

BOURBON BOULE

PARTNER! 2024

4 DAYS
+
3 NIGHTS

AUGUST 29 - SEPT 1

2024 | LOUISVILLE, KY



ABOUT

BOURBON BOULE IS THE MOST INFLUENTIAL GATHERING OF ELITE PREMIUM SPIRITS ENTHUSIASTS SPECIFICALLY AIMED AT A DIVERSE AUDIENCE. Bourbon Boule draws a unique demographic of African Americans from across the country for a highly curated weekend long experience.



BOURBON BOULE

2024

FEATURES

15+ THEMED EVENTS

250+ ATTENDEES

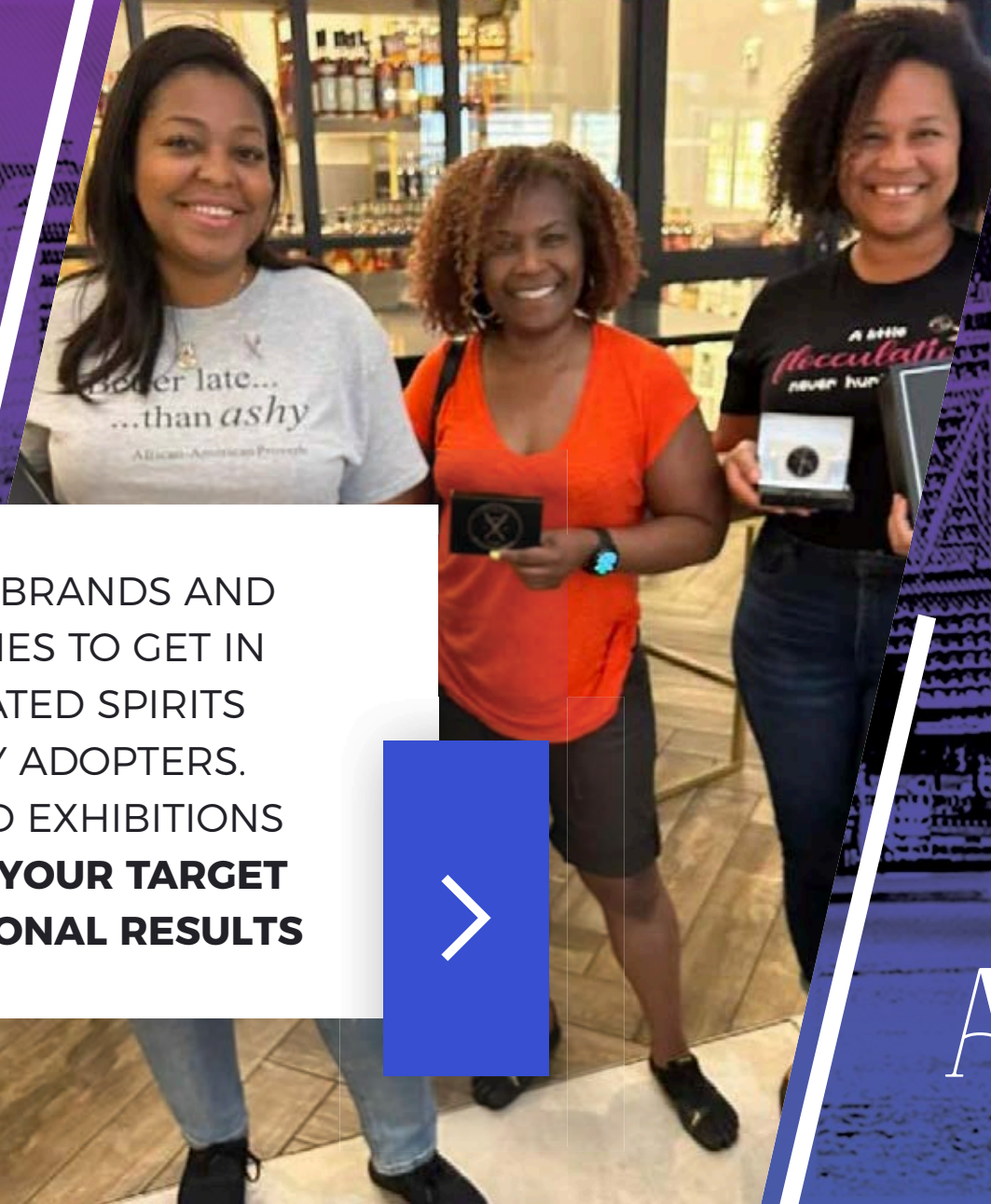
Bourbon Boule focuses on **UNIQUE ENGAGING EXPERIENCES**. We curate experiences to empower, inspire and connect the innovators and aficionados pushing the culture forward.



SPIRITS, EDUCATION, EXPLORATION, EXPERIENCES & FUN!



BOURBON BOULE



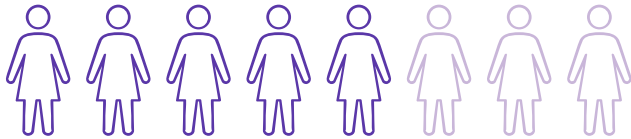
BOURBON BOULE OFFERS BRANDS AND BUSINESSES OPPORTUNITIES TO GET IN FRONT OF HIGHLY EDUCATED SPIRITS ENTHUSIASTS AND EARLY ADOPTERS. WITH OFFICIAL EVENTS AND EXHIBITIONS YOU'LL BE ABLE TO **REACH YOUR TARGET AUDIENCE TO GET EXCEPTIONAL RESULTS**



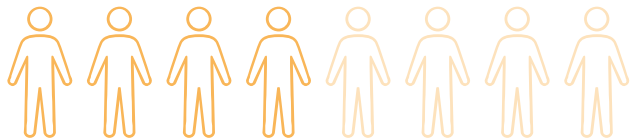
OUR AUDIENCE

DEMOGRAPHICS

55% FEMALE



45% MALE



75% OF OUR CORE AUDIENCE is comprised of Millennials, Xennials and Gen-xers across gender lines.

This group enjoys premium spirits, craft cocktails, and is interested in the brand story.

THE BOULE
AUDIENCE IS
HIGHLY EDUCATED
& **AFFLUENT**

INCOME

47%

over \$150k



EDUCATION

88%

BACHELORS DEGREE
OR HIGHER



\$730

AVERAGE EVENT SPEND

VIP is Boule's most popular ticket tier. With over 80% of attendees purchasing at least one add-on experience average ticket price was over \$730





BOULE INFLUENCES PURCHASING

91%

PURCHASED BOTTLES DURING BOULE

THE OVERWHELMING MAJORITY OF BOULE ATTENDEES ARE BUYERS; MAKING PURCHASES AT OR BECAUSE OF BOULE



BOULE BOTTLE PURCHASES BY SPEND

Boule attendees favor premium product with 67% spending at least \$100.

41%
\$200
OR MORE

11%
\$1000
OR MORE

BOULE BOTTLE PURCHASES BY QUANTITY

Boule attendees stock up! The majority of attendees purchase multiple bottles.

60%
3+ BOTTLES

14%
10+ BOTTLES

HOST CITY LOUISVILLE, KY

As the backdrop to Bourbon Boule, Louisville offers opportunities for unique integrations and over the top food and whiskey pairings in a truly memorable location; bourbon country.

45%

0 - 1 TIMES

35%

5 TIMES OR MORE

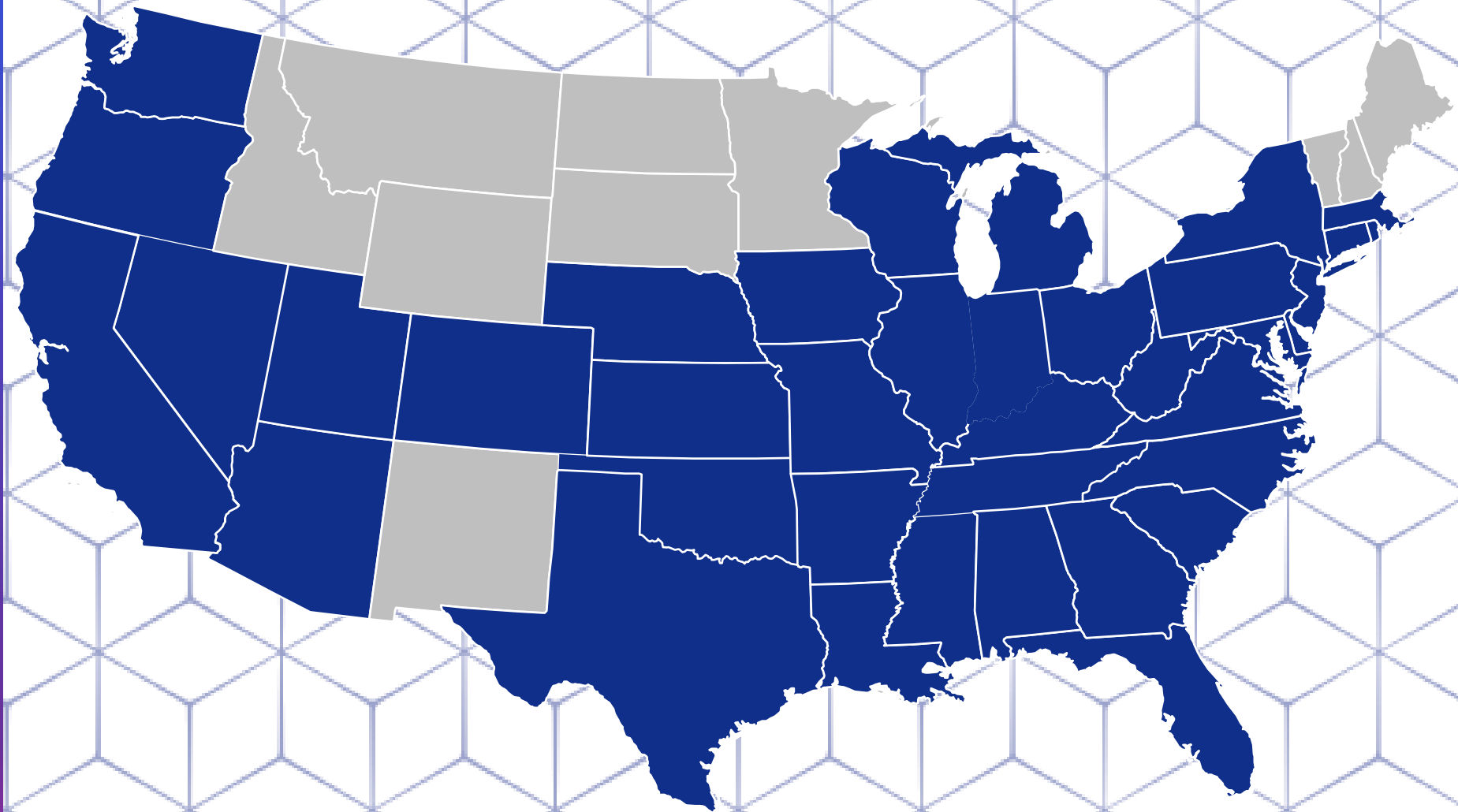
BOURBON BOULE IS A **DESTINATION** EVENT

BOULE ATTRACTS ATTENDEES TO LOUISVILLE GIVING ACCESS TO A NEW AUDIENCE OF !FIRST TIMERS LOOKING TO BE INTRODUCED TO PRODUCTS AND EXPERIENCES IN THE MARKET AS WELL AS FREQUENT VISITORS LOOKING TO EXPAND THEIR KNOWLEDGE.



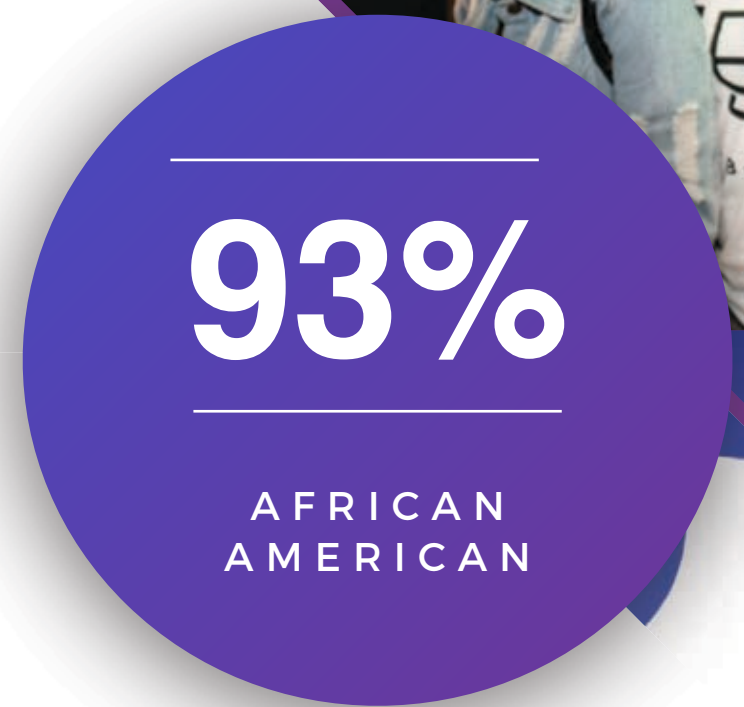
DESTINATION FESTIVAL EVENT!

BOURBON BOULE
ATTENDEES REPRESENT
20+ STATES





Bourbon Boule draws a unique demographic of African Americans from across the country for a highly curated weekend long experience.





OWNED MEDIA

Facebook Group



26k

Members

Instagram



30k

Followers

Facebook Page



10k

Followers

Email



10k

Subscribers

BOURBON BOULE

Unlock the potential of direct engagement with Bourbon Boule, where sponsors connect with a highly targeted and discerning crowd. This exclusive opportunity isn't just an event; it's a platform to forge strong brand impressions, influence purchasing decisions, and foster valuable connections with potential customers. Partner with us to create an impactful presence. Join us in shaping an unforgettable experience that goes beyond the pour. **Cheers to meaningful brand interactions at Bourbon Boule!**



EVENT OVERVIEW

YOU'RE IN GOOD COMPANY! 2023 SPONSORS INCLUDE:

ANGELS ENVY



Moët Hennessy

BLUE RUN



Maker's
S^{IV} Mark

●●●●●
DIVERSITY
DISTILLED

HEAVEN HILL
EST DISTILLERY 1935

imbibe LIQUID CULTURE

JAMES B. BEAM
DISTILLING CO.



COORS WHISKEY CO.
FIVE TRAIL
UNBROKEN SPIRIT



ESTD 1870
OLD FORESTER
THE FIRST BOTTLED BOURBON

PENELOPE
BOURBON

ROLLING
FORK

SEELBACH'S
EST. 2018



JUSTIN'S
HOUSE
OF
BOURBON

C A n E
MIXERS



BOURBON
BOULE

BY MARKETING
AT BOURBON BOULE,

YOUR BRAND CAN:

- ✓ Host a custom activation or activate within an official event
- ✓ Engage with a hyper targeted group of premium spirits enthusiasts
- ✓ Create original content
- ✓ Support diversity in the premium spirits world
- ✓ Showcase a new product or service
- ✓ Make an unforgettable impression
- ✓ Maximize exposure across web, email, social media and on-site
- ✓ All in a fun, environment.

ITINERARY

EVENTS IN WHITE ARE OPPORTUNITIES TO REACH THE WHOLE BOULE AUDIENCE AT ONCE!

THURSDAY

TBA	Registration
TBA	Sip Suites
09:00a - 05:00p	Adv. Education
TBA	Meet-Ups
06:00p - 10:00p	Sip & Swing
	DIY Crawl

FRIDAY

TBA	Registration
11:00a - 01:00p	Welcome Lunch
01:00p - 04:00p	Sessions (classes)
01:00p - 04:00p	Sip Suites
06:00p - 10:00p	Branded Dinners
	DIY Crawl

SATURDAY

10:00a - 12:00p	Boss Breakfast
12:00p - 03:00p	Sip Suites
09:00a - 05:00p	Distillery Tours
09:00a - 05:00p	Brand Activations
08:00p - 12:00p	Grand Tasting
	DIY Crawl

SUNDAY

12:00p - 02:00p	R&B Brunch
03:00a - 06:00p	Brand Activations
03:00a - 06:00p	Brand Activations
	DIY Crawl

*Itinerary is tentative and subject to change

ACCESS LIQUID TO LIPS OPPORTUNITIES WITH **EVENTS**

BOURBON
BOUJÉ



PRESENTING {SPONSOR}

PRESENTING SPONSOR 1 OF 1

As the presenting sponsor, your brand will have unparalleled visibility and recognition throughout this premier event celebrating premium spirits while congregating a highly engaged audience of premium spirits consumers and influencers

- ◆ "Presented By" on event signage
- ◆ Logo on event gift bags
- ◆ Logo on Event Wristbands
- ◆ Dedicated social media post
- ◆ Dedicated email
- ◆ Dedicated activation, display space or sip suite
- ◆ 10 Event Passes
- ◆ Inclusion in social media video feature



STARTING AT \$30K + Product (if applicable)



WELCOME {KEYNOTE LUNCH}

MARQUEE EVENT 1 OF 1

Reach up to the full roster of attendees!

Host our welcome Keynote luncheon event. Slated to be a large draw. This is the first major event of the festival. **Create a unique concept and genuinely engage with audiences.**

- ◆ "Presented By" billing on promotion for event
- ◆ .10minute presentation at event
- ◆ Dedicated activation or display space



STARTING AT \$20K + Product (if applicable)

A close-up photograph of a hand with dark skin pointing at a menu. The menu has the words 'SINGLE MALT' and 'WHISKY'S ONLY' visible. Two glasses of amber-colored whiskey are on the table. The background is slightly blurred, showing other menu items.

VIP {LIBATIONS LOUNGE}

VIP EVENT 1 OF 1

Reach our most exclusive attendees by hosting the VIP exclusive Libations lounge. Connect with our VIPs during luncheon, reception and happy hour events. Showcase your brand with:
**Friday VIP Happy Hour, Saturday VIP Lunch & Learn,
Sunday VIP Open House**

- ◆ "Presented By" on VIP event signage
- ◆ Dedicated social media post
- ◆ Dedicated email
- ◆ Liquid to lips + education opportunity
- ◆ 10 Event Passes
- ◆ Inclusion in social media video feature



STARTING AT \$15K + Product (if applicable)



GRAND { TASTING }

MARQUEE EVENT 1 OF 6

Reach up to the full roster of attendees!

Step into the enchantment of our GRAND TASTING SOIRÉE as **our marquee event!** This gala styled reception and party offers an unparalleled opportunity for name recognition, sampling, social connection and to be in everyone's highlight reel.

- ◆ Liquid to Lips Tasting
- ◆ Logo on event signage
- ◆ Onsite Tasting Station
- ◆ Inclusion in event email
- ◆ Social media post
- ◆ Logo on web and onsite sponsor wall



PRESENTING STARTING AT \$7.5K Product (if applicable). ONSITE TASTING STATION ONLY STARTING AT \$3.5K + Product (if applicable).



R&B {BRUNCH}

MARQUEE EVENT 1 OF 1

Reach up to the full roster of attendees!

Immerse yourself in the soulful vibes of our R&B Brunch – a perfect blend of smooth tunes and exquisite flavors. Become a sponsor and align your brand with this unique experience, ensuring a memorable association with an event that harmonizes music and gastronomy. Elevate your brand and join us in creating an unforgettable R&B Brunch for our guests!

- ◆ Shared “Presented By” billing on promotion for event
- ◆ 5 minute presentation at event
- ◆ Dedicated activation or display space
- ◆ Inclusion in dedicated brunch. email blast



STARTING AT \$20K + Product (if applicable)



{ SWING & SIP }

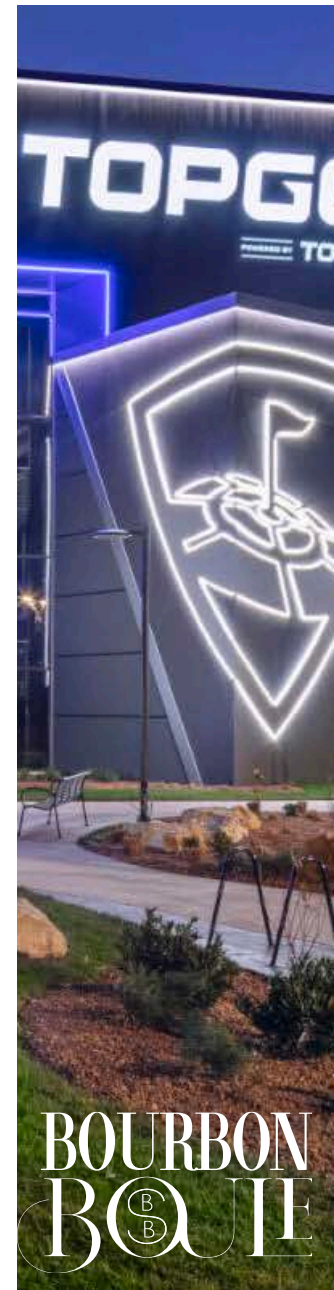
BOULE TOPGOLF TOURNAMENT

SPECIALTY EVENT 1 OF 1

Stand out with this fun interactive golf event at Top Golf Louisville for up to 60 attendees. Own the event, Immersing attendees from pick-up through drop off with brand signage, education and integrated branding opportunities.

HOST AS A THURSDAY NIGHT BRANDED EXPERIENCE
OR A SUNDAY EVENING ACTIVITY

- ◆ .“Presented By” billing on promotion for event
- ◆ .On-site signage opportunity
- ◆ Logo on co-branded bus window clings
- ◆ Dedicated display or activation space



BOURBON
BOULE

STARTING AT \$10K + Product (if applicable)



BRANDED {DINNER}

ADD-ON EXPERIENCE 1 OF 4

Create brand superfans! Host. Connect, educate and pair with an exclusive branding dinner. You set the tone or ask us to plan! – Branded dinners give you the opportunity to create an experience for guests they will never forget.

(As an add-on experience guests will need to opt-in to this experience)

- ◆ .Event naming rights (“Your Brand” Dinner)
- ◆ .Logo on event menu
- ◆ .Inclusion in branded dinners IG post (25k+ followers)
- ◆ Inclusion in dedicated add-on experience e-blast



BOURBON
BOULE

STARTING AT \$5K at your place or \$10k at ours + Product (if applicable)



MAIN ST {ACTIVATIONS}

ACTIVATION EVENT 1 OF 6

Invite us over to your tasting room, distillery, bar or other location for education sessions, tastings, activations and more. Get immersive with our crowd of highly invested spirits curious and connoisseurs. Enjoy the undivided attention of this discerning audience and make a lasting brand impression.

- ◆ We bring our audience to you for a immersive, brand exclusive experience at the venue of your choice
- ◆ Inclusion in activation email blast
- ◆ Logo inclusion on web and in sponsor banners



BOURBON
BOULE

STARTING AT \$3K + Product (if applicable)



BOULE {SESSIONS}

HOST 1 OF 4

Many of our attendees really love to “nerd out” on all things spirits! Host a masterclass session with topics such as:

- Perfecting your palate
- Cocktail masters – cocktail class
- Blending
- Brand education



BOURBON
BOULE

STARTING AT \$3K + Product (if applicable)



B.O.S.S {BRUNCH}

MARQUEE EVENT 1 OF 1

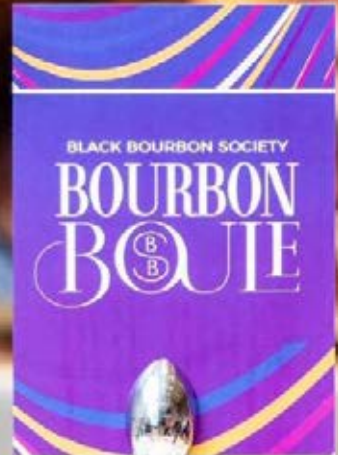
BLACK OWNED SPIRITS SUMMIT

Hosted in partnership with non-profit Diversity Distilled, The B.O.S.S. brunch highlights diverse spirits makers, brands and other industry professions. Featuring a panel discussion, brunch and tasting the the B.O.S.S Brunch is a not to miss event on the Bourbon Boule Itinerary

- ◆ Shared "Presented By" billing on promotion for event
- ◆ .10minute presentation at event
- ◆ Dedicated activation or display space
- ◆ Inclusion in dedicated B.O.S.S. email blast

B O S S
BLACK OWNED SPIRITS SUMMIT

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DIVERSITY
DISTILLED



BOURBON
BOULE

STARTING AT \$10K + Product (if applicable)

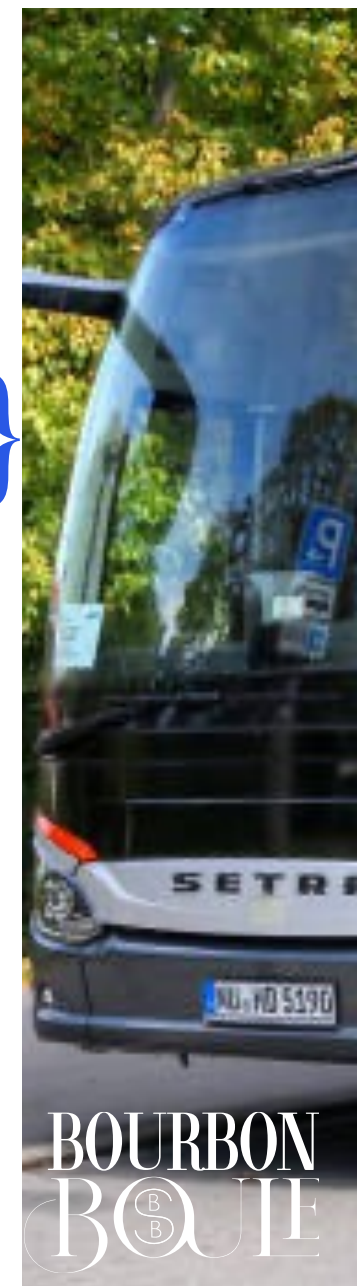


BOURBON COUNTRY TOUR

ADD-ON EXPERIENCE HOST 1 OF 4

Invite groups of up to 20 to your location for an in depth distillery experience. Guests will arrive via chartered transportation and be hosted at your location for an afternoon of in depth brand immersion and shopping

- ◆ Logo on co-branded bus window clings
- ◆ Inclusion in dedicated add-on experience emails and posts



BOURBON
BOULE

STARTING AT \$5K



SIP TASTING {SUITES}

HOST 1 OF 4

Create an official on site tasting room experience for Boule attendees. Choose from shared space or plus up to a premium exclusive suite where you can take the opportunity to create an unparalleled brand experience, making yours THE must visit suite!



BOURBON
BOULE

STARTING AT \$2.5K + Product



SPIRITED {WELLNESS}

HOST THE FULL SERIES

Our enthusiasts are well-rounded so we've built in daily "refresh" activities! Connect via daily events focused on yoga, wellness and other themes.



BOURBON
BOULE

STARTING AT \$7.5K



LIFESTYLE { LOUNGES }

SIP & CHILL EVENT

Connect with guests in a more informal meetup environment. Showcase your fun side with with late-night chill sessions. Showcase your brand with:

Sticks & Pours Cigar Experience

After Hours Meetup

Bartender's Choice Call-out lounge

Grooming Lounge

Or more!



BOURBON
BOULE

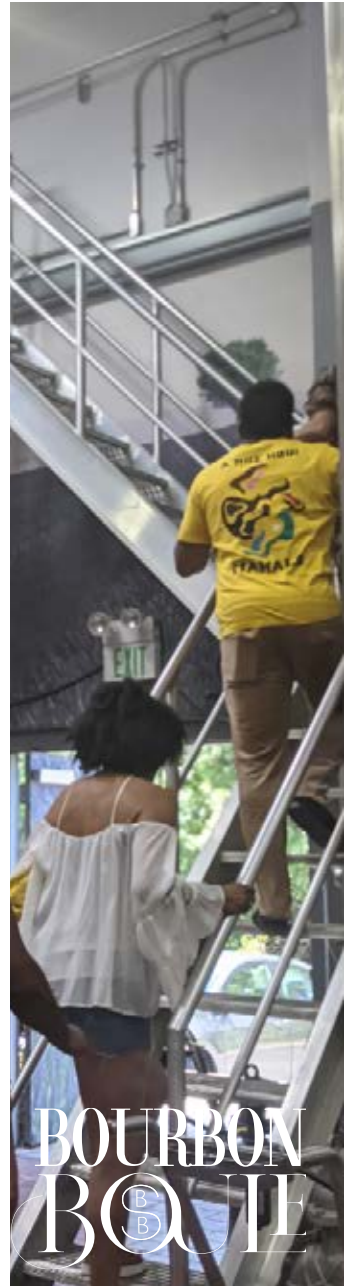
STARTING AT \$5K + Product (if applicable)



DIY MAIN ST.

{CULINARY & COCKTAIL CRAWL}

Invite groups of our aficionados to your or a local location to experience your brand first-hand. Our distillery crawl experience will offer attendees the opportunity to build their own experience with a "pop-in" weekend format



BOURBON
ROUTE

STARTING AT \$250 + Exclusive Offer or perk

The logo for Bourbon Boule 2024 is set against a background of flowing, wavy bands in shades of purple, blue, and orange. The text 'BOURBON BOULE' is written in a white, serif font, with the 'O' in 'BOULE' containing a smaller 'B' and 'B' stacked vertically. Below this, the year '2024' is written in a simple, white, sans-serif font.

BOURBON
BOULE
2024

CHALLENGE US!

WANT TO GET IN FRONT OF OUR AUDIENCE
BUT DON'T KNOW HOW? LETS CHAT!

Whether your brand purchases a BOURBON BOULE Sponsorship package or creates a fully customized program, BOURBON BOULE will help your brand deliver experiential relevance and value. Through BOURBON BOULE custom activations, unique branded engagements, product integrations, targeted social media efforts, and prominent logo alignment, your brand has the tools to inform, entertain, and inspire a captive audience.

POWERED BY



Society Marketing Group is a full service agency providing consulting, experiential campaign production and marketing services for diverse and inclusive audiences.

Society Marketing Group powers events and campaign curation for external brands as well as in-house organizations such as:



WE'RE MORE THAN A GREAT IDEA
WE ARE IDEATION + EXECUTION!

WHAT WE DO:

PRODUCE MEMORABLE EXPERIENCES
DEVELOP MEANINGFUL RELATIONSHIPS
EDUCATE AND EMPOWER
PROMOTE COLLABORATION
CREATE ORIGINAL CONTENT

Have a product launch or just need to reach
a fresh audience in a new way? **WANT TO
WORK WITH AN AGENCY THAT REALLY
KNOWS WHISKEY, SPIRITS &
MULTICULTURAL AUDIENCES?**
We Got You!



CAPABILITIES

CREATIVE STRATEGY & DEVELOPMENT

- + Advertising
- + Branding
- + Graphic Design
- + Digital & IRL Engagement
- + Content & Video

EXPERIENCE DESIGN & PRODUCTION

- + Live Experience Design
- + Digital Integration
- + Large Scale Event Production
- + Sponsorship Strategy & Activation
- + Tour Development & Execution
- + Environmental Design & Fabrication

PR


- + Public relations servicing
- + Event Promotion

INFLUENCER STRATEGY & ACTIVATION

- + Lifestyle Insights Segmentation
- + Custom Influencer Programs
- + Large Scale Outreach & Activation
- + Custom Programs

RESEARCH & INSIGHTS

- + Consumer Research & Insights
- + Cultural Research & Insights
- + Cultural Segmentation Maps



BOURBON BOULE

2024

CONTACT CHEERS@BLACKBOURBONSOCIETY.COM

SOCIETY
MARKETING GROUP