

4-7 JUNE 2020



THE BRIGHTON DIRTY DOZEN

12 BARS X 12 BRANDS

www.brightoncocktailweek.com #BCW2020

Please drink responsibly
Over 18s only

BRIGHTON COCKTAIL WEEKENDER



We are inviting 12 of the city's most-established and popular bars – who have cocktails at the heart of what they do every day – to participate in **THE BRIGHTON DIRTY DOZEN**. Running over a long weekend (Thursday 4 - Sunday 7 June 2020), our forthcoming event will be a true showcase of the best of the best of Brighton & Hove.

Why are we changing the format for 2020?

We've listened to feedback from bars, brands and consumers...

- With 30+ venues in 2019, the focus of the event was lost for consumers. Essentially we spread ourselves too thinly: "Less is More" is the mantra for 2020.
- Events early in the week weren't well attended, negating the efforts of brands and bars to host them.
- Some – dare we say, less committed – venues didn't embrace the event, most notably by not displaying the event marketing materials nor educating staff about the promotion, leaving both staff and consumers bewildered.

The Plotting Parlour 2017



The Bar at Drakes 2016



Merkaba x
Chivas Regal
2018



Lucky Voice 2015





The Brighton Cocktail Weekender format for 2020

- We are inviting bars and brands to partner together for exclusive collaborations. One bar and one brand working on one or more £5 cocktails plus an activation if desired. It really is that simple.
- Every venue will be given 50 wristbands to sell at £10 each (including VAT). For 2020, you keep all of the revenue from your wristbands. If you sell all 50 wristbands in the run up to and during the promotion then you make £500 (including VAT).
- The cost per venue/brand collaboration is £500 (plus VAT). How you arrange the financial split between bar and brand is completely down to you, but we also expect partner brands to be generous with stock.
- We will sell wristbands online in advance of the event only.
- We would like bars and brands to firmly confirm their participation as soon as possible so we can look at PR opportunities in relevant national and international media.

How we will support

- Flyers for distribution in the city
- Posters and table talkers for your venue
- Revamped BCW website
- Ongoing social media via BCW channels
- Press activity
- Wristbands to retail at your venue

Having championed the cocktail scene – and wider food and drink scene – of the city for many years, we very much hope that you will join us our 2020 Weekender. If we work together we can continue to collaboratively put Brighton & Hove on the UK cocktail map.

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DIRTY DOZEN
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GET IN TOUCH

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