
PARTNERSHIP
OPPORTUNITIES
Wee
WHISKEY
Fest
LAKE GENEVA WISCONSIN
APRIL 9-11
2027

"A Whiskey Sippin' Weekend by the Lake"

APRIL 9-11, 2027

Wee Whiskey Fest - Part 4 is set for April 9-11, 2027 and we are excited to extend an invitation to join us as a partner for this year's Bigger, Better, and Bolder event! Now proudly presented by The Grand Geneva Resort & Spa, this year's celebration invites whiskey lovers to immerse themselves in another unforgettable weekend of spirited festivities in beautiful Lake Geneva Wisconsin. Building on the strong momentum from our third year, we are anticipating an even larger turnout of elegant whiskey enthusiasts from the greater Milwaukee, Madison, and Chicagoland areas. As a valued partner, your business will have the opportunity to connect with a sophisticated audience of whiskey lovers. Throughout the three-day festival, you'll be able to showcase what makes your business unique—whether through a whiskey-inspired menu, exclusive offerings, or special promotions. Our expanded event marketing plan is designed to maximize your visibility. Last year, during the second annual Wee Whiskey Fest Lake Geneva, our website saw more than 500,000 unique clicks, reflecting the growing interest and reach of the event. With enhanced marketing efforts planned for 2027, we anticipate surpassing that, supported by a targeted ad reach of over 700,000. We will continue to strengthen our digital presence through social media, email campaigns, radio advertising, and print media. With a strategic focus across Chicago, Madison, Milwaukee, Rockford, and the surrounding regions, we anticipate generating more than 1,000,000 impressions leading up to this year's festival.

We hope that your company can see the value in partnering with this unique event and will join in on the fun for this year's Whiskey Sippin' Weekend by the Lake!



SPONSORSHIP PACKAGES 2027

Friends of Wee Whiskey Fest - $250

- Level placement of Logo on Fest ***Partner*** webpage
- Logo in Fest program
- Logo on Fest welcome banner

Geneva Lakes SILVER PACKAGE - $600

- Level placement of Logo and Link on Fest ***Partner*** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Recognition on Fest Facebook and Instagram pages
- Two (2) Small Batch (*General Admission*) Tickets - ***$250 value***

Distinguished Hooligan GOLD PACKAGE - $1,250

- Level placement of Logo and Link on Fest website
- Level placement of Logo and Link on Fest ***Partner*** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Four (4) Small Batch (*General Admission*) Tickets - ***$500 value***
- Company recognition ***during*** Grand Tasting Event
- Logo on all other printed media

Big Players PLATINUM PACKAGE - $2,500

- Priority placement of Logo and Link on Fest website
- Level placement of Logo and Link on Fest ***Partner*** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Four (4) Barrel Strength (*VIP Admission*) Tickets - ***$780 value***
- Company recognition ***during*** Grand Tasting Event
- Priority placement of Logo on all other printed media
- Company shoutout on radio advertisements

Master Distiller TITLE PARTNER - $7,500 – ONLY ONE AVAILABLE | SOLD

- **NAMED PARTNER OF FEST** – Company becomes Presenter of Fest
- Priority placement of Logo and website link on Fest website
- Priority placement of Logo and website link on Fest ***Partner*** webpage
- Priority placement of Logo in Fest program
- Priority placement of Logo on Fest welcome banner
- Exclusive Post on Fest Facebook and Instagram pages
- Eight (8) Barrel Strength (*VIP Admission*) tickets - ***$1,560 value***
- Recognition ***during*** Grand Tasting Event
- Priority level placement of Logo on all other printed media
- Company shoutout on radio advertisement on WLKG 96.1 FM

DISTILLERY ADD-ON PACKAGES

Official Fest T-Shirt PARTNER - $750

- Logo on Event T-Shirt - ***(200 - 300 shirts)***
- Two (2) Small Batch (*General Admission*) Tickets - ***$250 Value***
- Exclusive distillery recognition in email blast - ***5,000+ Subscribers***
- Distillery Logo in Fest program
- Distillery Logo on Fest welcome banner

Cocktail Contest PARTNER - $1,000

- Providing Whiskey Product EXCLUSIVELY for participating Cocktail Contest locations - ***(10 max)***
- Logo on Cocktail Contest Map in Fest program
- Logo on Cocktail Contest Map on Fest ***Cocktail Contest*** webpage
- Two (2) Small Batch (*General Admission*) Tickets - ***$250 Value***
- Exclusive recognition in email blast - ***5,000+ Subscribers***
- Logo in Fest program
- Logo on Fest welcome banner

Wee Whiskey Fest Swag Bag PARTNER - $2,000

- Logo on Event Canvas Swag Bag - ***(500 bags)***
- Four (4) Small Batch (*General Admission*) Tickets - ***$500 Value***
- Exclusive recognition in email blast - ***5,000+ Subscribers***
- Logo in Fest program
- Logo on Fest welcome banner

Commemorative Tasting Glass PARTNER - $2,500

- Logo on Event Tasting Glass - ***(500 glasses)***
- Four (4) Small Batch (*General Admission*) Tickets - ***$500 Value***
- Exclusive recognition in email blast - ***5,000+ Subscribers***
- Logo in Fest program
- Logo on Fest welcome banner

FRIDAY / SATURDAY / CLOSING PARTY SPONSOR OPTIONS:

DISTILLERY ONLY | Details on each event are coming soon.

Friday Night Bourbon & Burlesque Opening Party PARTNER - $1,500

Distinguished Hooligan's Saturday Night Party PARTNER - $1,000

Sunday's Irish Goodbye Closing Party PARTNER - $1,000

Each party sponsorship package includes the following:

- Level placement of Logo and Link on Fest ***Partner*** webpage
- Logo in Fest program
- Logo on Fest welcome banner
- Recognition on Fest Facebook and Instagram pages
- Two (2) Small Batch (*General Admission*) Tickets - ***$250 value***

Wee WHISKEY Fest
LAKE GENEVA WISCONSIN

SPONSORSHIP AGREEMENT FORM

Legal Business Name: _____

DBA Name: _____

Contact Name: _____ **Phone:** _____

Business Address: _____

Email: _____

Website: _____

SOCIAL MEDIA:

Facebook: _____ **Instagram:** _____

SPONSORSHIP LEVEL

- ☐ Friends of Wee Whiskey Fest | $250
- ☐ Geneva Lakes Silver | $600
- ☐ Distinguished Hooligan Gold | $1,250
- ☐ Big Players Platinum | $2,500
- ☐ Master Distiller Package | $7,500

DISTILLERY ADD-ONS

- ☐ Official Fest T-Shirt Partner | $750
- ☐ Cocktail Contest Partner | $1,000
- ☐ Wee Whiskey Fest Swag Bag Partner | $2,000
- ☐ Commemorative Tasting Glass Partner | $2,500
- ☐ Friday Night Bourbon & Burlesque | $1,500
- ☐ Dist. Hooligan Saturday Night Party | $1,000
- ☐ Sunday Irish Goodbye Closing Party | $1,000

Authorized Signature _____ **Date** _____

Print Name _____

PAYMENT TYPE

- ☐ **CHECK** | Make payable to Geneva Lakes Whiskey Club and submit with this form
- ☐ **CREDIT CARD** | Geneva Lakes Whiskey Club will email you an invoice to pay online; payable upon receipt

PLEASE RETURN THIS COMPLETED AGREEMENT FORM BY EMAIL.

info@weewhiskeyfest.com

*DEADLINE TO SUBMIT AGREEMENT FORM IS MARCH 31, 2027

Please send logo in a high resolution .JPG *OR* .PNG file format to: info@WeeWhiskeyFest.com