



**POTTAHAWK 2022**  
**LAKE ERIE – CANADA'S BEST BOATING EXPERIENCE**  
**JULY 10<sup>TH</sup>**

**COCKTAILS**  
the fluid experience  
the liquid experience

# POTTAHAWK – JULY 10

DEMO: 40% FEMALE 60% MALE | 19-28YR 70% 29-55YR 30%

Pottahawk was a huge success despite the strong winds which kept many boaters away. Estimated crowd attendance was close to 7k and Weekender was in front of all of them! Our team moved product all over the party on both sides of the island to make sure everyone knew WE were there to make the party happen! With lime green inflatables and branded bikinis we caught everyone's attention. The team managed to make their way onto many of the large party boats including a Weekender shout out by the main DJ! Your target demographic was the majority of the crowd this year and we spoke to only a handful who had seen or heard of Weekender which means, we were able to access a tremendous amount of new consumers for the brand. We had terrific feedback from those who decided to enjoy Weekender during the event.

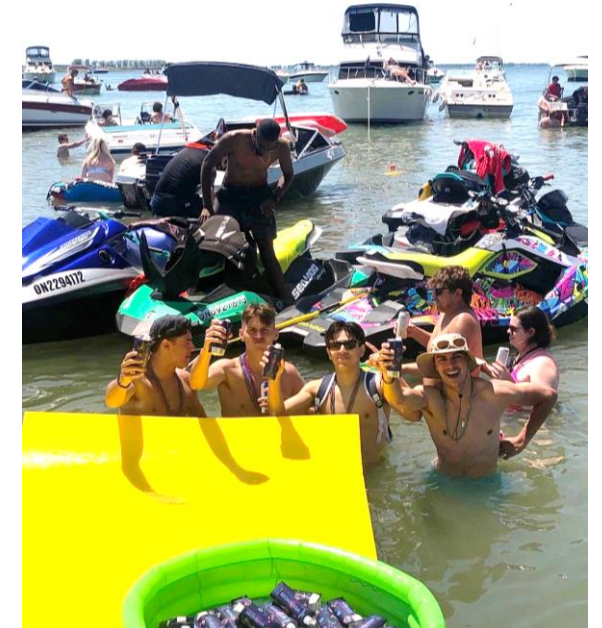
## The most popular comments and questions that we encountered:

### Comments:

- Love that it isn't carbonated
- It has great flavour and not too sweet
- The tetra pack is cool and awesome for boating (easy to compact when finished)
- Fun packaging
- I can't believe its 7%

### Questions:

- Is this available in the LCBO ? (that was art of our opening line but people still asked lol)
- Is it new ?
- Are there other flavours?

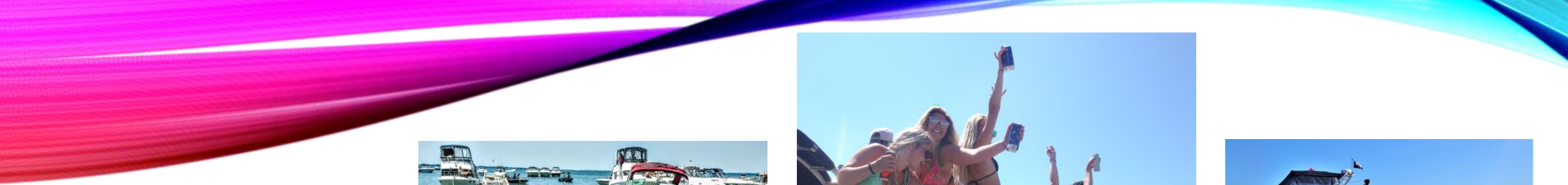


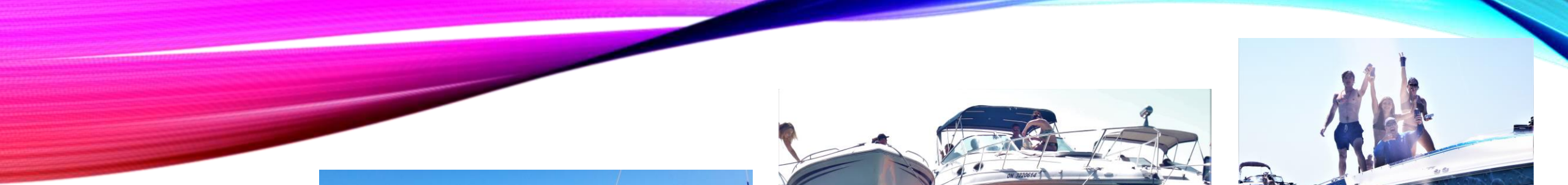
# COCKTAILS PROVIDED:

## ACTIVATION INCLUDED

- Team of 3 for 12 hours
- Branded custom bikinis
- 2 - 40 ft boats
- Inflatable bar rafts
- Logistics for delivery and removal of product
- Staff training
- Full social media postings
- Event management
- 2 boat captains
- 3 product runners and security
- Transportation of staff
- Exclusive alcohol sponsor
- Distribution of over 1400 units
- Interactions with 5k+ consumers







A group of people are on a boat at a water festival. They are holding up beer cans and smiling. The boat is decorated with colorful items. In the background, other boats are visible on the water. The text "WEEKENDER BROUGHT THE PARTY TO POTTAHAWK 2022" is overlaid in black, and "THANK YOU!" is overlaid in red.

**WEEKENDER BROUGHT THE PARTY TO  
POTTAHAWK 2022  
THANK YOU!**

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