

ESPOLÓN TEQUILA



EXPERIENTIAL

2022 RFP RESPONSE | NOVEMBER 03, 2021



CASA SAN NICOLÁS
LOS ALTOS DE JALISCO
NOM 1440

100% PURO
AGAVE AZUL



APPROACH





FEEL IT IN YOUR BONES
IS A PROVOCATION TO ACT ON CREATIVE INSTINCT.





IT'S WHERE CREATIVE INSPIRATION COMES FROM.





**LOGIC IS IN YOUR HEAD.
PASSION IS IN YOUR HEART.
CREATIVITY IS IN YOUR BONES.**





**LET'S INSPIRE CREATIVE EXPLORERS AND SOCIAL
ACHIEVERS TO CHALLENGE THE STATUS QUO AND
DO THINGS THEY FEEL IN THEIR BONES.**





FEEL IT IN YOUR BONES

**THIS ONE'S DEDICATED TO THE DEATH OF THE STATUS QUO AND THOSE WHO
KILLED IT. THE ONES WHO SHAKE CONVENTIONS TO THE BONE, BECAUSE THEY
KNOW IT'S THE ONLY WAY FORWARD.**

**OUR TEQUILA IS THE REALIZATION OF A MAN WHO BELIEVED YOU MUST BE A
STUDENT TO MASTER THE RULES, AND AN ARTIST TO BREAK THEM.**

**CHANGING THE WORLD REQUIRES HARD CHOICES.
WHICH TEQUILA YOU DRINK SHOULDN'T BE ONE OF THEM.**

**BUT THIS ISN'T ABOUT STARTING OUR REVOLUTION.
IT'S ABOUT STARTING YOURS.**





DIRECTION |



RAISE THE DEAD

Whether it be through music, fashion, or art, we all love to look to the past. And rightfully so. In these crazy times we're living in, we find a wealth of creative inspiration in looking back. But the past doesn't have to be history. In fact, it can often be just the thing we need to shake the world's conventions and build something totally new.

In this territory we'll resurrect the great doers, deeds, and ideas of the past to inspire today's revolutionaries to find new platforms for challenging the status quo.





MONARCH CANTINA



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CASA SAN NICOLÁS
LOS ANGELES
SAN FRANCISCO
MEXICO

ESPOLÓN TEQUILA

SO
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SPONSORSHIP ACTIVATION

MONARCH CANTINA

In Mexico, monarch butterflies symbolize the dead coming back to join the living.

So at festivals, we'll create a unique tasting experience where concertgoers can enjoy an Espolón cocktail while hundreds of monarchs flutter around them.

Social media won't know what hit it.





100% PURO
AGAVE AZUL

CASA
CASA ENRIQUE
LOS REYES DE JALISCO
1865

ESPOLÓN
TEQUILA



ACTIVATION FOOTPRINT

MONARCH CANTINA

We'll create a unique transparent greenhouse inspired by the curves of our bottle and aztec architecture to contain the monarchs and tasting experience.



CONSUMER JOURNEY

MONARCH CANTINA

I



Roving activation teams will recruit concertgoers to visit the Monarch Cantina.

II



The transparent design of the Cantina will allow passersby a glimpse of the experience to pique curiosity and drive engagement.

III



Once inside, concertgoers will be immersed in the monarch experience and brand world. We'll impart brand education through digital and analog content and a cocktail bar will offer tasting opportunities.

IV



Concertgoers will be able to dedicate a monarch digitally to someone that's crossed over into the afterlife.

V



We'll collect participant registration data for measurement and to reconnect with participants with ongoing offers and engagement.

MONARCH CANTINA **HOW IT WORKS**

STRATEGIC PARTNER



We'll partner with Monarch Joint Venture – an organization dedicated to the preservation of butterfly migration.

MONARCH DEDICATIONS



We'll invite attendees to dedicate a butterfly to someone who's crossed over into the afterlife.

BUTTERFLY RELEASE



At the end of each festival activation, we'll invite Press, VIPs, and key members of the trade to participate in a tasting experience that concludes with the release of the monarchs.

SOCIAL EXPERIENCE EXTENSION

MONARCH FILTER

We'll extend the monarch experience beyond the activation footprint using social with a Tik Tok filter that invites users to dedicate a monarch to someone who's crossed over to the afterlife.





ON PREMISE

MILKWEED COASTERS

At bars we'll serve our drinks on coasters that are made of paper infused with milkweed seeds – the monarch's host flower and main food source – for patrons to take away to plant at their homes and attract their own monarchs.



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SAN FRANCISCO
MILK WEED

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LOS ALTOS DE JALISCO
MEXICO

ESPOLÓN TEQUILA



INFLUENCER EXTENSION

MONARCH SHOT

For VIPs, influencers and key members of the trade, we'll gift jars with a mechanical monarch inside and instructions to release it in honor of someone who's crossed over to the afterlife.

And of course, we'll then fill those now-empty jars with a delicious Espolòn cocktail.

Reference:

<https://www.youtube.com/watch?v=XYxC559MStg>



DJ OUIJA



ON PREMISE ACTIVATION

DJ OUIJA

We've all met strangers in bars and had impromptu conversations that we never forget. But (as far as we know) those conversations have all happened with the living. Until now...

Because we're summoning the spirits of legendary dead musicians to have conversations with bar patrons about music, life, and the afterlife.

We'll use touchscreen tabletops to create a Ouija-like interface where tequila lovers can choose a song from a dead musician, place their hands on the table, and while the song plays, have a conversation with the musician from beyond the grave.



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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
1895

ESPOLÓN TEQUILA

SOHO

A black and white photograph of a group of people sitting around a table, with their hands resting on the surface. The scene is dimly lit, creating a somber and mysterious atmosphere. The individuals are dressed in formal attire, including suits and dresses. The text "CAMEO SÉANCE" is overlaid in the center of the image, with "CAMEO" in white and "SÉANCE" in red.

CAMEO SÉANCE

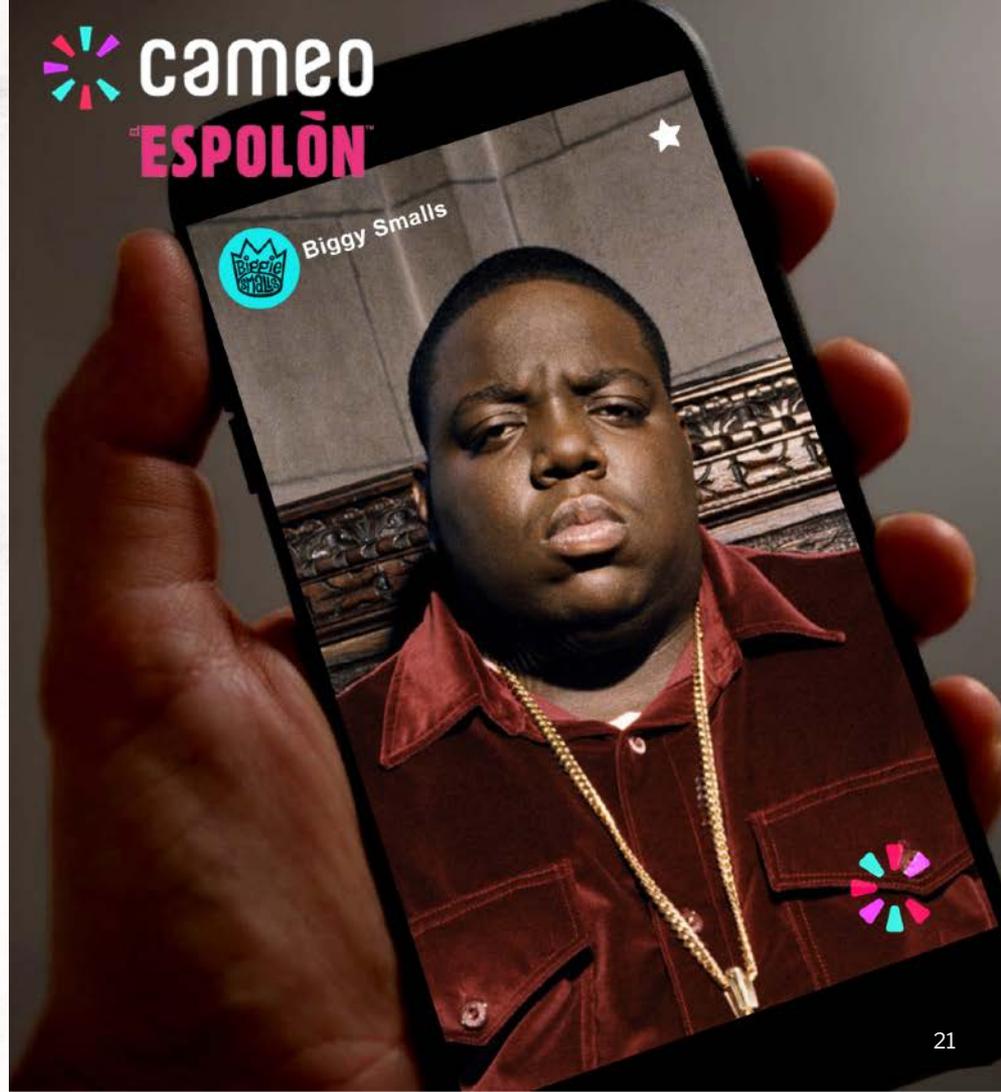


DIGITAL EXTENSION

CAMEO SÉANCE

The Cameo App gives us the chance to interact with our favorite celebrities. But what about those who have passed to the afterlife?

Introducing Cameo Séance, a partnership with Cameo where we'll create deep fakes of long-dead creative celebrities that will record custom messages of inspiration that can be shared between friends.



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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
1894

ESPOLÓN TEQUILA

SO
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HOW IT WORKS

CAMEO SÉANCE

This reference demonstrates the incredible capabilities of deep fake technology.

And since we'll be bringing back celebrities with a vast amount of photography and video footage from when they were alive, we'll have plenty of sound and visual options to create the perfect deep fake.

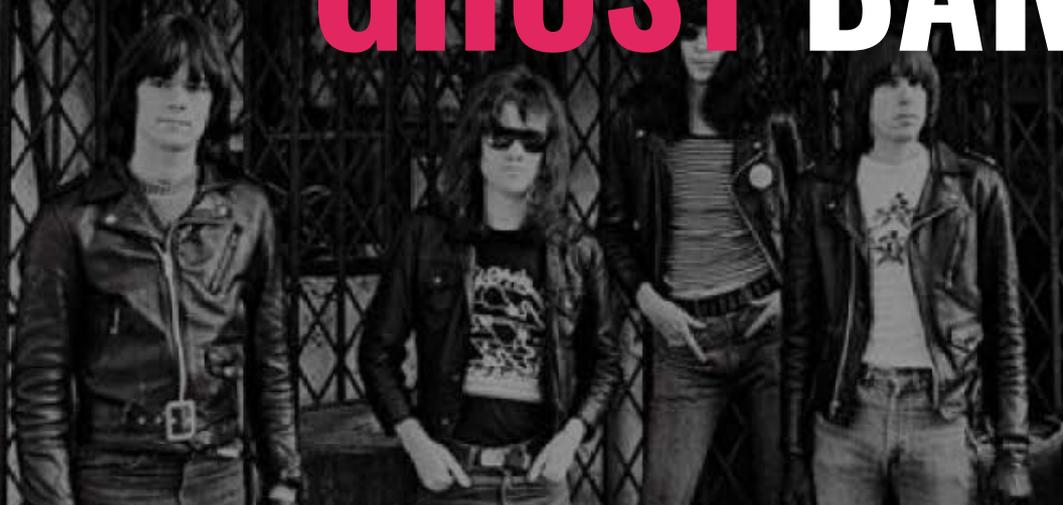
C B G B

315

OMFUG

315

GHOST BARS



IN-MARKET INTEGRATION

THE GHOST BAR PROJECT

Let's help people challenge convention by reviving the places where revolutions in music and culture began.

Using AR, we'll bring legendary dive bar/music venues back from the dead with all the detail and glory that made them special in the first place.

We'll choose locally relevant venues that were important in key market's history and culture. We'll then use past footage to recreate their exteriors and interiors for people to experience in AR. We can even film period-styled actors to stand out front of the venue and share history with people through their phone screen.

These venues will form a new kind of bar crawl where tequila lovers can learn about the revolutionaries of their city's past, listen to some classic music, and then end it all with a tasting experience at a bar that's driving the city's current culture.



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LOS ANGELES, CALIFORNIA
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ESPOLÓN TEQUILA

SOHO



LOST SOLES



PROPRIETARY POP-UP

LOST SOLES

For many in our target, sneaker culture is the only culture that matters. So let's bring sneakerheads on a journey into the past to help inspire the next generation of streetwear revolutionaries.

We'll create a traveling gallery featuring sneakers from the past that were made famous by artists and musicians who are no longer with us.

To launch the gallery, we'll collab with footwear brands to resurrect sneakers that have been long out of production.

This extremely limited release will drop at each of the gallery's various stops, creating buzz and anticipation from the minute we announce the initiative.



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LOS ANGELES
SAN FRANCISCO
MEXICO

ESPOLÓN TEQUILA

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EXPERIENCE RECAP

RAISE THE DEAD

Drawing creative inspiration from the past to inspire new ideas for living.



SPONSORSHIP ACTIVATION

MONARCH CANTINA

An immersive experience with the symbol of spirits visiting from the afterlife – butterflies.



ON PREMISE

DJ OUIJA

A digital ouija board where tequila lovers can have a conversations with musicians from beyond the grave.



SOCIAL EXPERIENCE EXTENSION

MONARCH FILTER

Extends the reach of the butterfly experience beyond a footprint and into social media.



DIGITAL EXTENSION

CAMEO SÉANCE

Partnership with Cameo App to extend their product experience into the afterlife.



ON PREMISE

MILKWEED COASTERS

A buzzworthy on premise takeaway that embraces our environment and sustainability.



IN-MARKET INTEGRATION

GHOST BARS

Using AR, we'll bring legendary bars and music venues back from the dead.



INFLUENCER EXTENSION

MONARCH SHOT

Gift jars with a mechanical monarch inside. Release in honor of someone who's crossed over to the afterlife.



PROPRIETARY POP-UP

LOST SOLES

A pop-up gallery featuring sneakers from the past that were made famous by artists and musicians who are no longer with us.



DIRECTION II

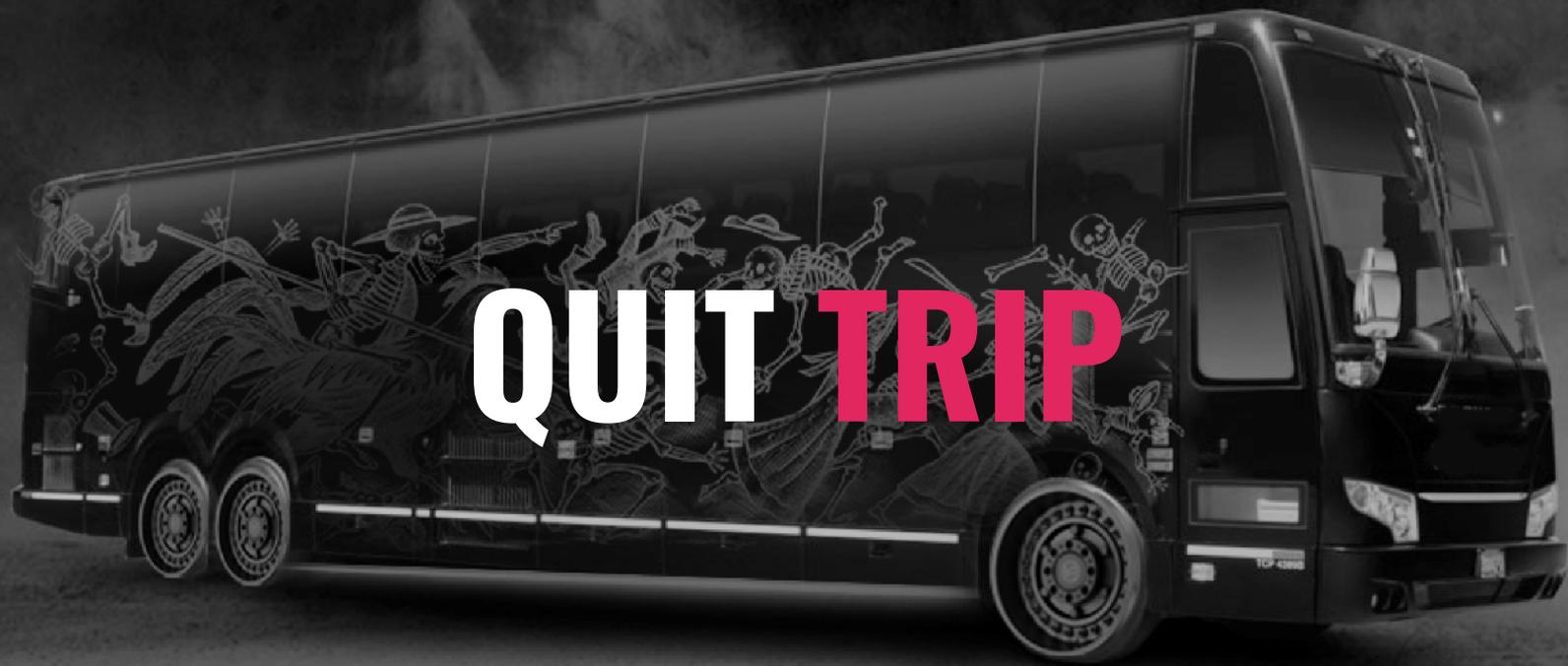


VIVA REVOLUTION!

We're living in a time of revolution. Everywhere you look, bold individuals are challenging convention, tearing down the ways of the past, and re-imagining the world around them. And that's just the tip of the iceberg. Because for every revolution you see, there are countless others waiting for the right moment — and the right person — to come crashing down on the status quo.

In this territory we'll inspire people to start revolutions, big and small, in their lives and in the world around them. Because if history has taught us anything, it's that there's no better way to start something big than with a tequila in your hand.





QUIT TRIP



SPONSORSHIP ACTIVATION

QUIT TRIP

Who hasn't gone to a great music festival and considered never going back to their normal life? It's the kind of feeling that gets your bones vibrating in all the right ways.

So let's offer some brave individuals the opportunity to overthrow their own status quo and embark on a revolutionary new life journey.

We'll invite people into our activation space with a simple proposal – quit your job, right here on the spot, and in return, we'll send you on a road trip of self discovery.



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CASA SAN NICOLÁS
LOS ALAMOS CALIFORNIA
1896 1910

ESPOLÓN TEQUILA

SO
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ACTIVATION FOOTPRINT

QUIT TRIP

We'll use an Espolòn branded tour bus as the main footprint of the activation space. During festivals it will serve as the venue for tastings and education experiences, and when each festival ends, a revolutionary few will join the ride.



QUIT TRIP **HOW IT WORKS** — OPTION A

TOUR STOPS



We'll send our group of revolutionaries in training on a tour of cities around the US where we have a festival footprint. In each city, guests will be treated to VIP tickets to the festival and an exclusive stop at the city's finest tequila bar where they'll drink and learn alongside that city's most noteworthy culture shakers.

THE BUS



The Espolòn tour bus will be outfitted with a fully furnished lounge, including a high end entertainment system, musical instruments, and of course, a full bar.

ORIGINAL CONTENT



We'll extend the tour onto social media and youtube in an ongoing content series that follows the bus' adventures and tells the stories of the individuals who quit their jobs to join our revolution.

QUIT TRIP **HOW IT WORKS** — OPTION B — SWEEPSTAKES

A TRIP TO OUR DISTILLERY



We'll send our group of revolutionaries-in-training down to Mexico where they'll meet artists, mystics, musicians, and of course, tequila-makers, who are already shattering conventions. Each stop will further guests' love and knowledge of tequila while inspiring whatever comes next in their life.

MEET THE MAN



We'll conduct workshop tastings with founder and legendary maestro tequilero, Cirilo Oropeza.

ORIGINAL CONTENT



We'll extend the visit to social media with original content showcasing the craft that goes into making our tequila.

GALERÍA DE GALLO





ALT SPONSORSHIP ACTIVATION

GALERÍA DE GALLO

We'll create a traveling art exhibit featuring Mexican protest and revolution art – visually connected to our brand – meant to educate and inspire patrons about the change they can create in their world.

This exhibit will live at music festivals and could even be extended to international art fairs like Art Basel Miami.

At the exhibit, people will be able to sample Espolòn cocktails and purchase original works on display as well as prints of more famous pieces.



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LOS ANGELES, CALIFORNIA
SAN FRANCISCO
MEXICO

ESPOLÓN TEQUILA

SOHO



ALT SPONSORSHIP ACTIVATION

DIAL A REVOLUTION

The Galería de Gallo space will also feature sleek, black phone booths where festival goers can choose a local issue that matters to them and then call the senator who can affect the most change around the issue.

Imagine thousands of calls in a single day. That's how you start a revolution.



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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
1891-1910

ESPOLÓN TEQUILA

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ON PREMISE EXTENSION

COASTERS FOR CHANGE

We'll also create a series of bar coasters for the gallery space that double as letters to your senator.

Each coaster in the series will contain a template that speaks to a specific issue important to the city where the activation is taking place. All drinkers need to do is fill in a few blanks and drop it in a mailbox.

Once received, the senator (or their staffer) can redeem the coaster for a free drink – a little reward for listening.





BARSTOOL

REVOLUTIONS



ON PREMISE & OUT OF HOME

BARSTOOL REVOLUTIONS

We'll roll Espolòn branded vans with onboard projectors outside of bars in key markets that will display giant messages of revolution sent in real time from people sitting inside the bar.



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CASA SAN NICOLÁS
LOS RÍOS DE SAN FRANCISCO
1801 1410

ESPOLÓN TEQUILA

SOHO



BARS ACROSS BORDERS



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CASA SAN NICOLÁS
LOS RÍOS DEL PARÍS
MEXICO

ESPOLÓN TEQUILA



BARS ACROSS BUZZ BUILDING SPONSORSHIP ACTIVATION BORDERS

Revolutions are all about bringing people together to create positive change.

So let's make a statement by building a bar in a place known for dividing people – the US/Mexico border wall.

We'll work with crews on both sides of the wall to build a bar where Mexican and American bartenders pass drinks to patrons through the slats in the border wall.

The space could double as a performance venue where Mexican and American artists could perform to audiences on both sides at once.



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CASA SAN NICOLÁS
LOS RÍOS DEL VALLE
DE GUATEMALA

ESPOLÓN TEQUILA

SO
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EXPERIENCE RECAP

VIVA REVOLUTION!

A call to action for bold individuals to challenge existing conventions.



SPONSORSHIP ACTIVATION

QUIT TRIP

A buzz-building challenge for attendees to quit their jobs on the spot and join our revolution.



SOCIAL EXTENSION

GALERÍA DE GALLO

A pop-up bar art exhibit featuring Mexican protest and revolution art.



SOCIAL EXTENSION

DIAL A REVOLUTION

Phone booths where festival goers can choose an issue and call their senator.



SOCIAL EXTENSION

COASTERS FOR CHANGE

A series of bar coasters for the gallery space that double as letters to senators.



ACTIVATION FOOTPRINT

BARSTOOL REVOLUTIONS

Projectors outside of bars will display giant messages of revolution sent in real time from people inside the bar.



SOCIAL EXTENSION

BAR ACROSS BORDERS

Massive buzz and PR from a one-of-a-kind activation.



DIRECTION III



FEELING LUCKY?

We've all had those moments when something just feels...different. Like we have a hot hand. Like we can do no wrong. Like the gods of chance are smiling down on us and telling us to go for it. There's nothing in this life – or the next – quite like it. But what if these lucky moments didn't happen by chance?

In this territory we'll dive into the mysterious world of fate and fortune to help make the world a little luckier, and show people how fun it is to challenge the status quo when you've got luck on your side.





THROWING BONES



ESPOLÓN TEQUILA

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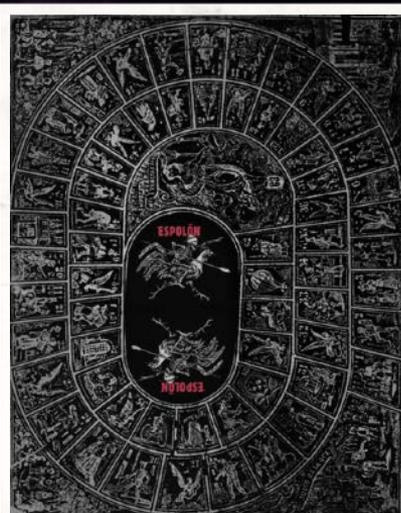
CASA SAN NICOLÁS
LOS ALTOS DE JALISCO
MEXICO



SPONSORSHIP ACTIVATION

THROWING BONES

At festivals, let's stop people in their tracks by creating a giant game of chance where people throw a massive skull-shaped die and move game pieces played by actors across a giant traditional Mexican game board.



THROWING BONES HOW IT WORKS

GAME PLAY



Each square of the board represents a convention-challenging task that must be completed. E.G. make friends with a stranger, make a confession, etc.

Players will throw a giant skull-shaped die and then watch an actor dressed as a stylized brand character move to the corresponding square.

Players then progress around the board, complete more tasks, win prizes, and attempt to reach the end of the board.

LIVE PERFORMANCES



Gameplay unfolds with performances from larger than life versions of the Espolòn brand characters brought to life as Day of the Dead parade inspired marionettes.

PRIZES



Each square on the board represents either a challenge or a prize, so participants can expect to leave with lots of great Espolòn swag and more.

The winner will receive the grand prize of VIP passes offering exclusive access to the rest of the festival.



BLESSED BY BRUJAS



SPONSORSHIP ACTIVATION PROGRAMMING

BLESSED BY BRUJAS

At the bar we'll have Brujas – traditional Mexican witches who can manifest energy to deliver good fortune – to bless festival goers and infuse a limited amount of our bottles with luck.

Blessed bottles will be used to make cocktails so attendees can enjoy our tequila and the luck that comes with it.



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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
100% AGAVE

ESPOLÓN TEQUILA

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POTENTIAL BRUJAS PARTNERS

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LOS ANGELES
MEXICO

ESPOLÓN TEQUILA

SOHO





THE SKELETON KEY



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LOS ALTOS DE JALISCO
MEXICO

ESPOLÓN TEQUILA



EXPERIENCE TAKEAWAY

THE SKELETON KEY

After meeting the Brujas, attendees will be given a special talisman, an Espolòn branded skeleton key necklace that unlocks ongoing experiences beyond the event.

How it works:

We'll connect registration data for attendees to a RFID fob imbedded in the key. We'll then then send geo targeted sms and emails to attend future Espolòn sponsored events. Showing a skeleton key will gain instant access and free cocktails for for the night.



IN-MARKET INTEGRATION

THE SKELETON KEY

The Skeleton Key experience can be further extended with a geocaching game where people can use google maps to discover and unlock boxes filled with Espolòn prizes.

These boxes will be placed in locations around key markets where convention-shattering, revolutionary events occurred.





THE **MARIGOLD** TRAIL

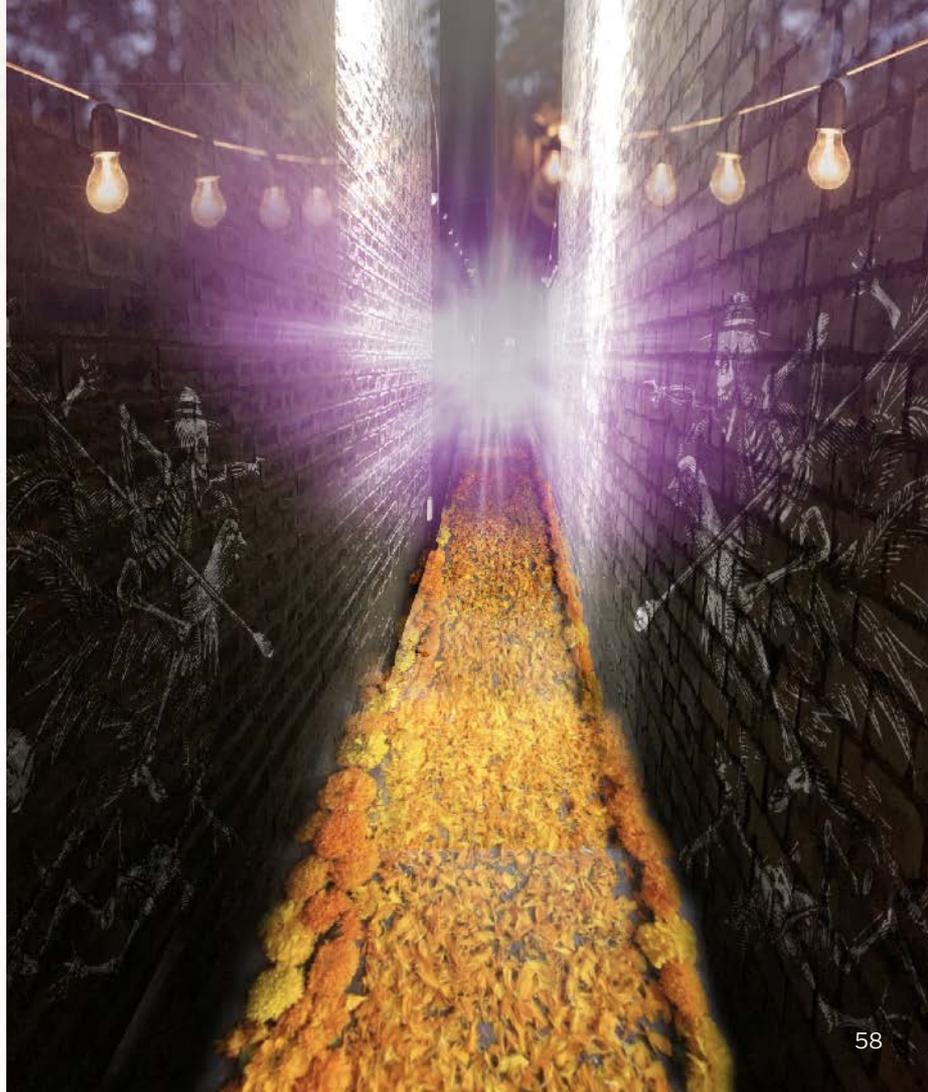


ON PREMISE POP-UPS

THE MARIGOLD TRAIL

Marigolds are referred to as flor de muerto and are the flower of Day of the Dead. On bar streets in key markets, we'll create trails of marigold petals that lead to mini tasting activations in unlikely places designed to look like Day of the Dead altars covered in marigold flowers.

These could also be executed at a smaller scale as window displays in key accounts that serve our spirit.



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LOS ANGELES
SAN FRANCISCO
MEXICO

ESPOLÓN TEQUILA

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SIGNATURE DRINK

MARIGOLD INFUSED COCKTAILS

The marigold is an edible flower. We'll create a unique, made-for-Instagram cocktail using marigold flowers as both flavor and garnish.

In bars where the drink is served, we'll name the drink after someone important in that geography who has passed on to the afterlife.



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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
1911

ESPOLÓN TEQUILA

SO
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EXPERIENCE RECAP

FEELING LUCKY?



Embracing the mysterious world of fate and fortune to help make the world a little luckier.



ACTIVATION FOOTPRINT

THROWING BONES

A giant, life-size traditional Mexican board game of chance.



ACTIVATION PROGRAMMING + SOCIAL EXTENTION

BLESSED BY BRUJAS

Brujas will bless festival goers and infuse a limited amount of our bottles with luck.



EXPERIENCE TAKEAWAY

THE SKELETON KEY

An Espolón branded skeleton key necklace that unlocks ongoing experiences.



IN-MARKET INTEGRATION

GEOCACHING

Extension of Skeleton Key – a geocaching game where people can use GPS to discover and unlock boxes.



ON PREMISE POP-UPS

THE MARIGOLD TRAIL

Trails of marigold petals lead to mini tasting activations in unlikely places.



SIGNATURE DRINK

MARIGOLD COCKTAILS

A unique, made-for-Instagram cocktail using marigold flowers as both flavor and garnish.



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CASA SAN NICOLÁS
LOS RÍOS DE SAN NICOLÁS
1898-1942

ESPOLÓN TEQUILA



THANK YOU



EXPERIENTIAL



APPENDIX



A string of lit light bulbs is visible in the background, with some bulbs in sharp focus and others blurred. The bulbs are arranged in a slightly curved line across the frame.

SPONSORSHIP RECOMMENDATIONS



SAN DIEGO



KAABOO DEL MAR

- **LOCATION:** Del Mar, CA
- **SUMMARY:** KAABOO is an expertly curated journey that combines music, cuisine, craft libations, comedy, contemporary art, dancing, high-end retail and premium amenities.
- **ESTIMATED ATTENDANCE:** 200,000+
- **SPONSORSHIP FEE:** \$30,000*
- **TIMING:** 2022
- **WHAT IS INCLUDED:** 20 x 20 activation space, sales, logo usage, GA/VIP tickets

SAN DIEGO BAY WINE & FOOD FEST

- **LOCATION:** Embarcadero Marina Park
- **SUMMARY:** San Diego Bay Wine & Food Festival. True to its name, the San Diego Bay Wine & Food Festival is San Diego's largest wine and culinary event. Local, national and international talents gather at this tribute to all that's good about wine and food.
- **ESTIMATED ATTENDANCE:** 10,000+ (for Grand Tasting only)
- **SPONSORSHIP FEE:** \$7,500* (for Grand Tasting only)
- **TIMING:** November 2022
- **WHAT IS INCLUDED:** 10 x 10 or 20 x 20 activation space, sampling only, logo usage, tickets



*sponsorship fees are subject to change





SAN FRANCISCO



BOTTLE ROCK

- **LOCATION:** Napa
- **SUMMARY:** BottleRock Napa Valley is an annual music festival held at the Napa Valley Expo in Napa, California.
- **ESTIMATED ATTENDANCE:** 120,000+
- **SPONSORSHIP FEE:** \$40,000*
- **TIMING:** May 27-29, 2022
- **WHAT IS INCLUDED:** 20 x 20 activation space, sales, logo usage, GA/VIP tickets

OUTSIDE LANDS

- **LOCATION:** Golden Gate State Park
- **SUMMARY:** The Outside Lands Music and Arts Festival is a music festival held annually in San Francisco, California, at Golden Gate Park.
- **ESTIMATED ATTENDANCE:** 200,000+
- **SPONSORSHIP FEE:** \$130,000*
- **TIMING:** August 5-7, 2022
- **WHAT IS INCLUDED:** 20 x 20 activation space, logo usage, GA/VIP tickets



*sponsorship fees are subject to change





TEXAS



DEEP ELLUM ARTS FESTIVAL

- **LOCATION:** Downtown Dallas
- **SUMMARY:** The 3-day, Deep Ellum Arts Festival® in Downtown Dallas embodies everything that makes DFW rock. Experience more than 200 juried decorative and visual artists selling and commissioning original works, and 100 original bands and performers artists showcasing the newest sights and sounds from six different stages and two additional performance areas!
- **ESTIMATED ATTENDANCE:** 150,000+
- **SPONSORSHIP FEE:** \$60,000
- **TIMING:** April 1-3 2022
- **WHAT IS INCLUDED:** 20 x 20 activation space, VIP opportunities, logo usage



*sponsorship fees are subject to change

AUSTIN CITY LIMITS MUSIC FESTIVAL

- **LOCATION:** Zilker Park
- **SUMMARY:** Austin City Limits Music Festival is a massive multi-genre festival in Texas' capital city. Begun in 2002, the festival is a six day, two weekend affair. Inspired by the famed music TV show of the same name, ACL Music Fest annually features one of the best lineups anywhere in the world.
- **ESTIMATED ATTENDANCE:** 450,000+ over two weekends
- **SPONSORSHIP FEE:** \$100,000*
- **TIMING:** First two weekends of October
- **WHAT IS INCLUDED:** TBD





FLORIDA



SUNFEST

- **LOCATION:** Palm Beach
- **SUMMARY:** Founded in 1982, SunFest is Florida's largest waterfront music and art festival. Held annually in downtown West Palm Beach, Florida the first week in May, SunFest attracts more than 100,000 visitors.
- **ESTIMATED ATTENDANCE:** 175,000+
- **SPONSORSHIP FEE:** \$45,000
- **TIMING:** April 28 – May 1 2022
- **WHAT IS INCLUDED:** 20 x 20 activation space, official product/service, GA/VIP Tickets, Sales, logo usage



*sponsorship fees are subject to change

SUWANNEE HULAWEEEN

- **LOCATION:** Live Oak
- **SUMMARY:** Suwannee Hulaween is an annual music and camping festival held over Halloween weekend at the Spirit of the Suwannee Music Park.
- **ESTIMATED ATTENDANCE:** 85,000+
- **SPONSORSHIP FEE:** \$20,000*
- **TIMING:** Halloween weekend annually
- **WHAT IS INCLUDED:** TBD





CHICAGO



PITCHFORK MUSIC FESTIVAL

- **LOCATION:** Chicago
- **SUMMARY:** The Pitchfork Music Festival is an annual summer music festival organized by Pitchfork Media and held in Union Park in Chicago, Illinois.
- **ESTIMATED ATTENDANCE:** 50,000+
- **SPONSORSHIP FEE:** \$15,000*
- **TIMING:** September 2022
- **WHAT IS INCLUDED:** TBD

WINDY CITY SMOKEOUT

- **LOCATION:** Chicago
- **SUMMARY:** Windy City Smokeout, the nation's premier outdoor country music and BBQ festival.
- **ESTIMATED ATTENDANCE:** 50,000+
- **SPONSORSHIP FEE:** \$20,000
- **TIMING:** July 8-11, 2022
- **WHAT IS INCLUDED:** 20 x 20 activation space, logo usage, sales



*sponsorship fees are subject to change





NYC



BORDERLAND MUSIC + ARTS FESTIVAL

- **LOCATION:** Knox Farm, State Park NY
- **SUMMARY:** The Borderland Music + Arts Festival celebrates the rich history and renaissance of the region with a two-day music and cultural festival set in one of the most scenic and storied grounds in all of New York State, Knox Farm State Park.
- **ESTIMATED ATTENDANCE:** 20,000+
- **SPONSORSHIP FEE:** \$25,000*
- **TIMING:** September 2022
- **WHAT IS INCLUDED:** Official partner, Logo usage, 20 x 20 activation footprint, 6 x 6 sampling area within VIP tent, On Site sales, 8 general admission tickets & 4 VIP



*sponsorship fees are subject to change



GOVERNORS BALL

- **LOCATION:** Citi Field NYC
- **SUMMARY:** Crown jewel of the city's music scene, Governors Ball reaches a global millennial crowd from 70+ countries. There are featured art installations and interactive experiences of all kinds.
- **ESTIMATED ATTENDANCE:** 180,000+
- **SPONSORSHIP FEE:** \$100,000*
- **TIMING:** Late sept 2022
- **WHAT IS INCLUDED:** TBD



A black and white photograph showing a group of people's hands holding various glasses of drinks, including cocktails and water, around a table. The scene is dimly lit, suggesting a bar or restaurant setting. The text 'SOHO CAPABILITIES' is overlaid in the center of the image. 'SOHO' is in a bold, red, sans-serif font, while 'CAPABILITIES' is in a bold, white, sans-serif font.

SOHO CAPABILITIES



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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
1891-1892

ESPOLÓN TEQUILA



**WE IGNITE SOCIAL CURRENCY
THROUGH THOUGHTFULLY
CRAFTED BRAND EXPERIENCES**

WHO WE ARE

Founded in 2005 by industry veterans Jeff Boedges and Rick Kiley, Soho's mission is to forge brand affinity through consumer activation strategies that come to life in the form of press worthy and award winning brand experiences.

Over the last 16 years, we assembled a team of the best people, tools and methods encouraging diversity, inclusion and creating a culture centered around challenging the status quo, taking creative risks and striving to create authenticity.

Our passion is based on the belief that as people become increasingly immersed in a digital world, the value of real experiences will only grow – and the spark of every shared story is an experience worth repeating.

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UNO DE LOS
MAYORES
PRODUCTORES
DE AGAVE AZUL
MUNDIAL

ESPOLÓN TEQUILA

SD
HO



RICK KILEY



JEFF BOEDGES

SERVICES

We're more than a marketing agency. We are a full-service agency from creative ideation through production, staffing, and reporting. We build national programs that can scale for a variety of channels, and can be fully integrated across digital, experiential, and traditional platforms.



DISCOVERY & PLANNING



PROGRAM STRATEGY & CONCEPTS



DESIGN



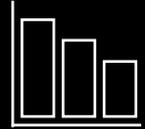
PRE-EVENT PR/COMMS STRATEGY



EVENT EXECUTION



POST EVENT AMPLIFICATION



REPORTING & ANALYTICS

WHAT WE DO

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EXPERIENTIAL

BRAND ACTIVATIONS, VEHICLE
TOURS + POP-UPS

TRADE SHOWS + RETAIL
ENGAGEMENTS

PR EVENTS + SPONSORSHIP
ACTIVATIONS

VIRTUAL + HYBRID
ACTIVATIONS



SAMPLING

ON + OFF-PREMISE ALCOHOL
BEVERAGE SAMPLING

INDEPENDENT + NATIONAL
ACCOUNT SCHEDULING
MANAGEMENT

DEDICATED AMBASSADORS

PRODUCT SAMPLING



CREATIVE

CREATIVE STRATEGY

IDEATION

ART DIRECTION

GRAPHIC DESIGN

COPYWRITING



PRODUCTION & FABRICATION

VEHICLE DESIGN +
FABRICATION

TRADE SHOW BOOTHS

VIRTUAL EVENT KITS +
FULFILLMENT

BRANDED MERCHANDISE +
PREMIUMS



DIGITAL

DIGITAL + SOCIAL

LEAD GENERATION

WEBSITE + APP DESIGN

*COMPD DIGITAL SAMPLING

DIGITAL CONTENT
PRODUCTION



MEDIA

PARTNERSHIPS

PR + MEDIA STRATEGY

INFLUENCER

OUR NETWORK

Our dedicated field network is the cornerstone of our agency. We look for the best and we mentor new talent to be the best.

29 embedded Market Managers run 41 markets, with the ability to activate in the entire lower 48. Our 2,000+ field staff members ensure that every event is a success,



WHO WE WORK WITH



CASE STUDIES



TINCUP[®]
MOUNTAIN WHISKEY
MAGIC OF LIGHTS



TINCUP

MAGIC OF LIGHTS

In 2020, Soho activated an in-person sampling experience at Vail's Magic of Lights that reached thousands of consumers safely during the global pandemic.

Tincup Mountain Whiskey, through their partnership with the Vail Valley Foundation, tasked Soho with developing a liquid-to-lips sampling program at the Magic of Lights event series that ran from November 2020 through January 2021 in downtown Vail, CO. Soho had to develop event protocols to ensure the safety of both our staff and the event attendees, while following all state and local regulations.

Attendees were drawn to our location which included a branded vintage 1950s Snocat and sampling tent. Consumers were treated to a sample of Tincup and encouraged to purchase a warm Tincup cocktail from the concessionaire while enjoying the holiday lights.

TINCUP

MAGIC OF LIGHTS



20

NIGHTS OF ACTIVATIONS



9K

TOTAL ATTENDANCE



6.2K

CONSUMERS SAMPLED

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1896-1910

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RÉMY COINTREAU

BRAND ACTIVATION MANAGER PROGRAM

The mission of a BAM is to activate through trade advocacy and consumer engagement; To engage account staff through enhanced education experiences and drive trial and awareness among consumers through targeted and impactful activations.



RÉMY-COINTREAU

BRAND ACTIVATION MANAGER

When on-premise account penetration and support were paramount for RCUSA brands (The Botanist Gin, Bruichladdich Scotch, Mount Gay Rum, and the Rémy Martin Cognacs), Soho was tasked to create a team of highly trained BAMS – or Brand Activation Managers to ensure their success.

Soho was responsible for everything from A to Z, including recruiting, training, planning, executing and reporting, Soho team of talented ambassadors breathed new life into the brands and shared their passion with trade and consumers alike.

The team was challenged to conduct effective staff trainings, secure cocktail placements, and execute consumer engagements. The program succeeded and is a valuable asset for any brand in need of the personal touch.

RÉMY-COINTREAU

BRAND ACTIVATION MANAGERS



450+

MENU PLACEMENTS



1,540

**STAFF TRAININGS AT
770 ACCOUNTS**



100,000+

CONSUMERS EDUCATED ANNUALLY

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1895

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CLICK TO VIEW



SOUTH BEACH FOOD & WINE 2020



BARILLA

SOUTH BEACH FOOD & WINE

Soho designed and activated three footprints at this year's South Beach Wine & Food Festival to best showcase Barilla as "Masters of Pasta," and to give guests a taste of their exquisite pasta.

At each event, we built a state-of-the-art mobile kitchen, complete with shelves filled with Barilla products, a cooking station where world-class chefs could whip up some of their famous pasta dishes (for sampling purposes, of course), and a few comfortable couches where guests could put their feet up and savor their bites. Our promotional specialists encouraged guests to post their best "Barilla Pasta Moments," on social media, and there were even a few photo opportunities to showcase the famous brand.

Pasta is the world's greatest comfort food, never enjoyed more than in the confines of your home kitchen. That's why we worked with Barilla to bring that level of authenticity and warmth to the food lovers of South Beach.

BARILLA

SOUTH BEACH FOOD & WINE



4,500+

SAMPLES DISTRIBUTED



600+

DIRECT SOCIAL POSTS



27,000+

ATTENDEES

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CASA SAN NICOLÁS
LOS ANGELES, CALIFORNIA
MAY 14-15

ESPOLÓN TEQUILA



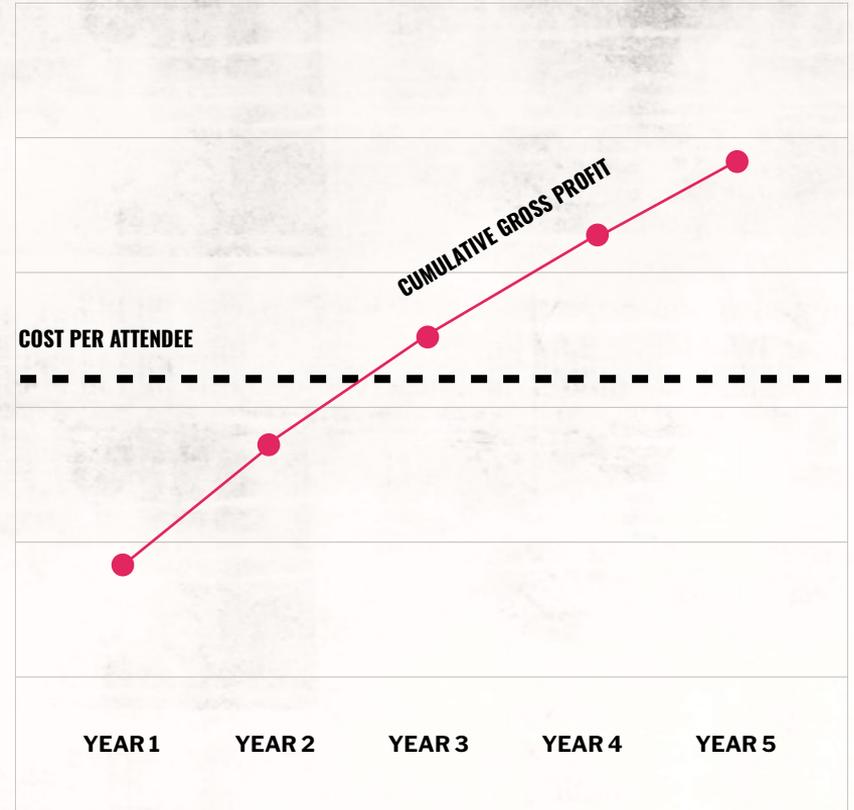
SOHO DATA & REPORTING

SOHO ROI MODELING

Many experiential marketers are still basing their ROI on measurements that do not inform how they impact the bottom line. Attendance, social posts, and leads captured do not tell the entire story, and rarely do that make the CFO sit up and take notice.

Soho works with research partners to measure how our programs change behavior; both for the participants, and that of those they influence after the experience. By capturing baseline metrics prior to the event, we gauge the increase in consumption, affinity, and the influence attendees have on others post event.

With that data, we use our proprietary ROI modeling, to show when our clients will make back their investment (Cost per attendee) in terms of the **Lifetime Value of the Experience (LVE)**, and the **incremental gross profit generated from the experience**.



SOHO EXPERIENTIAL ROI METHOD

EVALUATE BASED ON INCREASES IN GROSS PROFIT THAT RESULT FROM THE EXPERIENCE.

1. Define brand affinity categories
2. Assign consumption values to a brand affinity score
3. Capture baseline consumption and affinity data
4. Conduct follow up research with attendees at multiple intervals
5. Calculate the increase in consumption and shift in affinity
6. Measure post event word of mouth and peer trial
7. Layer on social listening for attendees
8. Calculate conversion rates for peer recommendation
9. Incremental sales and Lifetime Value of Experience
10. Are we delivering strong ROI?

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SAN FRANCISCO
NEW YORK

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SOHO

DEFINE AFFINITY LEVELS

Unique to each client, consumers display levels of affinity which range from those completely unfamiliar to frequent users.



Base: 2,000 internet users aged 18+
Source: Report entitled American Lifestyles: Finding Common Ground – April 2017

WHERE IT **BEGINS**

For Soho, ROI is only half the picture. Perfect execution of an average concept won't get us where we want to go.

The best programs start with a methodical creative partnership:

- Solid consumer insights
- Distilled to tangible implications
- Best-in-class concepts that bridge the gap
- Ongoing communication that reinforces and evaluates impact

Continue the conversation and collect data

A premium educational experience will give consumers the social currency to make smart choices and influence peers

Consumers want knowledge about premium tequila because they want to make informed choices and look smart to peers

Consumers don't know as much as they want about premium tequila

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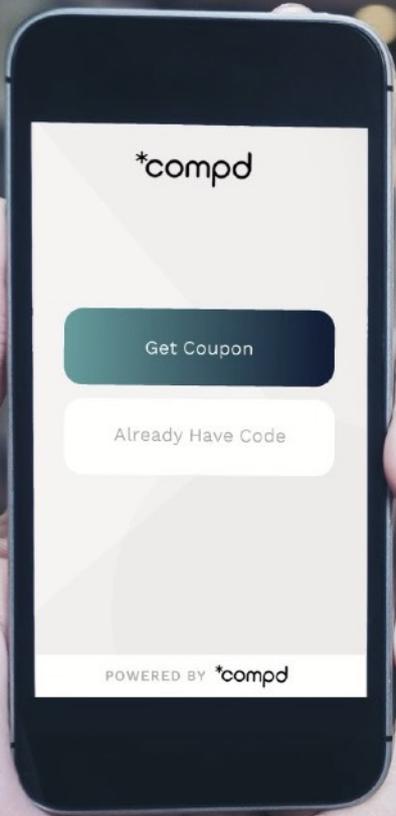
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***COMPD**

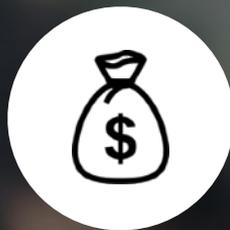
THE CHALLENGE

- * Sampling events are limited by the costs and constraints of the team that is trained to execute them
- * When attempting to drive sampling efficiency, cost reductions often cause quality of the activation to suffer
- * Suppliers are spending millions of dollars to sample consumers, but are rarely capturing usage or personal data
- * Digital marketing, while inexpensive, rarely captures people in the "decision corridor," and often isn't connected to driving trial



THE SOLUTION

A DIGITAL SAMPLING SYSTEM DESIGNED TO:



Lower cost per sample delivered



Drive engagement at the point of purchase



Capture valuable user data

ON PREMISE RETAIL ENGAGEMENT

Based on campaign needs, *compd digital promotions can be facilitated by *compd staff on-site, or executed in a fully non-facilitated manner



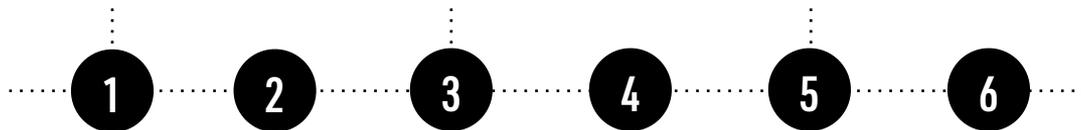
*compd designs a simple digital engagement & CTA.



Users engage brand on mobile device (no app), providing data



Drinks redeemed are entered into account's own POS system and charged to our *compd open tab



At retail, consumers respond to the call to action for drink offer



Consumers enter a unique PIN to confirm their redemption



Tab and tip is paid onsite, or via ACH, and event results shared with client



The background consists of a repeating pattern of the letters 'S' and 'O' in a white, sans-serif font, arranged in a grid-like fashion on a black background. The letters are slightly offset from each other, creating a complex, maze-like visual effect.

LOGISTICAL SUPPORT

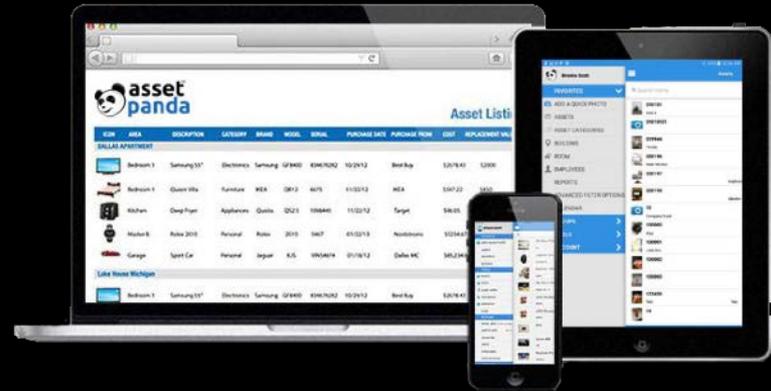
LOGISTICS - POSM/ WAREHOUSING

POS MANAGEMENT & WAREHOUSING

- Soho maintains insured and secured warehouse units in every major market
- Each warehouse is bonded and can provide 24 hour access
- Asset management is facilitated locally by market managers with the support of logistics managers and kit runners.

POS MANAGEMENT SYSTEM

- Soho uses a customized Inventory Management platform hosted by Asset Panda to maintain inventory in real time
- Inventories are supervised by Soho market managers who are responsible for ensuring adequate supply levels





THE END



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LOS RÍOS DE SAN NICOLÁS
1904 1412

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