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BOURBONHAM

GIVING THRU SPIRITS

BIRMINGHAM'S PREMIERE BOURBON EVENT

Sunday • May 2 2021

at The Haven

1 until 6:00 p.m.



GIVING
THRU
SPIRITS

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SPIRITS

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THRU
SPIRITS

BOURBONHAM SPONSOR EXPERIENCE

WE OFFER A **VARIETY OF SPONSORSHIP PACKAGES** AND ARE HAPPY TO DISCUSS WAYS TO TAILOR A SPECIFIC PROPOSAL TO MEET YOUR COMPANY'S NEEDS. BENEFITS PROVIDED TO EACH SPONSOR INCREASE PROPORTIONALLY AS SUPPORT DOES. REGARDLESS OF THE SPONSOR LEVEL, WE ARE INTERESTED IN ESTABLISHING A LONG-TERM RELATIONSHIP WITH ALL OF OUR PARTNERS WHO ADVANCE OUR ORGANIZATION'S VISION OF WORLD FREE OF MULTIPLE SCLEROSIS (MS).

- CREATE VALUABLE AWARENESS FOR YOUR COMPANY THROUGH A COORDINATED OMNI-CHANNEL APPROACH, COMBINING BOTH TRADITIONAL AND DIGITAL MARKETING STRATEGIES
- REACH AN ENGAGED AUDIENCE - THE NATIONAL MULTIPLE SCLEROSIS (MS) SOCIETY'S BROAD BASE OF PASSIONATE SUPPORTERS IN ADDITION TO BOURBON LOVERS ACROSS THE SOUTHEAST.
- SUPPORT THE COMMUNITY!!

TOGETHER, WE BECOME A POWERFUL FORCE. TOGETHER, WE WILL END MS FOREVER.

SPONSORSHIP LEVELS

PRESENTING	\$10,000
BARREL PROOF	\$5,000
SINGLE BARREL	\$2,500
SMALL BATCH	\$1,500



THE **GENERAL BENEFITS** LISTED BELOW ARE ASSOCIATED WITH **EACH LEVEL** OF SPONSORSHIP.

- ASSOCIATION WITH A SUCCESSFUL EVENT THAT CATERS TO YOUNG PROFESSIONALS COMMITTED TO IMPROVING OUR COMMUNITY AND THE LIVES OF THOSE AFFECTED BY MULTIPLE SCLEROSIS.
- RIGHT TO USE THE OFFICIAL EVENT LOGO AND NATIONAL MS SOCIETY LOGO IN ALL OF YOUR SPONSOR'S MARKETING AND PROMOTIONAL ACTIVITIES FROM DATE OF SIGNED AGREEMENT THROUGH JANUARY 2022
- POSITIVE CONTACT WITH ONE THOUSAND PEOPLE THROUGH "DAY OF" BRANDING OPPORTUNITIES, INVITATIONS, POSTERS, SOCIAL MEDIA, AND PRINT/BROADCAST MEDIA.



PRESENTING SPONSOR

\$10,000

- **25 COMPLIMENTARY SPONSOR TICKETS** (ENTITLES GUESTS TO 2 VIP POURS + 5 PATRON BOURBON POURS + BBQ)
- **RESERVED PRESENTING SPONSOR LOUNGE** FOR YOU AND YOUR GUESTS STOCKED WITH PRIVATE FOOD, BEVERAGES, AND OTHER BOURBONHAM HOSPITALITY ITEMS
- **SPONSOR** NAME INCLUDED IN EVERY MENTION OF BOURBONHAM AS "BOURBONHAM PRESENTED BY *YOUR COMPANY*"
- **SPONSOR** NAME INCORPORATED INTO SOCIAL MEDIA POSTS, PRESS RELEASE(S) & SPECIAL FEATURES SENT TO MEDIA
- **SPONSOR** LOGO INCORPORATED INTO BOURBONHAM FEATURE PAGE AT WWW.BOURBONHAM.COM AND IN ANY TV, RADIO AND/OR PRINT PSAs
- **SPONSOR** LOGO LISTED ON 750 BOURBONHAM TASTING MENUS DISTRIBUTED AT THE EVENT
- **SPONSOR** LOGO ON 250 COMMEMORATIVE BOURBONHAM PROMOTIONAL POSTERS



BARREL PROOF SPONSOR

\$5,000

- **6 SPONSOR LOUNGE TICKETS** (ENTITLES GUEST TO 2 SPECIAL VIP POURS + 5 PATRON BOURBON POURS + BBQ)
- **12 COMPLIMENTARY PATRON TICKETS** (ENTITLES GUEST TO 5 PATRON BOURBON POURS + BBQ)
- **SPONSOR** NAME ASSOCIATED WITH SPECIFIC BOURBONHAM PROPERTY (4 AVAILABLE PROPERTIES)
- **2 RESERVED TABLES** DURING EVENT (16 TOTAL SEATS)
- RECOGNITION BY THE EMCEE DURING BOURBONHAM EVENT
- **SPONSOR** NAME INCORPORATED INTO SOCIAL MEDIA POSTS, PRESS RELEASES & SPECIAL FEATURES SENT TO PRINT MEDIA
- **SPONSOR** LOGO INCORPORATED INTO BOURBONHAM FEATURE PAGE AT WWW.BOURBONHAM.COM
- **SPONSOR** LOGO LISTED ON 750 TASTING MENUS DISTRIBUTED AT THE EVENT
- **SPONSOR** NAME ON 250 COMMEMORATIVE BOURBONHAM PROMOTIONAL POSTERS



SINGLE BARREL SPONSOR

\$2,500

- **4 SPONSOR LOUNGE TICKETS** (ENTITLES GUEST TO 2 SPECIAL VIP POURS + 5 PATRON BOURBON POURS + BBQ)
- **8 COMPLIMENTARY PATRON TICKETS** (ENTITLES GUEST TO 5 PATRON BOURBON POURS + BBQ)
- **1 RESERVED TABLE** DURING EVENT (8 TOTAL SEATS)
- RECOGNITION BY THE EMCEE DURING BOURBONHAM EVENT
- **SPONSOR** NAME INCORPORATED INTO BOURBONHAM FEATURE PAGE AT WWW.BOURBONHAM.COM
- **SPONSOR** LOGO LISTED ON 750 TASTING MENUS DISTRIBUTED AT THE EVENT
- **SPONSOR** NAME ON 250 COMMEMORATIVE BOURBONHAM PROMOTIONAL POSTERS



SMALL BATCH SPONSOR

\$1,500

- **2 SPONSOR LOUNGE TICKETS** (ENTITLES GUEST TO 2 SPECIAL VIP POURS + 5 PATRON BOURBON POURS + BBQ)
- **4 COMPLIMENTARY PATRON TICKETS** (ENTITLES GUEST TO 5 PATRON BOURBON POURS + BBQ)
- RECOGNITION BY THE EMCEE DURING BOURBONHAM EVENT
- **SPONSOR** NAME INCORPORATED INTO BOURBONHAM FEATURE PAGE AT WWW.BOURBONHAM.COM
- **SPONSOR** LOGO LISTED ON 750 TASTING MENUS DISTRIBUTED AT THE EVENT



SPONSORSHIP BENEFITS

\$10,000

\$5,000

\$2,500

\$1,000

25 SPONSOR LOUNGE TICKETS (ENTITLES GUESTS TO 2 VIP POURS + 5 PATRON POURS + BBQ)

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PRIVATE VIP LOUNGE FOR YOU AND YOUR GUESTS WITH PRIVATE FOOD, BEVERAGES, AND OTHER BOURBONHAM HOSPITALITY ITEMS

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COMPANY NAME INCLUDED IN ALL MATERIALS AS "BOURBONHAM PRESENTED BY *COMPANY NAME*" AND INCLUDED IN ANY TV, RADIO, PRINT OR PSAs.

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COMPANY REPRESENTATIVE(S) INVITED TO MAKE REMARKS DURING BOURBONHAM

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PRE-EVENT BOURBONHAM WRAP-AROUND MEDIA OPPORTUNITIES

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6 SPONSOR LOUNGE TICKETS & 12 PATRON TICKETS (ENTITLES GUESTS TO 5 PATRON POURS + BBQ)

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2 RESERVED TABLES - FRONT OF STAGE LOCATION

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OPPORTUNITY TO INCORPORATE NAME & LOGO AS SPONSOR OF ON-SITE BOURBONHAM PROPERTIES: VIP EXPERIENCE, BOURBON TASTING SEMINAR, CIGAR LOUNGE, & OUTDOOR SEATING AREA.

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4 SPONSOR LOUNGE TICKETS AND 8 PATRON TICKETS (ENTITLES GUESTS TO 5 BOURBON POURS + BBQ)

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1 RESERVED TABLE - INSIDE VENUE

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BRANDING & MARKETING OPPORTUNITIES:
GUEST WRIST BANDS (1,000), GUEST GLASSWARE (1,000), WELCOME BAR/
BEVERAGE, SILENT AUCTION, & EVENT SIGNAGE

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COMPANY LOGO ON 250 COMMEMORATIVE BOURBONHAM POSTERS

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2 SPONSOR LOUNGE TICKETS AND 4 PATRON TICKETS (ENTITLES GUESTS TO 5 BOURBON POURS + BBQ)

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LOGO AND WEBSITE LINK INCORPORATED INTO EVENT FEATURE PAGE AT WWW.BOURBONHAM.COM

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SPONSOR RECOGNITION BY EMCEE DURING EVENT

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LOGO LISTED ON 750 TASTING MENUS DISTRIBUTED AT BOURBONHAM

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LOGO A/V RECOGNITION DURING BOURBONHAM

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1 HOUR EARLY ACCESS TO THE HAVEN

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1 HOUR EARLY ACCESS TO DREAD RIVER FOR VIP TICKETS

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THANK YOU FOR HELPING THE NATIONAL MULTIPLE SCLEROSIS (MS) SOCIETY IN OUR EFFORTS TO CREATE A WORLD FREE OF MS. THIS AGREEMENT CONFIRMS THAT THE DOLLAR AMOUNT SELECTED BELOW WILL SERVE AS SPONSORSHIP TO UNDERWRITE EXPENSES ASSOCIATED WITH BOURBONHAM 2021. IN RETURN, WE WILL PROVIDE YOUR COMPANY BENEFITS ASSOCIATED WITH ITS CORRESPONDING LEVEL OF SPONSORSHIP. WE ARE GRATEFUL FOR YOUR SUPPORT WHICH IS HELPING US GENERATE FUNDS THAT ARE CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS!

YES! OUR ORGANIZATION WOULD LIKE
TO SPONSOR THE 2021 **BOURBONHAM**

CHECK ONE OPTION

PRESENTING \$10,000
Includes 25 VIP Tickets

BARREL PROOF \$5,000
Includes 6 VIP Tickets/ 12 Patron Tickets

SINGLE BARREL \$2,500
Includes 4 VIP Tickets/ 8 Patron Tickets

SMALL BATCH \$1,500
Includes 2 VIP Ticket/ 4 Patron tickets

We cannot attend, but would like to contribute \$ _____



Please complete and sign the Sponsorship Agreement below and mail, fax, or email to Andrew Bell (Andrew.bell@nmss.org) at the National Multiple Sclerosis Society .

Company Name: _____

Company Contact: _____

Contact Signature: _____

Address: _____

Phone: _____

Email: _____