

CREATIVE BRIEF VAIL'S TOP SHELF HARVEST

EVENT DETAILS

Concept: A boutique-style event pairing delights of 15 Colorado-based distilleries with Vail restaurants. Offering high-end demos, a mixologist contest, live music, and exquisite tastings.



- **What:** A boutique-style event pairing creations from 15 Colorado distilleries and 15 Vail restaurants, offering high-end demonstrations, a mixologist content, live music and exquisite tastings to celebrate fall in Vail
When: Saturday, September 27th from 2:00pm – 7:00pm
- **Where:** Lionshead Village in Vail, Colorado
- **Schedule:** Saturday, July 27 2-7pm
 - 3:00pm: VIP demo
 - 4:00pm: VIP demo
 - 5:00pm: Mixologist contest
 - 6:00pm: People's Choice Awards announced

Web site topshelfharvestvail.com

Social media: facebook.com/topshelfharvestvail

Twitter: twitter.com/topshelfharvest

TARGET MARKET ARCHETYPES

- *Front range DINK:* Caucasian, male, female, couple, no kids, ages 30-40, professional managerial level, salary 100K+. Very busy during the week, want to make the most of the weekends. Trendsetters. Value experience.
- *Front range family:* Caucasian, male professional executive, wife is homemaker, couple with kids, ages 35-50, professional executive level, salary 200K+. Seeking weekend away. Hire a babysitter and take a night out.
- *Boys weekend:* Caucasian, male, ages 25-35, professionals, hipsters, salary 50K. Searching for fun destination with things to do. Found V/BC restaurant week deals.
- *Local elite:* Caucasian, male, female, ages 50+, may be retired. The 'seen and be seen' crowd. Attend fundraisers.
- *Local networker:* Caucasian, female, ages 30-45, professionals, 60K+. Always looking for a place to network and the potential suitor.

SETTING THE SCENE

Values: Community, affection, harmony, camaraderie, cleverness



PO Box 115
Eagle, Colorado 81631
(970) 328-1182

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Brand archetypes:

- Archetype - Creator:
Motto: If you can imagine it, it can be done. Driving desire: to create things of enduring value Goal: to realize a vision
- Archetype - The Lover:
Motto: You're the only one. Driving desire: intimacy and experience Goal: being in a relationship with the people, work and surroundings they love

Culture: We want to create a warm, intimate gathering for locals and guests with surprises in distillery cocktails and cuisine in the venue. We think of all the little things that 'wow' people and execute them to create a cohesive picture. We exceed in flair and innovation to create a sense of community. It is an interactive experience. Guests can depend on a valued experience full of interaction, good conversation and a unique feel in the event arena.

Décor: Speakeasy theme. Smokey, cosmopolitan, classy, strung vintage lights, wooden distressed wood high-tops, strung vintage lights, dim lighting, booths (challenge as event is 2-7pm. Make feel intimate) and speakeasy-costumed staff

Specific activation décor/costume needs:

- Double-sided bar: Raised Lucite topped bar with internal spotlight to light glassware spirits bottles from below; Also used for mixologist contest & MC placement. Judges to sit in front of bar raised & microphoned
- VIP area: loungewear, low couches and coffee table, end tables
- Photo booth: Classy logo'd backdrop. Photographer shoots and delivers business card on where to see album. Props available – 2 bar stools, mustache, fedora, feathered tiara, etc.
- Ice sculpture luge: Table/riser to place sculpture on. Staffed by 1 or 2 costumed.
- Strolling musicians: Wireless microphoned smokey feeling musicians – saxophonist, trumpet, 1 vocalist – piped through Arrabelle sound system. Dressed in costume
- Concession girls: Think cigarette girls of the past – dressed in speakeasy themed costumes, carrying trays with complimentary little bags of peanuts, popcorn
- Bartenders: Fedoras, suspenders
- Cocktail Showcase servers: If sponsored, wearing branded outfits. If not fedoras, suspenders, logo'd shirt

Palette: See style guide, attached. Tomato-red, mustard, sunflower yellow, pewter, black

VENDOR BOOTH INFO

Capacity: Maximum 1000. Tents 35



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35 booths include:

- 15 Colorado-based distillery vendors
- 15 Vail restaurant vendors
- 1 VIP hospitality area
- 1 presenting sponsor booth
- 1 common raised bar (also used for mixologist contest & MC placement)
- 1 ticket / will call area & EVE swag sales

Layout:

- Long snaking booth corridor
- Booth pairings: Complimentary pairing restaurant with distillery
- Raw cocktail height tables down center corridor.
- Common bar: Tiered back lit bar serving old school cocktails (manhattan) and modern mixology (moscow mule)
- Photo booth 'red carpet' sponsor backdrop photo area

EVENT ACTIVATION

- Bartender Mixology Contest: 4 local bartenders & judges
- VIP Hospitality Tent (Tentative based on sponsorship)
 - Chance to interact with mixologists
 - Photo opportunities and demonstrations
 - Mixology 101
 - Chef Showcase
- Cocktail Showcase: 3 complimentary rounds served to guests via cocktail servers. Alternates concession girls rounds.
- Concession Girls: Flapper Costumed Attire serving complimentary peanuts, cocktail, etc. Alternate cocktail showcase rounds.
- Distillery Tasting: People's Choice Award
- Cuisine Tasting: People's Choice Award
- Red carpet photo booth
- Ice Sculpture/Luge (Benefits Non-Profit)



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CREATIVE CONCEPTS

Vail's topshelf harvest

LET COLORADO-MADE SPIRITS MOVE YOU
Pairing Colorado Distilleries & Vail Restaurants

SEPT 27
Lionshead Village 2-7pm

TICKET INFO
TopShelfHarvestVail.Com

TOWN OF VAIL VAIL EAGLE VALLEY Events

Pairing delights of
Colorado Distilleries
& Restaurants

Vail's topshelf harvest

LET COLORADO-MADE SPIRITS MOVE YOU

SEPT 27 2-7PM

**Saturday,
September 27th 2-7pm**
Lionshead Village
2-7pm | MUST BE 21 OR OVER

A boutique event pairing
delights of 15 Colorado-based
distilleries with Vail restaurants.
Offering exquisite tastings, high-end
demos, a bartender mixologist
contest and live music.

TICKET INFO
TopShelfHarvestVail.Com

OR ADMISSION AT GATE

TOWN OF VAIL VAIL EAGLE VALLEY Events

CONTACT INFO

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