

Palm Springs **Craft Cocktail** WEEK

Nov. 11-19, 2016

Bars and restaurants, here's how it works:

1. Create a **special craft cocktail**, and sell it **at a discounted price** from Nov. 11-19.
2. **Set aside at least \$2** from the sales of that special craft cocktail to donate to the **Desert AIDS Project's Food Depot**, and the **LGBT Community Center of the Desert's Community Food Bank**.
3. Come up with **your own ways to celebrate** Craft Cocktail Week, if you'd like. For example ...
 - Create other special craft cocktails.
 - Offer a cocktail-making class taught by your top bartender.
 - Throw a special craft-cocktail-paired meal.

Whatever you decide ... it's up to you! Just make sure you let the *Independent* know your plans so we can get them listed at PSCraftCocktails.com, in the special Palm Springs Craft Cocktails Week section of the *Independent*, and in the new events calendar at CVIndependent.com!

Potential sponsors, here's how it works:

Tell us how you want to take part in Palm Springs Craft Cocktail Week—and **get a ton of exposure** at PSCraftCocktails.com, as well as the special Palm Springs Craft Cocktails Week section of the *Independent*. **Be a part of the most spirited nine days in the Coachella Valley this year!**

Email jboegle@cvindependent.com or call 760-904-4208!



Palm Springs Craft Cocktail WEEK

Nov. 11-19, 2016

Agreement

- I will develop a special craft cocktail and sell it at a discount (no more than \$9) during all business hours from Nov. 11-19. I will promote the cocktail with special menus, signage, etc.
- I will track sales of the special cocktail and donate at least \$2 per drink to the Desert AIDS Project's Food Pantry, and the LGBT Community Center of the Desert's Community Food Bank, either directly or via the *Coachella Valley Independent*.
- I will promote safe and responsible alcohol consumption throughout the week by offering special non-alcoholic drinks, encouraging designated drivers and the use of taxis/ride-share services (from the Craft Cocktail Week transportation sponsor, if there is one) and doing all I can to make sure my customers are enjoying Palm Springs Craft Cocktail Week responsibly.

Key Dates

- ASAP: I'll get a picture or logo to the *Independent* for posting on Palm Springs Craft Cocktail Week website.
- By Oct. 17: I'll deliver a camera-ready advertisement to the *Coachella Valley Independent* for inclusion in the special Palm Springs Craft Cocktail Week section, to be published in the *Independent's* November issue. (If you need an ad designed for you, we can do that; it's \$35, and we'll need the info by Oct. 14.) I'll also get the *Independent* the name and description of my special cocktail, and details on other special Craft Cocktail Week events being planned, for inclusion in the special section, on the Website and on the CVIndependent.com events calendar.
- By Oct. 19, I will pay the *Independent* my Palm Springs Craft Cocktail Week participation or sponsor fees.
- By Dec. 1, I will pay my donations to the Desert AIDS Project's Food Pantry, and the LGBT Community Center of the Desert's Community Food Bank, either directly (with reporting to the *Independent*) or via the *Coachella Valley Independent*.

Fee for bars and restaurants

- \$199 for existing *Independent* advertisers (at least three-month commitment; includes quarter-page color ad in the special section and listings at PSCraftCocktails.com plus social media), plus a \$25 gift card, to be used for give-aways and promotions.
- \$299 for standard participation (includes quarter-page ad in the special section and listings at PSCraftCocktails.com plus social media), plus a \$25 gift card, to be used for give-aways and promotions.
- Add \$200 to upgrade to a half-page in the special section.
- Add \$400 to upgrade to a full page in the special section.

Fees for sponsors

- \$399 to be a sponsor. Includes a quarter-page color ad in the special section and logos at PSCraftCocktails.com and social media.
- \$1,000 to be a major sponsor. Includes a half-page color ad in the special section and logos at PSCraftCocktails.com and social media, as well as two tickets to the Palm Springs Craft Cocktail Competition.
- \$3,000 to be the exclusive presenting sponsor. Includes name/logo addition to the Palm Springs Craft Cocktail Week logo; a full-page color ad in the special section; logos at PSCraftCocktails.com plus social media; and four tickets to the Palm Springs Craft Cocktail Competition.

PARTICIPATION LEVEL

DRINK PRICE AND DONATION AMOUNT

SIGNATURE OF AGREEMENT

NAME, NAME OF BUSINESS

___ Check here if you have a bartender who you want to be considered as a contestant in the Palm Springs Craft Cocktail Competition, at the Purple Palm Restaurant on the evening of Thursday, Nov. 17.

___ Check here if you have a bartender who you want to be considered as a contestant in the Palm Springs Non-Alcoholic Craft Cocktail Competition, at Gelson's Market on the afternoon of Saturday, Nov. 19.