

# COCKTAILS

t h e f l u i d e x p e r i e n c e

IMAGE COURTESY OF DIESELDESKTOPS

## 5<sup>th</sup> ANNUAL MARQUES D'ELEGANCE

LUXURY SUPERCAR WEEKEND

WEEKEND FESTIVAL  
AUG 12<sup>TH</sup> - 14<sup>TH</sup>, 2016  
BURLINGTON, ONTARIO

COME SEE AN EXCITING  
DISPLAY OF MOVING ARTWORK!



Marques d'Elegance™

REGISTER YOUR CAR ONLINE AT  
[WWW.MARQUESDELEGANCE.CA](http://WWW.MARQUESDELEGANCE.CA)

Presented by Jeremy J Parsons – 905.483.3243 – [jparsons@beerchill.com](mailto:jparsons@beerchill.com)

## THE EVENT

Imagine an intimate tasting and brand experience with your exact target consumer every day for 3 days with incredible media attention taking place in some of the most naturally beautiful locations in Southern Ontario completely staged and professionally executed. The Marquis D'elegance is this opportunity for your brands. Individuals who are at the peak of their industry will all be there from across Canada and some from International locales all being treated to your liquid to their lips in exciting cocktails, paired with exceptional foods and surrounded by their passion; exotic automobiles and terrific events.

Cocktails is proud to be the beverage partner once again for this exclusive event providing expert execution and professional brand ambassadorship for your brand to your key consumers.

<http://www.marquesdelegance.ca/>

**THURSDAY AUGUST 11<sup>TH</sup> 5-10PM  
KNAR JEWELERS OAKVILLE**

This is a spectacular event of diamonds and precious jewels of all kinds. The top sponsors for the event are invited with their spouses to come to Knar jewelers in Oakville to be outfitted by them with hundreds of thousands of dollars of jewelry to wear over the course of the weekend. This is a very exclusive event for 50 people where the opportunity it to have your brand or brands poured and paired with mouth watering canapes and served in unique and stylish cocktails to your target demographic.



## COCKTAILS WILL PROVIDE IN EXCHANGE FOR INVESTMENT

- 2 mixologists for 5 hours
  - Mix, garnishes and ice
    - Glassware
    - Illuminated bars
- Creation of cocktail and food recipes
- Distribution of the cocktail and canape recipes to those in attendance in a hard cover book
  - Management of event
- Professional photographic documentation



**FRIDAY AUGUST 22 5PM-MIDNIGHT  
SPENCER SMITH PARK**

This evening is the launch of the weekend long event featuring cars from Mercedes Benz along the shores of Lake Ontario on the new Burlington Pier. The entire area is fully licensed with exclusivity within spirit categories. This is the Driver welcome reception and Gala. The afternoon and evening will feature a full Fashion Show, Canapés, Car show, Silent Auction and Live Band and then a Gala event under a 100x40 tent sponsored by Mercedes with a VIP car area on the hardwood dance floor. We will be featuring 2 Spirit bars, 1 beer bar and 1 wine bar..





## FRIDAY NIGHT OPPORTUNITY ATTENDANCE 800 FOR VIP GALA

Your brands will be the exclusive title sponsor with Mercedes for the Friday Night Gala which will include:

- Branding in all advertising with a reach to over 400,000 upper income consumers
- Complete event Management
- Branding of the event with Stoli Elit/ Stoli POS
- Professional sampling of Stoli Elit/ Stoli with your exact target market
- Recipe inclusion in the program and sent to all media
- Partnership with Mercedes for the night



## COCKTAILS PROVIDED IN EXCHANGE FOR INVESTMENT

### Cocktails Provided:

- 2 Mixologists per bar per brand
- Bartending tools
- Recipe creation for 3 cocktails
- Mix and garnishes
- Glassware
- Illuminated 8 ft bar
- Recipes listed in the event program, sent to all media and listed on the Marques d'elegance Website
- Outfits for the mixologists
- Photographic documentation
- Branding in all advertising with a reach to over 400,000 upper income consumers
- Complete event Management
- POS setup and take down



## SATURDAY NIGHT GALA RON JOYCE PRIVATE JET HANGER

The Gala will be hosting 800 plus guests at the exclusive Ron Joyce Private Jet Hanger complete with a fashion show, silent auction with proceeds going to the Carpenter Hospice, Live band, gourmet canapes, tours of 5 private jets, 22 exotic cars and an environment designed by acclaimed designer Ferris Rafauli, Rolex Watch display and tasting of fine spirits, wines and beer. This is a creative black tie event featuring the musical stylings of the Matt Dusk Big Band.





## SATURDAY NIGHT OPPORTUNITY ATTENDANCE 800

### Cocktails Provided:

- 2 Mixologists per brand
- Bartending tools
- Recipe creation for 3 cocktails
- Mix and garnishes
- Glassware
- Illuminated bars
- Recipes listed in the event program, sent to all media and listed on the Marques d'elegance Website
- Outfits for the mixologists
- Photographic documentation
- Branding in all advertising with a reach to over 100,000 upper income consumers
- Complete event management
- POS setup and display including media wall



## COCKTAILS PROVIDED IN EXCHANGE FOR INVESTMENT

- 2 mixologists per brand
  - 1 Illuminated bar
  - Ice and ice bins
  - Mix and garnishes
  - Recipe creation
    - Glassware
- POS setup and takedown
  - Event management
  - Sampling of product
- Exclusive Vodka . Beer and Sparkling partner for the evening
- Video and photographic documentation
  - Logo recognition in program



**SUNDAY EXOTIC GARDEN PARTY  
PALETTA MANSION**

Sunday will be hosted at the elegant and stylish Paletta Mansion in Burlington on the shores of Lake Ontario complete with over 250 super exotic cars, 2.5 acres of licensed space, driver's champagne breakfast, Armani make up lounge, Ritz Carlton Champagne terrace, Fashion show and Jewelry show, Spirit, Wine and Beer booths for sampling, approximately 1800 consumers in attendance and 400 in the VIP lounge. There is also a VVIP Lounge for 180 guests that we can set as a rare spirits lounge for one on one tastings as well. This event is absolutely stunning and certainly reaches your target consumer in an elegant lifestyle approach.

## COCKTAILS PROVIDED IN EXCHANGE FOR INVESTMENT

- Sampling opportunity with over 700  
VIP attendees
  - 2 Mixologists per brand
  - Illuminated bar per brand
    - Mix and garnishes
    - 10x10 tent
  - Setup and takedown of your POS
    - Event Management
- Exclusive Spirits, Sparkling and Beer  
for the event
- Partnership with Ritz Carlton and  
Armani on the Terrance for the VIP  
Brunch





**SUNDAY OPPORTUNITY 11-6**  
**ATTENDANCE 1200+**



- 10x10 space for sampling paired with a particular car company or on the terrace
  - Illuminated bar
- Brand and cocktail recipes in the passport of elegance
- Gift bag product or info drop
  - Ice and mix
  - Recipe creation
- POS setup and takedown
- Photographic documentation
- Videographic documentation
- Complete Event management



## THE NUMBERS

- Sampling opportunity with over 4000 consumers over 3 days
- Logo recognition on all print and web material
- Brand recognition to over 200k consumers directly and over 1.5million in print
- Local, provincial national and international logo recognition in print

