

TALES OF THE COCKTAIL 2025
New Orleans, Louisiana
Sunday, July 20, 2025 - Friday, July 25, 2025

Activation	Price	Session Length	Notes
TASTING ROOMS			
All Spirits must be ordered through TOTCF and underwritten by Sponsor.			
Algiers Tasting Room	\$5,379	2 Hours	\$1,500 F&B Minimum
Carrollton Tasting Room	\$6,890	2 Hours	\$1,500 F&B Minimum
Fountainbleu + Pre-Function Tasting Room	\$7,791	2 Hours	\$1,500 F&B Minimum
Brand Edu + Tasting Room Combo	\$7,791	2 Hours	\$1,500 F&B Minimum
Brand Education	\$6,466	2 Hours	No F&B Minimum Required
On-Site Day Experience	\$18,645	7.5 Hours	\$1,500 F&B Minimum
Grab & Geaux Bar	\$3,975	1.5 Hours	No F&B Minimum Required
Breezeway Tasting	\$5,300	1.5 Hours	No F&B Minimum Required
Fountain Bar	\$5,194	1.5 Hours	No F&B Minimum Required
No & Low Bar	\$3,816	1.5 Hours	No F&B Minimum Required
Week Long Tasting	\$57,770	Monday - Thursday	\$7,500 F&B Minimum
Media Lounge Happy Hour	\$4,001	1.5 Hours	No F&B Minimum Required
Maison Room Bar	\$4,849	2 Hours	No F&B Minimum Required
BEYOND THE BAR			
Networking Nook	\$1,590	1 Hour	TOTCF will select networking topics and experts to host the sessions; recommendations from sponsors are encouraged
Daily Group Run	\$2,000	1 Hour	Leader/Instructor coordinated by sponsor
Massages	\$3,090	3 Hours	TOTCF will manage masseuse coordination and attendee sign-ups
Daily Reset & Recharge	\$1,060	Monday - Thursday	Sponsor to communicate with the Tales team regarding activation ideas, room programming, and run of show
Brand Hosted Fitness Offsite Activity	\$2,060	1 Hour Monday - Friday	Session coordinated & curated by sponsor
Beyond the Bar Lounge	\$6,890+ Furniture	Monday - Thursday	Sponsor to provide lounge furniture and set up through a third party, a list of suggested vendors is available upon request; Sponsor to coordinate shipping requests, load in / load out, and F&B directly with hotel; The brand is responsible for ordering, preparing, and serving products. This is a non-alc & RTD space only

BY INVITATION EVENTS

Night Event	\$21,400	4 Hours or Less	In compliance with the Louisiana ATC, these events will be listed as "By Invitation Only" on the TOTC Agenda. Admission to these Events can be open to all TOTC attendees, by RSVP, or via a curated guest list. Sponsor accepts responsibility of verifying all attendees are of Legal Drinking Age.
Small Night Event	\$6,643 - -8,858	3 Hours or Less	
All Day Event	\$6,901 - \$9,202	Up to 8 Hours, Must end by 6PM	
Small Day Event	\$5,098 - \$6,798	3 Hours or Less, Must end by 6pm	

DINING & DRINKING
In compliance with the Louisiana ATC, an "open bar" is not allowed in this event type. All drinks must be purchased.

Happy Hour	\$1,042 - \$1,390	2 Hours	+\$500 Minimum Bar Tab paid directly to your account partner
Last Call Happy Hour	\$540 - \$721	2 Hours	+\$500 Minimum Bar Tab paid directly to your account partner
First Time Partner Happy Hour	\$901	2 Hours	+\$500 Minimum Bar Tab paid directly to your account partner Reserved for first-time brands making their debut at TOTC
Guest Shift	\$2,742 - \$3,656	2 Hours	+\$500 Minimum Bar Tab paid directly to your account partner +\$500 Talent Stipend paid directly to your talent
Spirited Dining	\$2,008 - \$2,678	Sunday - Friday	Breakfast, Brunch, Lunch, or Dinner Sponsor to coordinate & curate content of the event

SPECIAL EVENTS
All Spirits must be ordered through TOTCF and underwritten by Sponsor.

Meet the Distillers	\$991	Thursday, 7/24 10am - 1pm and 2 - 5pm	Partners can elect to do one or both sessions for maximum visibility
Day of Service	\$7,420	Sunday, 7/20	In Partnership with a local non-profit or local charity of TOTCFs choice
Cocktail Tours	\$3,710	2 Hours	In Partnership with Wayne Curtis
Bookstore & Bitters Market	\$318	Monday - Thursday	In Partnership with Octavia Books
Tales Catalyst - Presenting Sponsor	\$7,420	Tuesday 7/22 3pm - 5pm	Sponsor will be named the sponsor of the U.S. or International Honoree and be able to serve their product at the event. Sponsor will be given 5 event tickets
Tales Catalyst - Supporting Sponsor	\$2,650	Tuesday 7/22 3pm - 5pm	Sponsor will be able to serve their product at the event; Sponsor will be given 2 event tickets

ON-SITE BRANDING OPPORTUNITIES
Purchase of any on-site branding opportunity must be confirmed with your account manager

Product Demo Table	\$1,590	1.5 Hours Monday - Thursday	For hospitality business products only - sampling of any liquid is not permitted
Product Spotlight	\$500	1 Spotlight in 1 Partnership Sponsor Newsletter	Includes top visibility on preferred vendors list & recommended products catalog. Excludes any sponsor or product that would compete with any "Official Partnership" secured such as glassware, water, or mixer

Social Media Photo Spot	\$5,830	TOTC25	Sponsor to work with TOTCF teams to curate & coordinate display
Official TOTC Wifi Sponsor	\$7,950	Sunday - Friday	Create the WiFi login and password for the WiFi used throughout the week of Tales and have your logo on the designated WiFi signage.
Door Hanger Gift	\$2,173	Monday - Thursday	One gift displayed on or near door for Tales of the Cocktail Guests at The Ritz Carlton, New Orleans - up to 350 gifts
In - Room Gift	\$3,710	Monday - Thursday	One in-room gift for Tales of the Cocktail Guests at The Ritz Carlton, New Orleans - up to 350 gifts
The Ritz-Carlton Room Keys	\$8,480	Sunday - Friday	Room keys provided to all Tales attendees staying at The Ritz-Carlton, New Orleans. Design due by May 26th
Official TOTC Wristband Sponsor	\$16,377	Sunday - Friday	Logo placement on TOTC2025 Wristband provided to all Tales Attendees.

TALES OF THE COCKTAIL FOUNDATION'S 19TH ANNUAL SPIRITED AWARDS

Thursday, July 24, 2025

Spirited Awards: Award Sponsorships	\$7,725 - \$15,450	Thursday, 7/24	<p>Title Sponsorship: 3 awards, 3 Brands served at Spirited Awards Ceremony, 10 premium seating tickets (full table)</p> <p>Presenting Sponsorship: 2 awards, 2 Brands served at Spirited Awards Ceremony, 5 premium seating tickets (half table)</p> <p>Supporting Sponsorship: 1 award, 1 Brand served at Spirited Awards Ceremony, 3 premium seating tickets</p>
Spirited Awards Ceremony Bar	\$9,010	Thursday, 7/24	Full bar with 3 wells & up to 3 cocktails in the Ceremony room. Only available to Spirited Awards Category Sponsors
Spirited Awards: Official Partners	\$3,180	Thursday, 7/24	<p>Partner Opportunities: Official Champagne, Official Wine, Official Barware, Official Beer, Official Coffee, Official Garnishes, Official Ice, Official Transportation. Official Partner products will be served exclusively for their category at the Spirited Awards Ceremony and promoted on our Spirited Awards event page.</p>

View the TOTCF2025 Partnership Deck and TOTCF Shopify Page for additional partnership details!

**TALES OF THE COCKTAIL FOUNDATION 2025
Year-Long Partnership Opportunities**

Partnership	Pricing	Term Length	Notes
Cocktail Apprentice Program (CAPs)			
Annual Supporting Sponsorship	\$5,300	June 2025 - May 2026	1 on-site meal for the CAPs during TOTC (breakfast or lunch); 1 virtual educational webinar for CAPs; \$3,000 F&B minimum for on-site meal
Annual Presenting Sponsorship	\$10,600	June 2025 - May 2026	1 off-site dinner for the CAPs during TOTC; 1 virtual educational webinar for CAPs
Annual Title Sponsorship	\$43,260	June 2025 - May 2026	1 off-site dinner & 1 on-site closing lunch for the CAPs during TOTC; 2 virtual educational webinars for CAPs; Additional sponsorships - branded CAP coats, supplies, tattoos; 1- 30-minute seminar; 2 SafeBar classes, & a buildout in the CAP space; \$3,000 F&B minimum for on-site meal
CAP Bag Support	\$1,030	June 2025 - May 2026	Sponsorship of a CAP Bag can include swag and other helpful items for the apprentices to represent your brand for Tales 2025.

Tales of the Cocktail Foundation Annual Education Underwriting
All Spirits must be ordered through TOTCF and underwritten by Sponsor.

Builder Level	\$5,300	June 2025 - May 2026	Sponsorship of 1 TOTCF-hosted Seminar during a year-long term Sponsor will receive 5 sponsor seats at the seminar Sponsor will receive 2 Week-Long Seminar Ticket at TOTC25
Mentor Level	\$15,000	June 2025 - May 2026	Sponsorship of 3 TOTCF-hosted Seminar during a year-long term 1 TOTCF Editorial Sponsor will receive 5 sponsor seats at the seminar Sponsor will receive 4 Week-Long Seminar Ticket at TOTC25
Innovator Level	\$25,000	June 2025 - May 2026	Sponsorship of 5 TOTCF-hosted Seminar during a year-long term 1 TOTCF Editorial 3 one-hour-long coaching sessions Sponsor will receive 5 sponsor seats at the seminar Sponsor will receive 8 Week-Long Seminar Ticket at TOTC25
Leader Level	\$50,000	June 2025 - May 2026	Sponsorship of 10 TOTCF-hosted Seminar during a year-long term 1 TOTCF Editorial 3 one-hour-long coaching sessions Ad placement for Branded Education Platform Commercial and/or logo during one 1 year-round pre-recorded seminar Opportunity to host dinner or cocktail reception for 2025 Education Co-chairs & industry leaders Sponsor will receive 5 sponsor seats at the seminar Sponsor will receive 16 Week-Long Seminar Ticket at TOTC25

Tales of the Cocktail Foundation

TOTC2025 Scholarship Underwriting	\$2,900	Custom	Partners may sponsor one or multiple individual recipients. Scholarship is open to working bartenders globally, and recipients are selected through an application process led by the TOTCF team
Policy Initiative Underwriting	\$2,000	Custom	Academically conducted research efforts and analytical data results will be published via our Policy Initiative webpage to those interested in supporting hospitality policy changes & labor standards
Brand Home Experience Raffle	Available Upon Request	Custom	TOTCF will promote and market the raffle and select the winner(s) who will receive an exclusive trip and a one-of-a-kind brand experience curated by your team
Tales Regional Education	Available Upon Request	Custom	Sponsor a single event or a series of events hosted by TOTCF to offer a day of Foundation and brand education for trade and host a celebratory event afterward. Sponsors will collaborate with TOTCF team on the city & venue, session topics, & the celebratory event
Spirited Awards Presents	Available Upon Request	Custom	Promote the collaboration of Spirited Awards-recognized talent and bars by bringing education to our trade and creating an immersive drinks experience; events can be stand-alone or incorporated into our Tales Regional Education model
IWSR + TOTCF Bartender Research Trips	Available Upon Request	Custom	Sponsor & TOTCF partners with IWSR to gather & deliver exclusive research directly from bartenders on brand-hosted trips. This collaboration will provide invaluable insights on key research topics that are chosen by the sponsor.

View the TOTCF2025 Partnership Deck and TOTCF Shopify Page for additional partnership details!

**TALES OF THE COCKTAIL FOUNDATION 2025
Partnership Tiers**

Tier	Spend	Deliverables
Medallion	\$150,000+	100 Sponsor Wristbands + 1 dedicated post-event on Instagram & Facebook + 1 additional dedicated slide in event-type social media carousels + All other benefits in Diamond
Diamond	\$75,000 - \$149,999	50 Sponsor Wristbands + 1 dedicated pre-event on Instagram & Facebook + All other benefits in Platinum
Platinum	\$30,000 - \$74,999	36 Sponsor Wristbands + 1 Dedicated slide in event-type social media carousels + 1 Instagram story captured live + All other benefits in Gold
Gold	\$15,000 - \$29,999	12 Sponsor Wristbands + Inclusion in post-Tales throwback Instagram & Facebook carousel post + All other benefits in Silver
Silver	\$5,500 - \$14,999	6 Sponsor Wristbands + All other benefits in Bronze
Bronze	\$5,499 and less	3 Sponsor Wristbands + Logo featured on ticketing platform + Inclusion in on-site partner signage + Brand name mentioned in respective event type social media carousels

Final Partnership Tiers will appear in your 2025 Sponsorship Agreement