



## SPONSORSHIP OPPORTUNITIES

### What are the Icons of Whisky?

The **Icons of Whisky** are the annual industry awards organised by *Whisky Magazine* which recognise the very best people and places in the whisky business around the world. The Icons involve regional heats to find the best companies in the leading whisky nations of the world, which then compete against each other for the overall **Global Icons of Whisky** of the world presented in London each spring. In addition the *Whisky Magazine* Hall of Fame inducts a small number of exceptional individuals each year.

### Who enters the Icons of Whisky?

Whisky distillers, importers, distributors, on trade, off trade, marketers and retailers. Entrants or their representatives nominate themselves, and may also be nominated by the panel of judges.

### What are the sponsorship opportunities?

Sponsor one of the Icons of Whisky categories and receive coverage in all the leading whisky producing territories of the world in *Whisky Magazine*, *iconsofwhisky.com*, *whiskymag.com* *TheDrinksReport.com* and at the public presentations.

### Timetable

	2019 / 2020
<b>Icons of Whisky</b> Ireland	21 November 2019
<b>Icons of Whisky</b> Scotland	6 December 2019
<b>Icons of Whisky</b> America	25 February 2020
<b>Icons of Whisky</b> London	26 March 2020

### Sponsor benefits

- Photo opportunity when presenting your award
- Logo in the **Awards** Programme
- Two tickets to each of the India, Scotland, USA and London presentations (with further tickets available at 20% discount)
- Logo appearing in all **Awards** printed material
- Distribution of your promotional literature at each award presentation if required
- Results promoted in *Whisky Magazine*, on *www.whiskymag.com*, *www.iconsofwhisky.com*, *www.TheDrinksReport.com* and to national and international press
- Results emailed to key buyers and importers worldwide as the results are announced.

### Categories available for sponsorship are:

#### Producer Awards – Companies

- Distiller
- Brand Innovator
- Craft Producer
- Visitor Attraction

#### Producer Awards – People

- Master Distiller / Master Blender
- Distillery Manager
- American Whiskey Brand Ambassador
- Scotch Whisky Brand Ambassador
- Irish Whiskey Brand Ambassador
- World Whisky Brand Ambassador
- Visitor Attraction Manager

#### Retailer Awards

- Retailer – Single Outlet
- Retailer – Multiple Outlets
- Retailer – Online
- Travel Retail
- Supermarket

### Sponsorship costs

Exclusive sponsorship of one **Icon of Whisky** category or the **Hall of Fame** in Ireland, Scotland, USA or London **£2,395**

### Discount structure

Sponsorship of 2 awards / events attracts a **10% discount**

Sponsorship of 3 awards / events attracts a **15% discount**

Sponsorship of 4 awards / events attracts a **20% discount**

**Rate fixed for 3 years if agreeing to a 3 year term**



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