



Become a 2022 Bourbon Mixer Sponsor

The 9th 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.

We are planning an in-person experience again this year on Saturday night, August 20 at the Henry Clay in downtown Louisville.

With over \$325,000 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

2022 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	✓	✓	✓		
Sponsor giveaways included in official swag bag on evening of event	✓	✓	✓	✓	
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

Media	Whisky Chicks	Bourbon Brotherhood	Coalition for the Homeless
Members/Subscribers	1,700	1,500	2,300
Facebook	5,400	20,700	6,600
Twitter	2,400	2,700	1,300
Instagram	2,500	4,700	1,800

2021 Event Sponsors



2021 Distilleries



Previous Years

