

BOURBON MIXER



Whisky Chicks & Bourbon Brotherhood

Become a 2025 Bourbon Mixer Sponsor

The 12th annual Bourbon Mixer is the go-to bourbon event for both novices and connoisseurs. The event is a collaboration between two of Louisville's most spirited groups: the Bourbon Brotherhood and the Whisky Chicks.

The event will take place on Saturday night, August 23, 2025 at the Olmsted in Louisville.

With **three quarters of a million dollars** raised to date from past Bourbon Mixers, 100% of all proceeds will once again benefit the Coalition for the Homeless. The Coalition's programs address the root causes of homelessness and make services more cost-effective, efficient, and compassionate. It evaluates the needs of the homeless and of its agencies, identifies and addresses gaps in service community-wide, and implements smart, long-term solutions. Proceeds from the Bourbon Mixer have helped the Coalition and its partners reach "functional zero" for veteran homelessness and reduce young adult homelessness by more than 50%.

We are reaching out to you today seeking a donation to the Coalition for the Homeless in exchange for the opportunity to be recognized as an event sponsor. Benefits are outlined in the attached sponsor grid.

Thank you very much for your consideration.

Gratefully,



Linda Ruffenach
Founder, Whisky Chicks



Bruce Corwin
Founder, Bourbon Brotherhood

2025 Bourbon Mixer Sponsorship Benefits



| | PRESENTING SPONSOR (\$10,000) | MASTER'S SELECT SPONSOR (\$5,000) | SINGLE BARREL SPONSOR (\$3,000) | SMALL BATCH SPONSOR (\$1,000) | ANGEL'S SHARE SPONSOR (\$500) |
|---|--|-----------------------------------|---------------------------------|-------------------------------|-------------------------------|
| Number of sponsors per level | 1 | 5 | 10 | unlimited | unlimited |
| Pre-Event Recognition | | | | | |
| Presenting Sponsor Recognition on website, Facebook page, all marketing materials, press releases etc. | "The Bourbon Mixer, presented by [Name]" | | | | |
| Business name and logo featured on all TV, print, and radio promotions | ✓ | | | | |
| Business name in email blasts and online promotions | ✓ | ✓ | | | |
| Logo and business name on all marketing materials and invitations. | ✓ | ✓ | ✓ | | |
| Business name, logo and website link on Bourbon Mixer website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor Spotlight posts including logo and website link, across social media (See "Social Media Impact" on next page) | 10 posts with paid boosts to reach at least 10,000 people. | 10 | 6 | 4 | 1 |
| Event Recognition | | | | | |
| Logo featured on step & repeat red carpet photo op | ✓ | | | | |
| Representative to present awards with their logo to participating distilleries | ✓ | | | | |
| Sponsor recognition prominently posted at entrance | ✓ | ✓ | ✓ | | |
| Complementary Tickets (subject to in-person event safety requirements) | 16 | 8 | 6 | 4 | 2 |
| Post-Event Recognition | | | | | |
| Business name included in thank you notes to all event donors | ✓ | | | | |
| Sponsorship recognition in post event press releases with fundraising totals | ✓ | ✓ | | | |

Email / Social Media Impact

With thousands of subscribers and over 130,000 combined followers, emails and social media posts by the Whisky Chicks, Bourbon Brotherhood and Coalition for the Homeless can bring significant promotional value to your business.

Last Year's Sponsors



Last Year's Distilleries



Scenes from Previous Years

