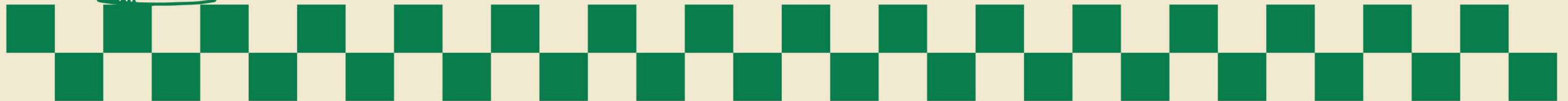
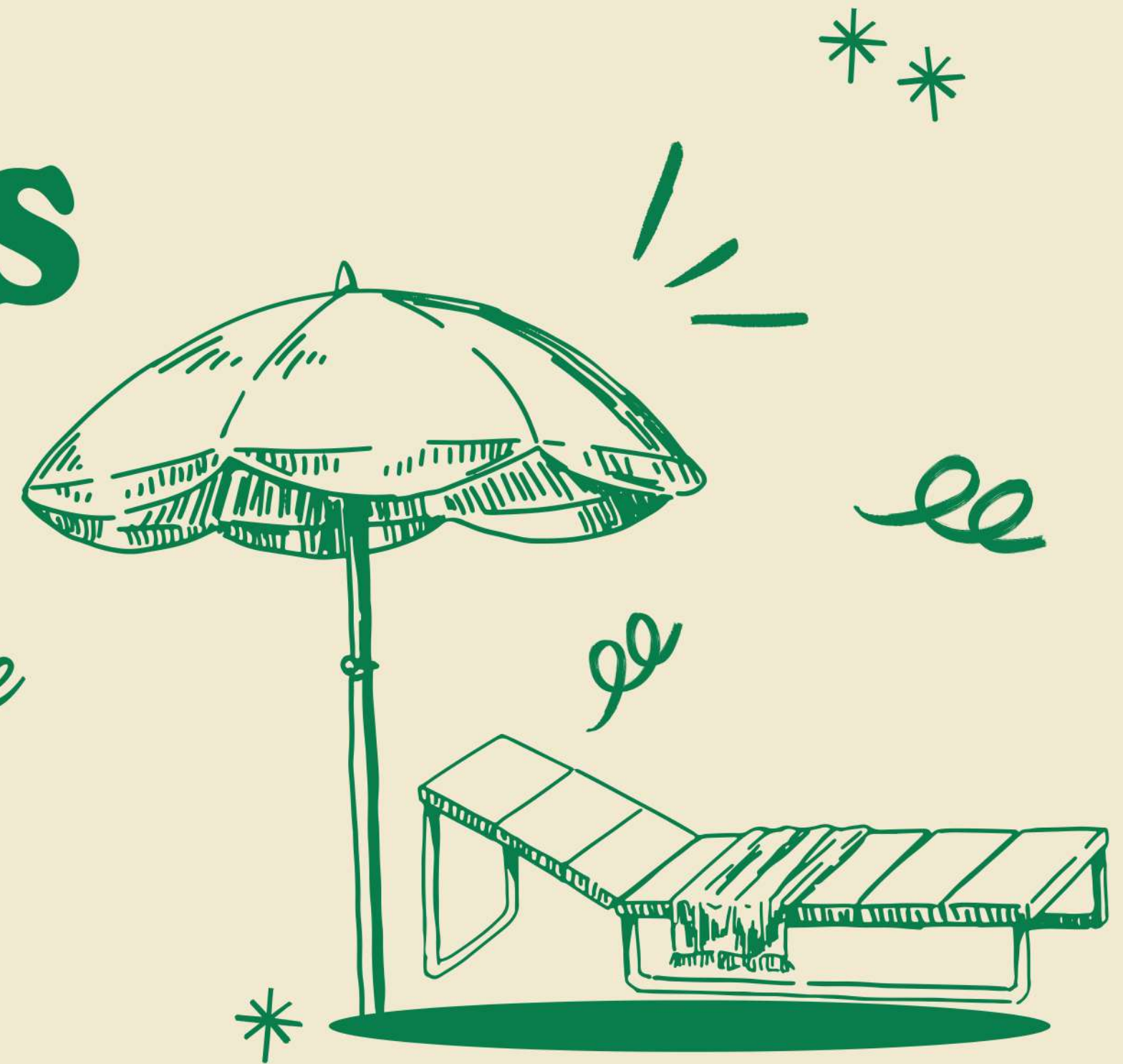
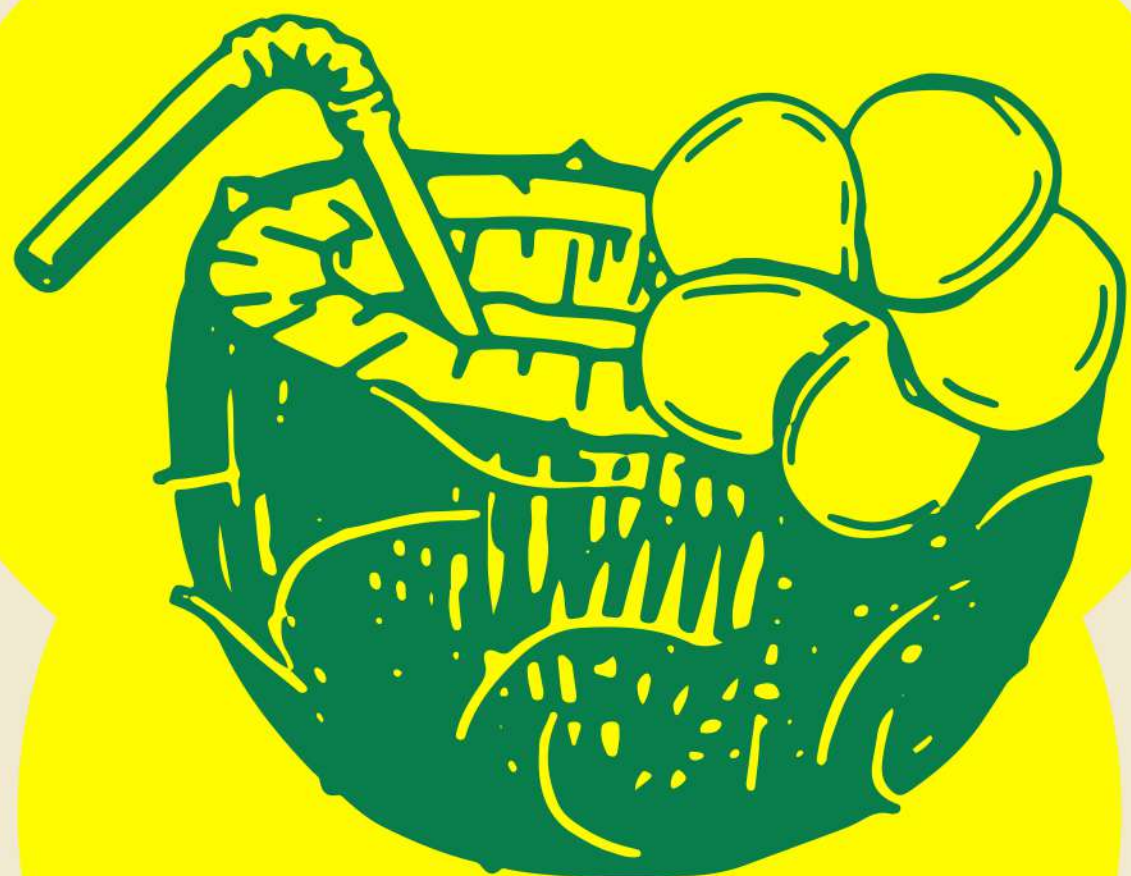


Bartender's Weekend

at the Hotel Lafayette

April 14-17, 2024





Bartender's Weekend is BACK in 2024!

**We appreciate your patience as we prepared for
our biggest and best year yet!**

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BARTENDER'S WEEKEND WAS CREATED IN AN EFFORT TO PROMOTE THE "SPIRIT OF HOSPITALITY" THAT DEFINES OUR INDUSTRY.
- CHRIS PATINO, CO-FOUNDER OF BARTENDERS WEEKEND

BARTENDER'S WEEKEND

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.

ABOUT THE EVENT

Bartender's Weekend was founded by Chris Patino and Erick Castro in 2012. In that first year, these two industry icons wanted to invite all of their bartender friends to the pool at the Hotel Lafayette for a day of fun and relaxation, but they never anticipated that this event would attract thousands of bartenders from around the world. Now, more than 1500 bartenders come to San Diego each Spring for a weekend of fun, connection, and networking all set in America's favorite city, San Diego.

In 2024, Lush Life will be helping the team to organize the event, and they will be present from the sponsorship process through on-site execution. While Chris and Erick are still in charge, their pals at Lush Life will be helping out with the heavy lifting!



* LOCATION *

After a year away, we are excited to announce that Bartender's Weekend is back at the Hotel Lafayette, which is newly renovated and better than ever! This incredible, historic hotel has hosted Bartender's Weekend since the beginning, and we could not be more excited to be back in our favorite place.



HOST HOTEL

ee

THE LAFAYETTE HOTEL AND CLUB

BRING YOUR SWIMSUIT



ee

SPONSORSHIP OPPORTUNITIES *

DAYTIME EVENTS

Enjoy sunny San Diego with hundreds of Bartenders at your daytime events! In the past, we have hosted these at our host hotel, but in 2024, you can choose your location!

CO-BRANDED MERCH

We can work with you to develop co-branded goodies for our guests and offer opportunities to get your POSM into our gift bags.

DAYTIME EXCURSIONS

Bring your brand to life with a small, focused group of bartenders for a memorable excursion! We will partner you up with 20-50 bartenders for your activity!

DINNERS

Thoughtful dinners can create life-long connections between bartenders and brands. Celebrate your brand and Bartender's Weekend with a curated dinner!

EVENING EVENTS

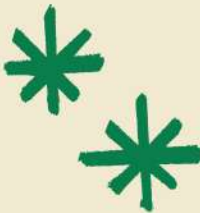
HAPPY HOURS

HEADLINE EVENTS

**LATE NIGHT
ACTIVATIONS**

THE SCHEDULE

This is subject to change, but it should give you an idea of what we're thinking:



Sunday

10AM - 5PM

Registration

12PM - 4PM

Daytime Events

4PM - 6PM

Happy Hour Events

6PM - 9PM

Hosted Dinners & Pop
Ups

8PM - Midnight

Headline Event

11PM - 2AM

After Parties

Monday

10AM - 5PM

Registration

11AM - 6PM

Branded Excursions

12PM - 4PM

Daytime Events

4PM - 6PM

Happy Hour Events

6PM - 9PM

Hosted Dinners & Pop Ups

8PM - Midnight

Headline Event

11PM - 2AM

After Parties

Tuesday

10AM - 2PM

Registration

11AM - 6PM

Branded Excursions

12PM - 4PM

Daytime Events

4PM - 6PM

Happy Hour Events

6PM - 9PM

Hosted Dinners & Pop Ups

9PM - Midnight

Downtown Bar Crawl

11PM - 2AM

After Parties

BREAKFAST AND BRUNCH

MONDAY, TUESDAY, AND
WEDNESDAY
10AM-12PM



MONDAY AND TUESDAY BREAKFASTS

Breakfast is the most important meal of the day, and we want to make sure our guests kick off each day at Bartender's Weekend with a meal provided by your brand. On Monday and Tuesday, Breakfast can be held at the Hotel Lafayette or a nearby venue. If you choose to host on site, your team must coordinate with the catering team at the Lafayette to develop your plan. You are required to host food, cocktails, and non-alcoholic beverages during your event.

WEDNESDAY FAREWELL BRUNCH

On the last day of Bartender's Weekend, you can host your Farewell Brunch either on site at the Hotel Lafayette or at a nearby account. You are required to host food, cocktails, and coffee during your event.

We will ensure your event is promoted and shared with our guests in person and online on our digital channels. We are also somewhat flexible on timing for this event, which can run from 10AM-2PM - making this one of the longest events at Bartender's Weekend.

DAYTIME EXCURSIONS

MONDAY AND TUESDAY

11AM-5PM



WHAT IS A DAYTIME EXCURSION?

Bring your brand to life with a hands on activity with a group of excited and engaged bartenders. These activities will leave from the Hotel Lafayette. You will provide the activity, a meal, and transportation for your guests. You tell us how many you can accommodate, and we will pair you with the attendees who are most excited to join you for this one of a kind experience! Each excursions slot is to last approximately 2 hours, unless otherwise stated.

WE REQUIRE YOU TO PROVIDE:

- Transportation to and from your Daytime Excursion
- A Hosted Meal and Drinks for All of Your Guests
- A List of Your Target Markets and Number You Can Accommodate by March 1, 2024
- A Description, Title, and Logo for Your Event by March 1, 2024

WE WILL PROVIDE:

- A Group of Trade Professionals That Match Your Request
- Promotion of Your Event on Our Website and RSVP Forms

*Daytime Events

SUNDAY-MONDAY-TUESDAY
12PM-4PM *

San Diego is quite possibly the most perfect city to host a daytime event. Each day during Bartender's Weekend, we have three opportunities for your brand to host an event in that Southern California sun!

- Timing: 12PM-4PM Daily
- Estimated Attendance: 150+ Bartenders
- We provide:
 - Promotion Across Our Channels
 - Minimum of 2 Social Media Features
 - Inclusion on the Website
 - Bussing to/from Your Event
- You provide:
 - Hosted Drinks and Food
 - Entertainment and Decor
 - Venue
 - Security and Compliance Officers
 - Photography (optional)
 - Giveaways (optional)



Please note: We will not be offering Cabana Sponsorships in 2024 and no brand may activate from pool-facing rooms. Any brand that activates in that way will be removed from the premises.

PRIME TIME EVENTS

*SUNDAY-MONDAY
8PM-MIDNIGHT*

BAR CRAWL

*TUESDAY
8PM-MIDNIGHT*



HAPPY HOURS

*SUNDAY-TUESDAY
4-6PM*

NIGHTTIME EVENTS

POP-UP EVENTS

*SUNDAY-TUESDAY
7-9PM*

AFTER PARTIES

*SUNDAY-TUESDAY
11PM-2AM*

HOSTED DINNERS

*SUNDAY-TUESDAY
6-9PM*

BARTENDER'S WEEKEND

PRIME TIME EVENTS

SUNDAY AND MONDAY

8PM-MIDNIGHT

Each day at Bartender's Weekend, we invite all of our guests to get together for one big blow out with one of our partners. You can expect 300+ guests at each of these Prime Time Events. These events should be held off-site with hosted drinks, snacks, and entertainment. Bartender's Weekend will send transportation and promote your event!



BARTENDER'S WEEKEND

BAR CRAWL

TUESDAY

8PM-MIDNIGHT



WHAT IS THE TUESDAY BAR CRAWL?

Instead of hosting ONE big Prime Time Event on Tuesday, we will invite our guests to tour San Diego's favorite Downtown bars - each featuring a different brand! Here, you will work with an account to develop a menu to highlight your brand, and you will host drinks and snacks for our guests.

We anticipate 400+ guests to participate in the Bar Crawl!

WE REQUIRE YOU TO PROVIDE:

- Hosted Drinks and Snacks for All of Your Guests
- Entertainment or Activities for Your Guests
- A Description, Title, and Logo for Your Event by March 1, 2024

WE WILL PROVIDE:

- Promotion of Your Event on Our Website and RSVP Forms
- Transportation Between Bars

BARTENDER'S WEEKEND

POP-UP EVENTS

SUNDAY-TUESDAY

6PM-9PM

Want to show off your brand to our audience of 1500+ bartenders? Pop-Up Events can be just about anything that you want them to be - as long as you're hosting drinks and snacks for our guests!

Expect 200+ Bartenders at these Pop-Ups.

DINNERS

SUNDAY-TUESDAY

6PM-9PM

Is your brand best enjoyed during a tasting dinner? Host a select group of 10-50 bartenders that Bartender's Weekend will choose based on your preferred markets and parameters and their interest.



After Parties

SUNDAY-TUESDAY

11PM-2AM



WHAT IS AN AFTER PARTY?

Is your brand best enjoyed late night? We have the opportunity to host After Parties after the big Prime Time Event each day. These events are always well attended and loads of fun!

We anticipate 150+ guests to attend each After Party!

WE REQUIRE YOU TO PROVIDE:

- Hosted Drinks and Snacks for All of Your Guests
- A Description, Title, and Logo for Your Event by March 1, 2024
- Non-Alcoholic Options

WE WILL PROVIDE:

- Promotion of Your Event on Our Website
- Social Media Mentions

THE WELCOME WAGON

Registration

Be at the center of the action by sponsoring the Registration Welcome Lounge! All of our guests will cycle through the lounge, offering your brand an immediate connection with the whole crew!

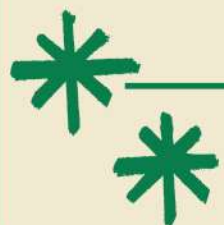
Your sponsorship includes a designated space in the Registration Welcome lounge, however please note that food and beverage minimum will apply.

Water Bottles and Wristbands

Are you focused on sustainability? We are looking for a sponsor to provide reuseable water bottles to all of our guests.

Wristband sponsorship means your brand will be on everyone's wrists, in everyone's pictures, and top of mind all week long.

Please note: we cannot allow alcohol in the giftbags per California state law.



BARTENDERS WEEKEND



CHARITY IS IN OUR DNA

As always, 100% of the money raised from ticket sales during Bartender's Weekend will go directly to industry related charities. This year's primary charity partner will once again be 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.



ee Pricing and Inventory ****

After Party	\$2,000	N/A Mixer Sponsor	\$1,500
Breakfast	\$1,500	Pop-Up	\$4,500
Farewell Brunch	\$2,500	Presenting Title Sponsor	\$7,500
Daytime Event	\$4,500	Prime Time Event	\$9,500
* Daytime Excursion	\$2,500	Registration	\$2,500
Downtown Bar Crawl	\$4,000	Water Bottle Sponsor	\$1,000
Happy Hour	\$3,500	Water Sponsor	\$2,500
Hosted Dinner	\$2,500	Wristbands	\$2,500

**Bartenders
Weekend**
APRIL 14-17, 2024

Contact Us



Lindsey Johnson



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www.bartendersweekend.com



Britany Leach Johnson



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Chris Patino



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Inventory is going FAST! Reach out today to make sure you reserve your opportunities at Bartenders Weekend.

