



SPONSORSHIP DECK | NOVEMBER 15, 2025 | HERITAGE SQUARE - PHOENIX, AZ



COPPER STATE WHISKEY FESTIVAL

COPPER STATE WHISKEY FESTIVAL WILL SHOWCASE WHISKIES FROM ACROSS THE GLOBE IN AN INTIMATE EXPERIENCE

Join us for an unforgettable evening at the Copper State Whiskey Festival. Celebrate the finest whiskey distilleries from around the globe. This premier event is a sensational experience, where attendees will immerse themselves in the rich flavors of whiskey, enjoy delicious food, and groove to live entertainment.

Copper State Whiskey Festival is proudly presented by Pai Events, the visionary team behind Arizona's largest craft beverage festival, Copper State Beer Festival. With over three decades of experience in event production, we're dedicated to championing the craft beverage industry and fostering community connections. Our commitment to excellence ensures that our festivals stand out as a pinnacle of social gatherings within the local craft beverage scene.

Expect unparalleled exposure for your brand as a sponsor of the Copper State Whiskey Festival. We'll showcase your company prominently via traditional and digital marketing platforms, ensuring maximum visibility and engagement. Plus, our strategic partnerships with local distilleries will extend the festival experience beyond the event itself, creating lasting impressions in the hearts and minds of whiskey enthusiasts throughout the region.



Thousands of people will come together to try 100+ whiskies in Phoenix, Arizona. Copper State Whiskey Festival will quickly become the premier whiskey festival in AZ.

YOUR BRAND. 1,500 ATTENDEES. ONE UNFORGETTABLE NIGHT.

SPONSORING COPPER STATE WHISKEY FESTIVAL PROVIDES A UNIQUE OPPORTUNITY TO GAIN THE ATTENTION OF THOUSANDS OF FESTIVAL ATTENDEES AND CAPITALIZE ON OUR MARKETING CAMPAIGNS TO ENHANCE BRAND EXPOSURE.

Our integrated packages create opportunities that extend beyond the typical consumer touchpoints as we work together to bring whiskey lovers joy in new and unexpected ways. Our goal is to create meaningful and memorable experiences.

Our team is proactive in helping sponsors develop activation ideas that add value to the attendee experience, while ensuring sponsor marketing objectives are met from our menu of options.

Some of our past partners include



Rather than blast your message out to thousands of people who aren't paying attention - our audience is more likely to be tuned in, allowing you to target your message strategically.



ATTENDEE DEMOGRAPHICS

 **65% MALE**
43% BETWEEN THE AGES OF 25-44

 **35% FEMALE**
36% BETWEEN THE AGES OF 25-44

 **\$87,000 - 249,000**
ANNUAL EARNINGS

54% OF DRINKERS AGE 21-35
PREFER PREMIUM BEVERAGES

COPPER STATE WHISKEY FESTIVAL REPRESENTS THE NEXT GENERATION OF WHISKEY DRINKERS WHO ARE DRIVING THE MARKET

As a younger, adventurous millennial market, they frequent bars and restaurants and are willing to pay a higher price for a more authentic flavor. Many would strongly agree that the whiskey they drink is reflective of their personalities and lifestyles, experimenting with diverse flavors and taste profiles.



3.2

THE DIFFERENT
BRANDS
MILLENNIAL
WHISKEY
DRINKERS TRY
WEEKLY

THE LARGEST WHISKEY FESTIVAL TO COME TO PHOENIX!

ENJOY PREMIUM WHISKEY, FOOD, & LIVE ENTERTAINMENT FROM LOCAL ARTISTS

**SATURDAY
NOVEMBER 15
4PM - 9PM
HERITAGE SQUARE
PARK**

**40+ WHISKEY
VENDORS
10+
RETAIL/MARKET
VENDORS
5+ FOOD TRUCKS
1,500 ATTENDEES**



**CHECK OUT 2024
HIGHLIGHT VIDEO HERE**



HEADLINE SPONSOR \$15,000

**LIMITED TO 1 SPONSOR ONLY*

BRANDING & EXPOSURE

- Title Rights — Your brand name integrated into the event title (e.g., Copper State Whiskey Festival Presented by [Your Brand])
- Dedicated Social Media & Email Features - Multiple shoutouts across festival channels
- Inclusion in Press Releases - Mentions in media outreach and promotional efforts
- Logo Placement - Featured on ALL marketing materials (posters, flyers, website, social media, email campaigns, etc.)
- On-Site Signage - Prominent placement on banners, entrance signage, and stage backdrops
- Lead sponsor on marketing material across promotional channels (radio or TV included if applicable)
- First right of refusal for 2026 festival

EVENT ACTIVATION & ENGAGEMENT

- Exclusive Brand Activation - prime booth location for unique brand experiences
- Custom Product Integration - The ability to showcase a featured product
- Main stage branded banner and Welcome Banner at entrance
- Onstage 'Thank you' announcements
- (6) VIP, (6) GA+ & (6) GA Tickets & (6) Vendor Credentials
- Placement on Copper State Whiskey Festival Branded Staff T-shirts
- Branded swag bag for VIP guests (including sponsor promotional offer/gift - optional)



SPEAKEASY SPONSOR \$5,000 + BUILD OUT **LIMITED TO 1 SPONSOR ONLY*

- Speakeasy Activation Sponsor with Lounge
- Onstage 'Thank you' announcements
- (4) VIP, (4) GA+ & (4) GA Tickets & (4) Vendor Credentials
- 2 A-Frame Speakeasy Signs at Festival
- Logo on Facebook event page
- Three FB event page posts and Three IG/FB page posts and/or reels
- Logo included in every email and one dedicated email blast (1k+ profiles)
- Logo included on official event website

GLASSWARE SPONSOR \$7,500 **LIMITED TO 1 SPONSOR ONLY*

- Sponsor logo on 1,500+ Souvenir tasting glasses
- Brand Activation/Exhibition booth space- 20' X 20'
- Onstage 'Thank you' announcements
- (2) VIP, (2) GA+ & (2) GA Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- Three FB event page posts and Three IG/FB page posts and/or reels
- Logo included in every email and one dedicated email blast (1k+ profiles)
- Logo included on official event website



WRISTBAND & DRINK TICKET SPONSOR

\$5,000

- Logo on 1,500 festival cobranded wristbands & drink tickets
- Official People's Choice Voting Sponsor
- Brand Activation/Exhibition booth space- 10' X 10'
- Onstage 'Thank you' announcements
- (2) VIP Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- Two FB event page posts and Two IG/FB posts and/or reels
- Logo included in every email and on official event website

WATER SPONSOR

\$2,500

- Exclusive Naming Rights
- 10' x 10' booth space + branded signage placement
- Onstage 'Thank you' announcements
- (2) VIP Tickets & (4) Vendor Credentials
- Two FB event page posts and Two IG/FB posts and/or reels
- Logo included in every email and on official event website

BRAND ACTIVATION BOOTH SPACE

\$1,000

- Brand Activation/Exhibition booth space- 10' X 10'
- One FB event page post and One IG/FB page post
- (2) Vendor Credentials
- Logo included in every email and on official event website

PHOTO WALL SPONSOR

\$5,000

- Logo on Step & Repeat Photo Backdrop/Photobooth Activation
- Brand Activation/Exhibition booth space- 10' X 10'
- Onstage 'Thank you' announcements
- (2) VIP Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- Two FB event page posts and Two IG/FB posts and/or reels
- Logo included in every email and on official event website

SPIRITS IN THE JUNGLE SPONSOR

\$2,000 + BUILDOUT

- Branded Jungle Walking Trail
- Onstage 'Thank you' announcements
- (2) VIP Tickets & (4) Vendor Credentials
- Two FB event page posts and Two IG/FB posts and/or reels
- Logo included in every email and on official event website

VIP SWAG BAG SPONSOR

\$250

- Insert of promotional products or offers for VIP Guests

***MULTI-EVENT SPONSORSHIP PACKAGES AVAILABLE WITH COPPER STATE BEER FEST**

****OPEN TO CREATIVE COLLABORATIONS - LET'S BUILD A PARTNERSHIP THAT WORKS FOR YOU**



COPPER STATE WHISKEY FEST

CONTACT

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