

# Sponsorship Opportunity for



# AMERICAN BARS

CONNECTING BARS & PEOPLE EVERYWHERE

**Soft Launch at The Del Monte Speakeasy**  
Venice Beach, California on August 17, 2015



# Why should you care?

## **American Bars is connected!**

- Over 70,000 Bars in the Network
- Over 63,000 Beers and Profiles
- Over 1000 Cocktails Recipes with Videos
- Extensive Liquor Directory
- Largest Integrated Taxi Directory
- Estimated 3 Million Page Views Per Month
- Integrated Social Media Platform
- Over 2 Million Google+ Views Pre-Launch

# Why should you Participate?

**Our market consists of 107,000,000 people who are of drinking age and who like bars!**



# Event Schedule

**8:00 PM - Arrival of Guest (Cocktails Served with Meet and Greet)**

**8:00 PM - American Bars Official DJ Starts to Spin**

**8:30 PM - American Bars Band Starts with the First Set**

**9:15 PM - Comedian Hits the Stage**

**9:30 PM - American Bars Soft Opening Presentation (thanks to special guests and sponsors)**

**9:45 PM - American Bars Live Music Continues (More Cocktails)**

**10:30 PM - Official American Bars Toast**

**11:15 PM - American Bars DJ Spins to Closeout Night**

## Patron Level \$500

- Logo on Entry Media Wall
- VIP Seating for the Event
- Company logo on each table sign
- Shoutout and link on Facebook and Google+
- Inclusion in Website Photo Gallery for the event
- Listed on Website Sponsor List with a link to your company website
- Logo included on post launch occasion shirts (sent to all the guests who attended)

## Half Mug Level \$1,000

- Patron Level Benefits Plus:
- Sponsor in first 5000 Enthusiast Registration Emails (with an optional promotional graphic)
- Company named in Official Press Release as a supporter
- Mention during presentation in soft open party as a supporting sponsor

## Full Mug Level \$1,500

- Half Mug Level Benefits Plus:
- Your company logo included as a sponsor in the first 3 email marketing blasts to the American Bars user database
- Inclusion as a supporter for full launch party in 2016

## Keg Level \$2,500

- Full Mug Level Benefits Plus:
- Personal YouTube video thanking the sponsor and posted on American Bars channel
- Inclusion as a sponsor for full launch party in 2016
- VIP Seating at Full Launch Party in 2016 with invitation to celebrity pre-party cocktail hour (attendees to be announced)



Help Us Launch the Next Big Thing!



# AMERICAN BARS

CONNECTING BARS & PEOPLE EVERYWHERE

If you are interested in offering support, please contact:

## **Sponsorship Director:**

Tobias Schopf

[tobias@americanbars.com](mailto:tobias@americanbars.com)

Telephone: 646.226.6990

