

[www.mezcalistas.com](http://www.mezcalistas.com)



Mezcalistas presents  
**MEXICO IN A BOTTLE**

**2023 - 2024**  
**Event sponsorship opportunities**



# OVERVIEW

**Mexico in a Bottle** is an annual celebration of the rich history & incredible culture surrounding mezcal.

Each event offers an immersive experience with art, music, food, mezcal and Mexican spirits, and much more.

Attendees are invited to step into the world of agave spirits; to taste a variety of mezcal (as well as a curated selection of other Mexican spirits and custom cocktails), and sample deliciously authentic small plates.



MEZ  
CALIS  
TAS



Established in 2014 by Mezcalistas, this popular event series is now hosted across the country in cities including Chicago, Phoenix, San Diego, San Francisco, and Washington, DC.



# IMPACT & REACH

Annual Event Attendees

**3K+**

Attendee Growth Rate\*

**79%**

Social Media Impressions

**150K+**

Email Subscribers

**6.8K+**

Social Media Audience

**21K+**

Average Open Rate

**45%**

*\*Annual average across the last five years*

# SPONSORSHIP OPPORTUNITIES

With huge growth projected for 2023, there's never been a better time to sponsor a Mexico in a Bottle event. We're proud to offer a variety of sponsorship packages to brands with mission alignment.



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*"In addition to helping to create and nourish a community of enthusiasts, to which we belong, they've helped create exposure and increased opportunities for brands like us to connect with the public."*

**Max Rosenstock**  
**Founder & Co-owner of NETA Spirits**

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# SPONSORSHIP OPPORTUNITIES

*Customize your sponsorship by pairing the Starter Package with one or more of our special programs.*

## STARTER PACKAGE\*

- Branded table & signage

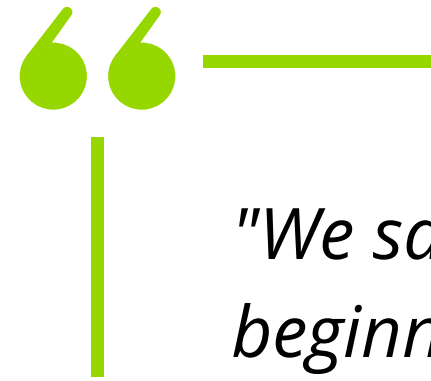
## PACKAGE ADD-ONS

- Sponsored dinner
- Sponsored happy hour
- Sponsored virtual tasting
- Social campaigns
- Sponsored afterparty

## SPECIAL PROGRAMS

- Mexican Pop-Up Cantina
- Art & Mezcal
- Conversations in Agave Speaker Series
- Culinary Arts Showcase

*\*Pricing starts at \$600*



*"We saw the value of Mexico in a Bottle from the beginning. It gives us a unique opportunity to have meaningful engagement with US consumers, one that measurably communicates our emphasis on the craftsmanship & authenticity of our expressions.*

*For us to have that opportunity across multiple markets nationally is key to supporting our commercial growth while broadcasting our brand culture of artisanal mezcal as a liquid art form."*

***Del Maguey Single Village Mezcal  
Pernod Ricard USA***





# SPECIAL PROGRAMS



MEZ  
CA  
LIS  
TAS

*All programs start at \$2,500 per event.*

## MEXICAN POP-UP CANTINA

(Sold out for 2023)

## ART & MEZCAL

(Sold out for 2023)

## CONVERSATIONS IN AGAVE SPEAKER SERIES

Spots available

## CULINARY ARTS SHOWCASE

Spots available

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*"Mexico in a Bottle really helped put Wahaka Mezcal on the map. The events are the perfect balance of industry and consumer which has helped us open new markets, accounts... and increase brand awareness."*

**Raza Zaidi**

**Co-Owner & Founder, Wahaka Mezcal**

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# 2023 AVAILABLE OPPORTUNITIES

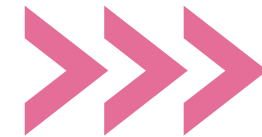


## CONVERSATIONS IN AGAVE

- Can be either virtual or in-person
- Five sessions total
- Customizable themes & topics
- Recorded sessions

## CULINARY ARTS SHOWCASE

- Sponsor a guest chef or bartender
- Dinner pairing activation pre-event
- Highlight an innovative dish or cocktail



## AVAILABLE LOCATIONS: 2023

- **Washington, DC** - March 20
- **Chicago, IL** - April 23
- **Phoenix, AZ** - September 17
- **San Diego, CA** - October 8
- **San Francisco, CA** - November 5



*"Mexico in a Bottle has pioneered a mezcal tasting event which is now imitated by numerous others, reflecting the success of both modern mezcal and the event itself."*

**Justin Lane Briggs**  
**Spirits Specialist & Educator, Spurnik**





**THANK YOU**

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