



## SPONSORSHIP OPPORTUNITIES

September 18 - 22, 2019  
The Bourbon Capital of the World®



## WELCOME

The twenty-seventh annual Kentucky Bourbon Festival®, held the third week of September, was a resounding success in 2018. Approximately 55,000 visitors from all around the world attended events, the Festival on the Lawn, and free music concerts.

Last year, more than 50 attractions, nonprofit organizations, schools, and other groups benefitted from the Kentucky Bourbon Festival, which was designated by the Kentucky General Assembly as the “Official State Bourbon Festival”. In addition, we are proud to award three scholarships to students of Kentucky Bourbon distillery employees.

The support provided by our corporate partners is an integral component in servicing our mission. We offer a variety of sponsorship packages, ranging from cash and in-kind contributions to underwriting opportunities. Benefits provided to sponsors increase proportionally as support does. Regardless of the sponsorship level, we are interested in establishing long-term relationships with all of our partners. Please consider being a sponsor of the Kentucky Bourbon Festival in 2019. We are a 501(c)(3) nonprofit organization.

Join us in supporting the Kentucky Bourbon Festival, an annual event to showcase all Kentucky distilleries and related industries for visitors and press from around the globe. The dates for the 2019 Festival are September 18-22.



## MISSION STATEMENT

The Kentucky Bourbon Festival will promote and educate the public on the history and production of Bourbon and support local nonprofit organizations.

For more information, please visit [www.KyBourbonFestival.com](http://www.KyBourbonFestival.com)

## CONTACT

Kentucky Bourbon Festival  
114 N. Fifth Street  
Bardstown, Kentucky 40004  
Phone: (502) 275-8384  
Email: [info@kybourbonfestival.com](mailto:info@kybourbonfestival.com)



## MEDIA EXPOSURE

### A PARTNER WITH REACH

The media — including newspaper reporters, television and radio correspondents, bloggers, and social media influencers — can serve as powerful avenues for brands to connect deeply with consumers and amplify awareness in broader markets.

Because the Kentucky Bourbon Festival draws tens of thousands of people from all over the globe into a nexus of spirits industry experts, Bourbon enthusiasts, and entertainment seekers every year, the Festival itself represents a powerful conglomerate of consumers and is, accordingly, a perfect fit for news coverage.

Sponsors of the 2019 Kentucky Bourbon Festival will have the exciting opportunity to leverage local and national media recognition generated by the Festival to amplify individual market visibility and further solidify brand awareness.




### WHO'S LISTENING?

Aligning your business with one of the most widely recognized and well-respected Bourbon events in history will showcase your brand to hundreds of thousands of people all over the world.

### 2018 STATS-AT-A-GLANCE

- More than 1,800 unique media mentions across platforms
- A comprehensive listenership of over 70 million people
- Approximately \$2 million generated in overall publicity value

### SOCIAL MEDIA IMPACT

-  21,600+ Facebook Followers
-  5,500+ Twitter Followers
-  2,600+ Instagram Followers

### WEB TRAFFIC

- 10,900+ Avg. Monthly Sessions (46,700+ in September 2018 alone)
- 7,800+ Avg. Monthly New Users (31,800+ in September 2018 alone)
- 33,700+ Avg. Monthly Pageviews (135,200+ in September 2018 alone)





## 2019 OFFICIAL VISITORS' GUIDE TO THE KENTUCKY BOURBON FESTIVAL

The Kentucky Bourbon Festival will be partnering with *The Kentucky Standard* again in 2019 to produce the Official Kentucky Bourbon Festival Visitors Guide. A total of 18,000 full-color, glossy stock guides will be made available at all KBF events in September, as well as various outlets across the state of Kentucky leading up to the Festival. Visitors will be able to obtain the guide in free distribution racks at area hotels, motels, and B&Bs, in the offices of Nelson County Tourism, downtown businesses, and many other establishments frequented by Kentucky tourists. It will also be distributed as part of the Sunday edition of *The Kentucky Standard* prior to the Festival on September 8, 2019.



## SPONSORSHIP BENEFITS & RECOGNITION PACKAGES

	Bourbon Capital® Sponsorship \$8,000	The Spirit of Kentucky® Sponsorship \$6,000	Bourbon Fest® Sponsorship \$4,000	Celebrate The Spirit® Sponsorship \$2,000	No Place Like Home Sponsorship \$500
Print Ad in KBF Official Visitors Guide	Full-Page (7" x 9.6") ✓	Half-Page (7" x 4.75") ✓	Third-Page (4.675" x 4.75") or (2.25" x 9.6") ✓	Sixth-Page (2.25" x 4.75") ✓	Sixth-Page (2.25" x 4.75") ✓
Sponsorship Listing in KBF Official Visitors Guide	feature logo listing with live link to your company's website	feature logo listing with live link to your company's website	feature logo listing with live link to your company's website	feature logo listing (static) on sponsor page	feature logo listing (static) on sponsor page
Sponsorship Listing on KBF Website	4 guaranteed mentions: 2 Facebook, 1 Instagram, 1 Twitter	3 guaranteed mentions: 1 Facebook, 1 Instagram, 1 Twitter	2 guaranteed mentions: 1 Facebook, 1 Instagram	1 guaranteed mention: Facebook	
Social Media Recognition During 2019 Festival Promotions	✓	✓	✓		
Featured promotional content posted to KBF's Blog					
The Great Lawn	10' x 10' booth (tent provided)	10' x 10' booth (tent provided)			
Kentucky Bourbon Festival Golf Tournament	Entry for 1 team, opportunity to brand 1 hole on golf course with signage, and to distribute branded swag				
Event Tickets	6 tickets to The Great Kentucky Bourbon Tasting & Gala® 4 tickets to Bourbon, Cigars & Jazz® 4 tickets to an Educational Session: Moonshine U, Sip & Savor, or Bourbon Cocktail Mixology	4 tickets to Bourbon, Cigars & Jazz® 4 tickets to Bottled in Bond Fire	2 tickets to the Kentucky Bourbon All-Star Sampler® 2 tickets to Bottled in Bond Fire	2 tickets to Bottled in Bond Fire	



## SPONSORSHIP OPPORTUNITIES CONTINUED

### BOURBON ROCKS

#### Music on the Lawn – Title Sponsor \$10,000.00

- Naming rights of the *Music on the Lawn* experience (including KBF printed and electronic material)
- Stage banners
- Stage mentions on Friday (5pm–12am), Saturday (10am–12am), and Sunday (10am–5pm)
- VIP area for up to 12 guests (roped-off area close to front of stage)



#### The KBF Blog – Crafting Culture & Cocktails

This year, the Kentucky Bourbon Festival will be producing a featured blog on its website. The blog will include many different kinds of Bourbon-related content with stories featuring key players in our signature industry, highlights on how to make the most of Bourbon tourism, and of course, all the latest and greatest try-them-at-home specialty Bourbon cocktail recipes.

The KBF is committed to showcasing your brand to all of our guests.

Do you have an idea for an event or branding opportunity?

Please contact our team for customized packages.



# SPONSORSHIP OPPORTUNITIES CONTINUED

## UPGRADED ADVERTISING OPPORTUNITIES

Based on availability, brands may choose to increase the size of their printed advertisements in the following increments:

- Half-page to Full = \$550 additional investment
- Third-page to Half = \$400 additional investment

Premium placement opportunities exist on a very limited basis and are available on a first come first served basis. These locations require full page ad copy.

Inside front cover	\$1575	Outside back cover	\$1575
Inside back cover	\$1575	Center spread	\$2000

Sponsors may choose to submit their own print-ready advertisements OR take advantage of complimentary design services offered by our Visitors Guide partner, *The Kentucky Standard*.

All print-ready, correctly-sized PDF Ads are due to [KBFGuide@KYStandard.com](mailto:KBFGuide@KYStandard.com) by **August 15** at 4:00 p.m. All assets must include the Official KBF Sponsor emblem and adhere to the graphic requirements outlined below.

If you choose to take advantage of the free design services being offered by *The Kentucky Standard*, please submit all Ad copy to [KBFGuide@KYStandard.com](mailto:KBFGuide@KYStandard.com) by **July 19** at 4:00 p.m. You will then receive a proof via email for review and approval prior to printing.

For questions, please contact [KBFGuide@KYStandard.com](mailto:KBFGuide@KYStandard.com).

*\*Materials received after the deadlines noted above will not be guaranteed inclusion.*



## GRAPHIC REQUIREMENTS

**Resolution**  
300 dpi minimum, 4-color

**Trim**  
Bleed must extend at least 1/8" beyond trim edge. All graphics and copy must live within 1/4" of the trim.

**Full-Page Ads**  
Size w/bleed: 8.375" w x 10.875" h

**Half-Page Ads**  
Size: 7" w x 4.75" h

**Third-Page Ads**  
Size: 4.675" w x 4.75" h or 2.25" w x 9.6" h

**Sixth-Page Ads**  
Size: 2.25" w x 4.75" h

FULL

HALF

THIRD

SIXTH





MASTERFULLY MADE TO BE CAREFULLY CONSUMED.



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