

**SYNERGY**  
PRODUCTIONS

**11TH ANNUAL**

**WHISKEY**  
**IN THE**  
**WINTER**

**ST. LOUIS WHISKEY FESTIVAL**

**DECEMBER 7, 2024**

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# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

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SYNERGY Productions is producing the **11th annual Whiskey In The Winter** festival that will take place on **Saturday, December 7, 2024** at the **Hyatt Regency St. Louis at the Arch**. The event will be supported by local PR outreach and multiple media partners.

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## THE EVENING WILL FEATURE:

- **Unlimited tastings of a variety of whiskeys including single malt and blended Scotch, bourbon, Irish, Tennessee, Canadian, and Japanese whiskies**
- **Educational seminars**
- **Whiskey-paired food stations**
- **Whiskey cocktail bars created by local mixologists**
- **Live Music and Interactive Entertainment**

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We hope you will choose to feature your whiskeys. The participation details are listed on the next page - for questions, our contact information can be found on the last page.

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## PARTICIPATION FEE

### 4FT. HALF TABLES \$300

#### INCLUDES:

- 2 GA tickets to Event
- Rights to Sample Up to 2 Marks (Sampling Additional Marks are \$50 - Limited to 4)
- Can Have Up to 3 People Working Booth

### 6FT. REGULAR TABLE \$550

#### INCLUDES:

- 4 GA tickets to Event
- Rights to Sample Up to 5 Marks (Sampling Additional Marks are \$50 - Limited to 8)
- Can Have Up to 4 People Working Booth

### 12FT. DOUBLE TABLE \$1,000

#### INCLUDES:

- 6 GA tickets to Event
- Rights to Sample Up to 12 Marks (Sampling Additional Marks are \$50)
- Can Have Up to 5 People Working Booth

Participants are responsible for providing the product for sampling. Glassware, ice, and simple mixers will be provided and replenished throughout the evening.

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### SPONSORSHIPS

Customized sponsorship packages are available and start at \$3,000. Packages include elements such as branding at event, premium display area, hotel room nights, advertising via media partners, potential for PR opportunities, potential for a seminar, inclusion on Golden Ticket bar (if applicable) and inclusion on all marketing materials. For more details, our contact information can be found on the last page. **Seminar space is limited.**

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### SEMINARS

During the event there will be eight 30-minute seminars in breakout rooms, limited to 30-50 guests. These seminars are a great opportunity to feature your brand and Whiskey In The Winter will be provided hotel rooms for seminar presenters. Sponsors have first rights to secure seminar sessions. **Seminar space is limited.**

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**"Every supplier that I talked to commented on the size of the crowd and the interest level/knowledge of the attendees. Several of them stated that Whiskey in the Winter is the best alcoholic beverage, consumer event in the state of Missouri."**

– Distributor

**"I have done plenty of these events but this was by far the BEST. Looking forward to next year."**

– Supplier

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## CONTACT

**FOR MORE INFORMATION, CONTACT:**

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