND COCKTAIL WEEK WILL BE CURATING A SERIES OF CLASSES THAT ARE AVAILABLE FOR SPONSORSHIP. WE WILL COLLABORATE WITH YOU TO LAND ON A TOPIC AND EDUCATOR THAT BEST WORK FOR YOUR BRAND, BUT ALL EDUCATORS WILL BE CURATED BY THE PDXCW TEAM. HERE'S THE BREAKDOWN:

- There will be two offerings each hour:
 - Two Classes for 25-30
 - One Class for 75+
- We will not be serving alcohol in these classes*, but you will have the opportunity to sample in the venue if you choose.

*Alcohol will be permitted in some cases. Please inquire.



CRAFT SPIRITS FAIR



IN OUR EDUCATIONAL SPACE, WE WILL OFFER THE OPPORTUNITY FOR BRANDS TO SAMPLE THEIR PRODUCTS TO OUR GUESTS - BOTH THOSE IN AND OUT OF CLASS. YOU WILL BE GIVEN A 6' TABLE AND YOU MUST PROVIDE PRODUCT, ANY DRINK PREPARATIONS, AND HAVE A PERSON TO HOST YOUR TABLE. WE WILL HANDLE ALL PROMOTION, COMPLIANCE, AND PHOTOGRAPHY!



October 7th - 8th
from 11AM - 5PM



EDUCATION PARTNERS

You get a deep discount if you sponsor a class and a table!



CAREER COUNSELING

SOLD OUT



A key component of Portland Cocktail Week is mentorship. Each morning of classes, we match students and mentors based on their mutual interests for hour long Career Counseling sessions. These sessions are often cited as a highlight for our students and are invaluable as they strive to grow in the hospitality industry. Mentors have also found employees and friends through this program. Sponsors will have the opportunity to gift to both mentors and students, provide coffee and breakfast for these sessions and will be recognized in the space (which can be branded) and in all digital and printed materials.



EVENTS



At Portland Cocktail Week, we encourage our partners to think beyond the four walls of the classroom and develop programming which highlights their brand while offering unforgettable opportunities to connect with their peers and experience all that Portland has to offer.



REGISTRATION LOUNGE



Be at the center of the action by sponsoring the Registration Welcome Lounge! All our guests will cycle through the lounge, offering your brand an immediate connection with the whole crew! Your sponsorship includes a designated space in the Registration Welcome lounge and one six-foot catering table. PDXCW will provide food, security, music, compliance, and photography.

Sunday, 10/6
12pm - 6pm
~700 guests



BREAKFAST



HERE, YOU'LL HOST A CAPTIVE AUDIENCE OF APPROXIMATELY 300 GUESTS AT THE JUPITER FOR BREAKFAST. YOU CAN SELECT ANY FOOD TRUCK OR CATERER IN PORTLAND TO FUEL THIS CROWD FOR A DAY OF LEARNING! IN ADDITION TO THE FOOD, YOU PROVIDE COCKTAILS AND ANY ACTIVITIES OR BRAND EDUCATION YOU'D LIKE TO HOST FOR OUR GUESTS.



EVENING SPONSORSHIP OPPORTUNITIES

AFTER A LONG DAY OF WORKSHOPS, WE INVITE OUR GUESTS TO RELAX AND NETWORK AT THOUGHTFUL EVENTS HOSTED BY OUR PARTNERS.

Every night, we follow a similar pattern:

5-7PM HAPPY HOUR

7-9PM DINNER EVENT

9-12AM HEADLINE EVENT

12-2AM AFTER PARTY



QUEER AND QUENCHED



Portland Cocktail Week is planning to end the event just as strong as we started thanks to Joe Witkowski and the Queer and Quenched Team! This event aims to be the ultimate coming out party to celebrate the LGBTQIA+ community. Everything from the entertainment to the food to the bartenders and even the cocktails are going to be unapologetically queer.

Pride started in a bar, and we plan on carrying on that energy at Portland Cocktail Week - an event designed to celebrate bartenders from all walks of life.

We will handle all activation, and you will just have to provide product, a team member to work with your assigned bartender, and any giveaways or branding you'd like to see in the space.



THURSDAY, OCTOBER
5-7PM
PROJECTED 300+ GUESTS
COST: \$11,000 / BAR
INCLUDES EVERYTHING OUTSIDE OF
PRODUCT AND ANY BRANDED ITEMS
YOU'D LIKE TO SEND!



MASHUPS

MASHUPS DO FOR BAR TEAMS WHAT GREAT DJs DO FOR DANCE HITS. MASHUPS ARE FROM 9PM-MIDNIGHT AND WE HOST ANYWHERE FROM 3-5 CONCURRENTLY DEPENDING ON THE SIZE OF THE SELECTED VENUES. YOU CAN SELECT ANY ACCOUNT IN THE WHOLE WORLD YOU'D LIKE TO BE A GUEST IN A LOCAL PDX BAR. THE VISITING AND HOST BAR TEAMS WORK TOGETHER TO DEVELOP NEW MENU FEATURING YOUR PRODUCTS AND ALL PORTLAND COCKTAIL WEEK GUESTS COME BY THROUGHOUT THE NIGHT.

October 8th
9PM-12AM



CHURRO FEST

Portland Cocktail Week's partnership with No Us Without You is moving full steam ahead! Back for PDXCW 2023, the team at No Us Without You are throwing a dinner of churr-tanic proportions featuring Latine and Hispanic bartenders, Chicano entertainers, and all of the churros you can eat! Your Churro Fest bartender will develop and serve a cocktail in front of 300+ bartender guests and receive a scholarship (including a room at The Jupiter) for their efforts. Portland Cocktail Week and No Us Without You will take care of the space, music, mixers, furniture, food, and photography and you'll provide the product and an appetite for churros.



October 9th from
7-9pm at The Jupiter

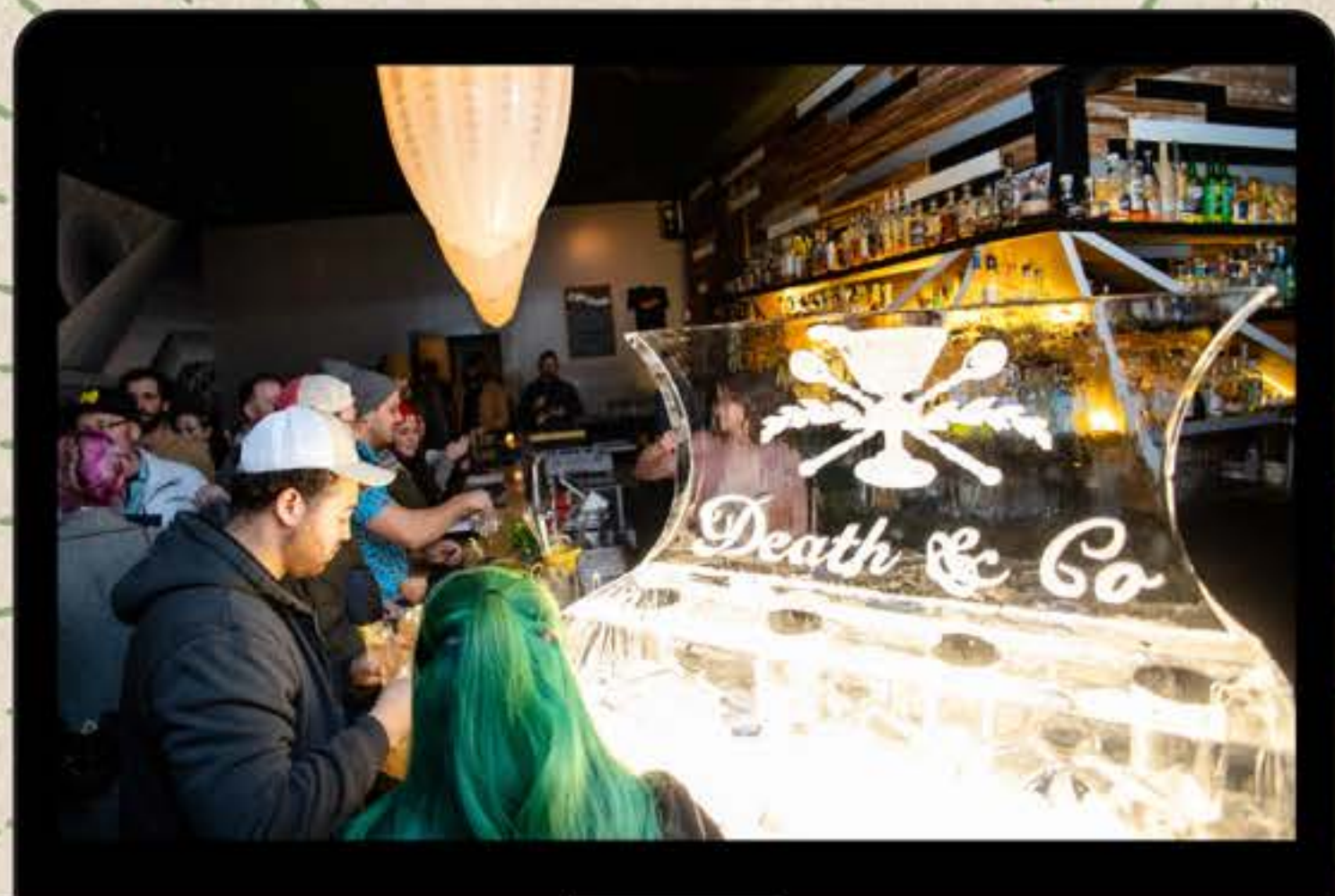


PRIVATE DINNERS

Want to treat a small group to dinner, as opposed to hosting all 300 students at once? We've got you covered! You tell us how many folx you'd like to invite and if there are any preferred markets for your brand and we'll curate the guest list and make sure you have it before it's time to dine!

Thursday, 10/10
7pm - 9pm





SMALL NIGHT TIME EVENTS

You pick a place on Thursday from 9pm - 12am and have the party of your dreams. There will be busses that circulate everyone through (you'll see ~300 over the course of a night, but in groups of ~75 at a time). Whether it's a pop-up concept or a themed event, you can't go wrong here!

Thursday, 10/10
9pm - 12am



WHO'S THAT GIRL POP UP

WHO'S THAT GIRL WAS CREATED BY HOUSTON-BASED BARTENDERS LYNZIE HOLLAND AND LIZ BECERRA TO CREATE AN ENVIRONMENT FOR FEMME INDIVIDUALS BEHIND THE BAR THAT IS FUN, SAFE, AND INCLUSIVE. IN AN EFFORT TO PROMOTE EQUALITY, THIS POP-UP IS DRIVEN TO UPLIFT PARTICIPANTS WHILE GIVING BACK TO NONPROFITS + ENSURING ALL COMMUNITIES FEEL WELCOME.

Thursday, 10/10
9pm - 12am
\$7500/sponsorship
4 sponsorships available
Activation included



PDXCW AT A GLANCE



Sunday

Registration
Welcome Party
Headline Event
After Party

Monday

Breakfast
Workshops
Happy Hour
Dinner Event
Headline Event
After Party

Tuesday

Breakfast
Workshops
Happy Hour
Dinner Event
MashUps
After Party

Wednesday

Breakfast
Workshops
Happy Hour
Dinner Event
Headline Event
After Party

Thursday

Breakfast
Field Trips
Happy Hour
Private Dinners
Pop Up Events
After Party



2024 PRICING

ON-SITE AT THE JUPITER OR EDUCATION SPACE

REGISTRATION LOUNGE: \$4000

BREAKFAST: \$3,000

CHURRO FEST: \$9500 (INCLUDES ACTIVATION)

QUEER AND QUENCHED: \$11,000 (INCLUDES ACTIVATION)

CRAFT SPIRITS FAIR: \$3000*

OFF-SITE**

PRIVATE DINNER: \$3500

MASHUPS: \$8500

POP UP/SMALL NIGHT TIME EVENT: \$7500

WHO'S THAT GIRL POP UP: \$9000 (INCLUDES ACTIVATION)

WELCOME PARTY: \$15,000

HAPPY HOUR: \$11,000

DINNER EVENT: \$15,000

PRIME TIME EVENT: \$25,000

AFTER PARTY: \$10,000



*WITHOUT AN EDUCATION
SPONSORSHIP

**IF YOU WOULD LIKE TO USE
ONE OF OUR SPACES, INQUIRE! WE
HAVE SOME AVAILABILITY.



EVENTS

2024 PRICING

OFF-SITE WORKSHOPS

3 HOUR WORKSHOP: \$4000

FULL DAY WORKSHOP: \$8500

2 DAY WORKSHOP: \$13,500

ON-SITE CLASSES

ONE HOUR CLASS (25-30 GUESTS): \$2500

ONE HOUR CLASS (75+ GUESTS): \$4500

TASTING TABLE ADD ON: \$1500

CAREER COUNSELING

\$20,000

EDUCATION



CONTACT



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