



2023 SPONSORSHIP OPPORTUNITIES

CONTENTS

SECTION ONE: OVERVIEW

SECTION TWO: IMPACT

Website

Social Media

Email Marketing

SECTION THREE: OPPORTUNITIES

Mexico in a Bottle

Dinner Series

Mezcal Pairings

Additional Offerings

PART FOUR: CONTACT



OVERVIEW

ABOUT

Mezcalistas was founded in 2012 around a simple idea:

To share our passion for mezcal and the people who make it.

11 years later, we are the go-to resource for all things mezcal & Mexican craft spirits.



Through our website, social media, email marketing, and nationwide events, we have cultivated an extremely dedicated audience of highly engaged consumers who are passionate about food & drinks, travel, and interactive culturally-rich experiences.

For brands with a values-alignment, we have a variety of exciting sponsorship opportunities that can be customized to meet just about any objective.



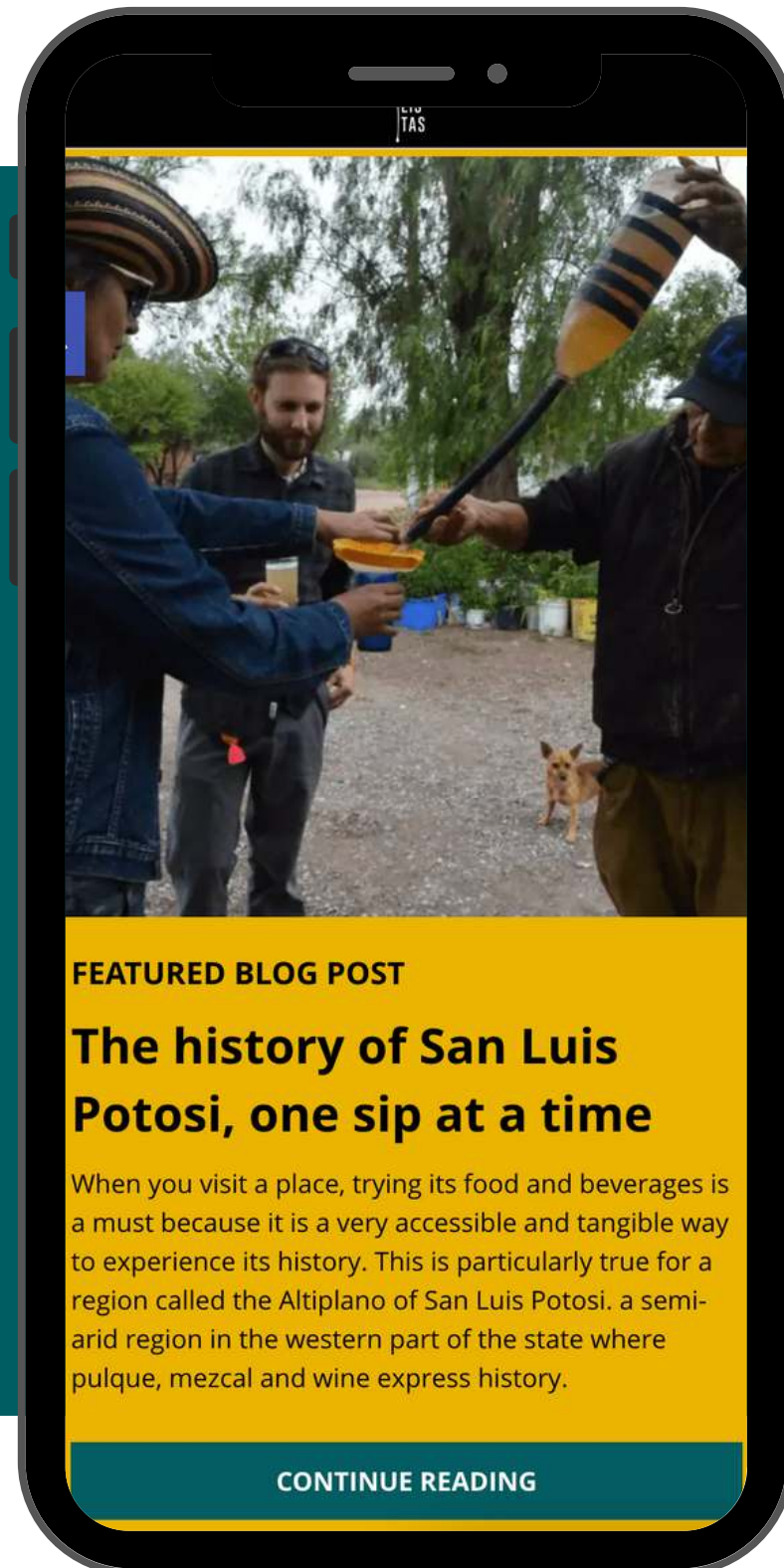
IMPACT

IMPACT: WEBSITE

Each year we continue to expand our audience across all platforms but particularly our website.

Audience growth 2021 - 2022:

+23% users
+25% pageviews
+27% sessions



The Mezcalistas audience is extremely engaged and located in metro areas across multiple countries.

They're frequent travelers, online shoppers, and have a proven interest in fitness, food, and apparel.

Ages 25-44

Metro areas in CA, TX, and NY

IMPACT: SOCIAL

Consistently creating high-value original content requires focus and effort, but doing so is a key part of our mission.

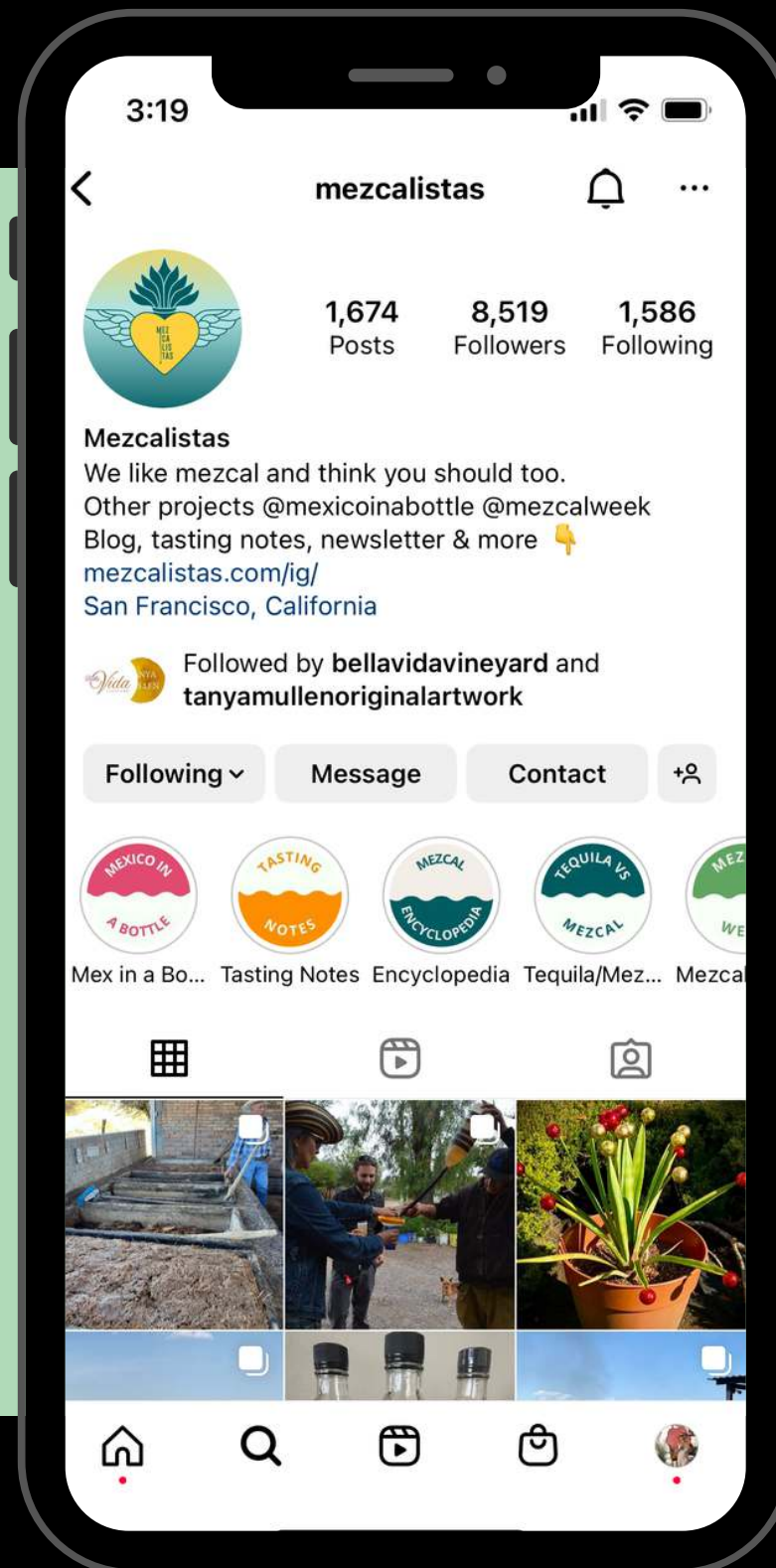
And by doing so, we've earned an extremely dedicated and engaged audience, one which continues to see steady growth year after year.

Average monthly reach on social: 34.7K+

Total social audience: 21.3K+

Social audience growth rate: +9.5%

Annual paid impressions: +56% YOY



The Mezcalistas audience on social media is focused mainly in the US, but has a strong presence in Mexico as well.

TOP CITIES:

Chicago, IL
New York, NY
Mexico City, Mexico
San Francisco, CA
Los Angeles, CA
Houston TX

IMPACT: EMAIL MARKETING

The high engagement rates earned on our website and across social media also carry over to the email campaigns we frequently deliver.

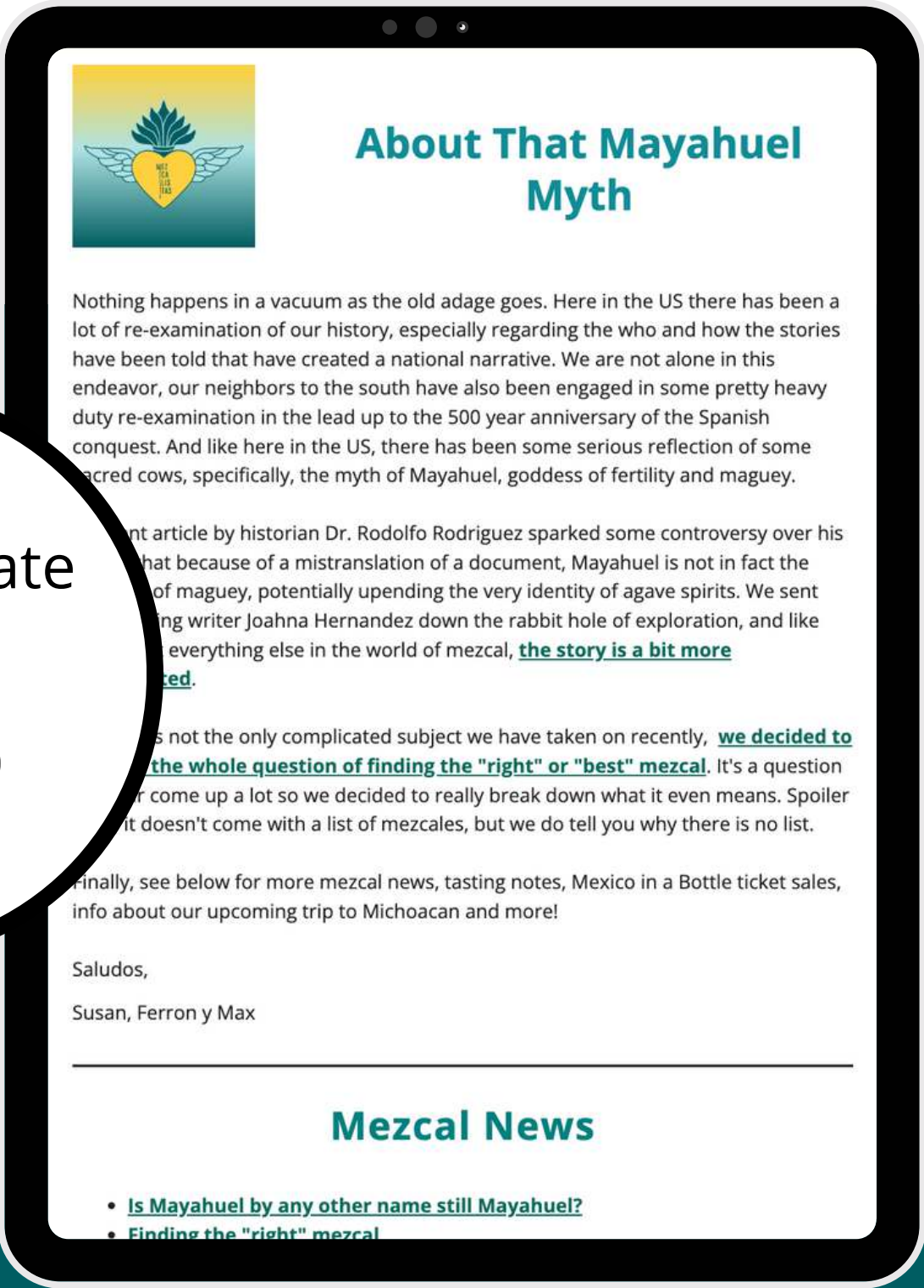
Contacts: 7.1K+
Emails sent annually: 124.19K+

Our Audience

- | | |
|---------------------|-------------------------|
| Top locations: | Audience engagement: |
| - San Francisco, CA | - 34% engage often |
| - Chicago, IL | - 7.5% avg. CTR |
| - Los Angeles, CA | - YOY total opens: +76% |

avg. open rate

48%





OPPORTUNITIES

MEXICO IN A BOTTLE

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.



MEXICO IN A BOTTLE: AUDIENCE

- Annual attendees: **3K+**
- Annual growth rate: **+79%**

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

SPONSORSHIP OPPORTUNITIES

- **Starter Package** (*pricing starting at \$600*)
- **Available add-ons**
 - Hosted dinner
 - Happy hour
 - Virtual tasting
 - Social campaigns
 - Afterparty
- **Special Programs**
 - Mexican Pop-up Cantina*
 - Art & Mezcal*
 - Conversations in Agave
 - Culinary Arts Showcase

****Sold out for 2023***

MEZCAL PAIRING

Bring your mezcal brand to life with the help of a Mezcal Pairing!



Our team will craft a food pairing to accompany your mezcal, then create a dedicated article featuring the two.

Each article includes a brief background about the brand, enticing description of the recommended pairing, and (if applicable), a recipe for the reader to use when creating their own.

Perfect pairing: Don Amado Rustico and Citrus Salad

January 11, 2023 | Tess Rose Lampert

Citrus is one of the most commonly accessible fresh fruits during winter and makes a refreshing pairing with mezcal to cut through the otherwise heavy offerings of the season. For this pairing we're taking the principles of the classic mezcal accompaniment- citrus with sal de gusano, and turning it into a composed dish. Some people feel that the intensity of orange and sal de gusano disrupts the palate when enjoyed as a chaser for mezcal. I've always experienced this accompaniment as a way to refresh the palate, offering other flavors to bounce the mezcal off of once my mouth gets saturated with the spirit after a few sips. That said, I don't typically accompany mezcal with citrus and salt when tasting or judging, just while drinking and enjoying- which is the best part!

The Mezcal

[Don Amado](#) is one of the iconic producers of mezcal from Santa Catarina Minas. Their flagship espadin, [Don Amado Rustico](#), is a tried and true mezcal typical of the region, made almost exactly the same for more than ten generations of the Arellanes family. The clay distillation adds weight to the body and layers of complexity to the flavor. The texture is rich and silky, nicely coating the palate with earthy, smoky, roasted tropical fruit flavors. It is delicious on its own and pairs well with a wide range of flavors,

Perfect pairing autumn edition: Mezcal + Squash with Salsa Macha Yogurt

October 17, 2022 | Tess Rose Lampert

Eating with the seasons is one of life's great pleasures and privileges. As the weather turns crisp in Autumn, the pleasure of incorporating a warming mezcal into a meal is even more inviting. Rather than focus on one particular mezcal and its perfect pairing, we are switching it up for the season with a pairing that will make a delicious pairing with just about any mezcal you have on hand- opening this one up to anyone and everyone who already has a stash of bottles in their home bar.

DIGITAL CAMPAIGNS

DIGITAL CONTENT PACKAGES

For brands interested in connecting with our audience through our digital channels, we offer Digital Content Packages that can be customized to meet your goals and budget.

- **Bronze Package, \$500**

- Banner ad
- Social posts

- **Silver Package, \$1,000**

- Includes Bronze Package plus:
- Boosted posts
- Sponsored article

- **Gold Package, \$1,500**

- Includes Bronze & Silver Packages plus:
- Featured article in email campaign
- Article shares across social
- Dedicated email blast

- **Create a Custom Digital Package**

- Social posts
- Boosted posts
- Sponsored article
- Virtual tasting event
- Sponsored content series
- Banner ad
- Email campaign article
- Dedicated email blast

- **Retail Brand Packages, pricing starts at \$200**

- Partnership promotions
- Special discount promotions
- Retail packages
- New product announcements

MEZCALISTAS DINNER SERIES

Although just launched in 2022, our Dinner Series has been massively successful, selling out quickly and earning huge praise from both attendees and partnering brands alike.

Held at the beautiful **Midway venue in San Francisco** just four times a year, each event includes a four-course dinner accompanied by a curated selection of mezcal, wine, whiskey or Mexican craft spirits.



DINNER SERIES 2023

- May or June (TBD)
- September
- December

EVENT SPONSORSHIP

- Pricing starts at \$1,000
- Limited number of sponsorships per event
- Highly customizable - have an idea? let's talk!

ADDITIONAL OFFERINGS

CONSULTING

- **Social Media Outreach**
 - Work with our team to develop a targeted strategy and uniquely compelling content that will resonate with your most valuable audiences.
- **Brand & Product Launches**
 - Get expert guidance on how to successfully launch a product or brand into the ultra-competitive industry of mezcal and/or Mexican craft spirits.

- **Education & Events**

- Access our team's wealth of experience and expertise to craft an engaging event or series. Examples include staff training, partner presentations, educational tastings, online lectures, tours, and much more.

- **Strategic Planning & Development**

- We'll help you research and identify market opportunities, developing creative assets and/or marketing strategies, and much more.

"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

Ready to get started? Let's talk!

THANK YOU

**www.mezcalistas.com
susan@mezcalistas.com**

