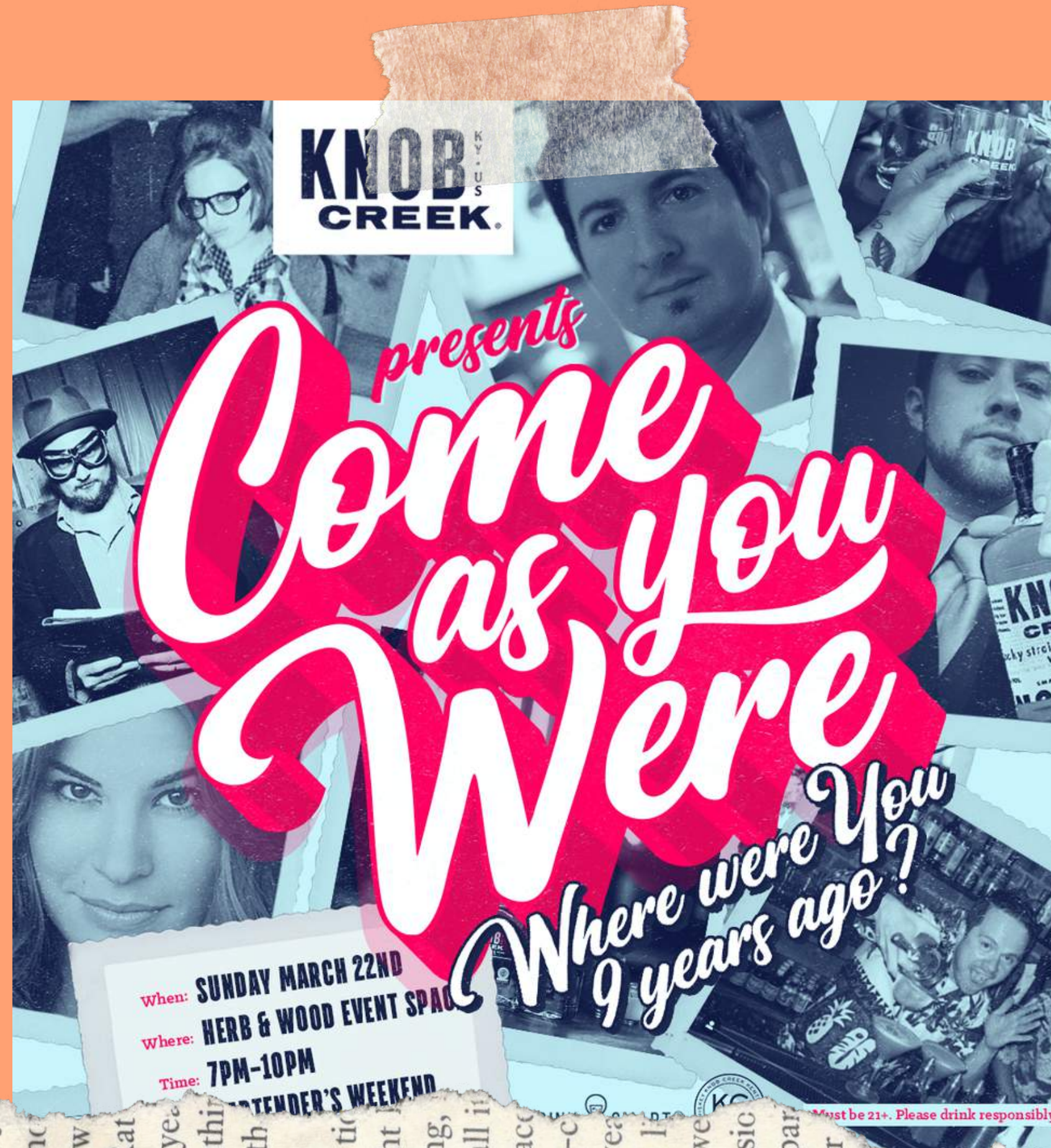


bartender's
WTFKEND

March 20th - 22nd

San Diego, CA





JOIN US IN CELEBRATING THE BAR INDUSTRY AND SUPPORTING ITS PROFESSIONALS

BARTENDER'S WEEKEND WAS CREATED IN AN EFFORT TO PROMOTE THE "SPIRIT OF HOSPITALITY" THAT DEFINES OUR INDUSTRY.

By building a platform that focuses on community, it is our ultimate goal to bring all aspects of the drinks industry together and place them on an equal footing, while encouraging participants to interact in a positive and professional manner.

Bartender's Weekend 2022

**BRANDS BOTH BIG AND SMALL ARE
INVITED TO TAKE PART IN THE
"WEEKEND'S" FESTIVITIES.**

All we ask is that everyone work towards creating convivial experiences that strive to forge genuine relationships, generate lasting memories and build emotional connections that help fuel the growth and betterment of our industry.





The Historic Lafayette Hotel

OUR HOST HOTEL

Ok, so we don't actually know if its historic or not, but its the hotel where Bartender's Weekend first got its start...and they gave a a good room rate, so we'll take it.

New this year, poolside bungalow suites are being reserved for our brand partners on a first come first serve basis, and can be reserved directly as part of your sponsorship package.

Please inquire for more details.

The Schedule

(Subject to Change)



Sunday

10AM – 5PM
Registration
12PM – 4PM
Welcome Back Pool Party
1PM to 3PM
Bartender at Large Live
4PM – 6PM
Happy Hour Events
6PM–9PM
Hosted Dinners & Pop Ups
8PM – 11PM
Headline Event
11PM – 2AM
After Parties

Monday

10AM – 5PM
Registration
11AM – 6PM
Branded Excursions
12PM – 4PM
Brown & Balanced Pool
Party
4PM – 6PM
Happy Hour Events
6PM – 9 PM
Hosted Dinners & Pop Ups
8PM – 11PM
Headline Event
11PM – 2AM
After Parties

Tuesday

10AM – 2PM
Registration
11AM – 6PM
Branded Excursions
12PM–4PM
Final Pool Party
4PM – 6PM
Happy Hour Events
6PM – 9PM
Hosted Dinners & Pop Ups
9PM–Midnight
Hosted Bar Crawl Downtown
11PM – 2AM
After Parties



Become A Sponsor

In order to bring Bartender's Weekend to life each year, we charge a listing fee for each of the events being held throughout the weekend. These fees help us to bring the event to life every year, while raising awareness for our cause and recruiting new attendees.

The rest is up to you. Your brand, your plan, your activation.

Along with supporting the events listing calendar, Bartenders Weekend offers the following opportunities

***Poolside Cabana Rentals
Merchandise Co-Branding
Registration and
Registration Materials
Gift Packs
Daily Coffee Cart***

Contact us to find out more!

Sponsorship Opportunities

To bring Bartenders Weekend to life each year, we charge a listing fee for each of the events being held throughout the weekend. These fees only cover the costs of the event which does not pay any of its volunteer stakeholders to participate in and organize this event. We use 100% of these funds to raise awareness for our cause and to recruit new attendees.

Sponsorship Opportunities

You've all sponsored events before, so we won't bore you with the details, but here's some stuff you need to know:

All events listed include the following:

Shuttles to/from the Lafayette when we head off-site

Photography

Listing on the Bartenders Weekend Official Calendar

Attendance Tracking

We expect you to cover:

All activation costs including food, drink, space, build out, entertainment and gifting

Event details and collateral shared with Bartenders Weekend no later than 2/15/2022

Bartender At Large Live

Bartender
at **LARGE**

Join Erick Castro, and
Bartender at Large, for live
broadcasts of his community
focused podcast. Partners have
the opportunity to sponsor the
broadcast each day or for the
whole event.



Deadlines



DECEMBER 15

Last day for lowest pricing
sponsorship guarantee.



JANUARY 15

Last day for discounted
sponsorship pricing.



FEBRUARY 15

All sponsorships must be
signed and planned by
February 15, 2022.

CHARITY IS IN OUR DNA>>>>

As always, a percentage of the monies earned during Bartender's Weekend will be donated to industry related charities. This year's primary charity partner is Another Round Another Rally.

We also encourage our sponsors to donate directly to our charitable partners or find ways to include charitable acts as part of their Bartender's Weekend activations.





GENERAL INFO

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