



Global Mindful Drinking Festival

 **LIVE**

31st July - 2nd
August 2020

A photograph of three women smiling and posing for a photo. The woman in the center is holding a white tote bag with the text 'FUELLED BY CLUB SODA' printed on it. The woman on the right is holding a white tote bag with the text 'THOMPSON & SCOTT' printed on it. The background is slightly blurred, suggesting an outdoor festival setting.

ABOUT CLUB SODA MINDFUL DRINKING FESTIVALS

In August 2017 Club Soda presented the first-ever Mindful Drinking Festival at Bermondsey Square in London, which to our great surprise attracted over 2,500 attendees. We have since then organised six more festivals, including our first outside of London in Glasgow in October 2018.

After our biggest festival yet, the Winter 2020 event at the Truman Brewery in London, we had big plans for the rest of the year. But the coronavirus had other plans.

We are going virtual for our Summer 2020 Festival.

An online event will never be quite the same as our real world festivals, but it does also have some good sides to it. For example, we can get global in our ambitions, and engage our collaborators around the world. We will deliver an exciting programme of talks, discussions and demonstrations, and we can also offer opportunities for tasting and sampling, at least for people in the UK with a bit of help from our online drinks shop partners.

Club Soda membership is now up to 60,000 individuals and we will as usual be talking about the event and our sponsor brands to them extensively.

Our online Festival will take place over a weekend at the end of July and start of August.

mindfuldrinkingfestival.com will be the virtual hub with:

- email sign-ups for festival attendees
- virtual stands to showcase brands all in one place
- the programme for workshops, talks, panels and demos
- mixed cases of drinks tasting packs can be ordered in advance online from WiseBartender.co.uk.

Themed streams include

- Low and no alcohol drinks: demonstrations, masterclasses, tastings; with special days dedicated for Scotland, Australia, USA
- Mindful Drinking Academy with Champs: panels, workshops and 'bar' chats with global influencers
- Wellness Stage: nutrition, fitness, mindfulness with star guests
- Cocktail masterclasses with La Maison Wellness
- Queers Without Beers LGBT pride sessions
- Scotland Focus with brands and speakers from Scotland
- Trade sessions: a series of workshops aimed at the hospitality trade.

HOW IT WILL WORK



COLLABORATORS



Influencers

We have cultivated a worldwide network of bloggers, podcasters, instagrammers, authors, mixologists, brands and venues. We are working closely with the community to build the agenda.

International Speakers

We have a network of collaborators in Australia, America, Canada, UK, Germany, Finland, France and South Africa, all ready to take part and share our biggest festival yet.

Venues

Through Club Soda Guide and our ongoing project with AB InBev we want to showcase the best venues for mindful drinkers, from alcohol-free venues to the world's top bars.

Media Partners

We have great relationships with consumer and trade publications who are keen to talk about this event.

CATEGORY SPONSORSHIP

Categories available are wine, soda, beer (mainstream) and craft beer, cider and spirit. This opportunity would suit a brand with a global reach, or one looking to supercharge its direct to consumer sales.

Category sponsorship includes:

- Logo and 'sponsored by' on Festival promotion and front of the Festival website
- Virtual stand and promotional page on the Festival website
- Coordinated media strategy to promote involvement in the event
- Inclusion in every event email with a link to brand information
- One masterclass session during the Festival.
- Ability to share a discount code with viewers and in event emails

Cost:

£2,000 + VAT

£1,500 + VAT for Club Soda drinks brand members

Already
confirmed
partners



Champs



SPONSORSHIP OPPORTUNITIES: DRINK BRANDS





BRAND PROMOTION

Virtual brand stalls and Meet the maker sessions

We want to replicate the experience of attending a Festival as much as possible, so we are giving brands an opportunity to use the space to leverage a connection with Festival attendees. "Meet the maker" sessions are online meetings (via a Zoom meeting etc) where you will be available at a fixed time to chat to people about your drink. You can publicise your sessions over the weekend, and we will add them to the Festival programme.

Stands include:

- Brand picture, description, and links to your social media and website on the Festival website
- Promotion of your presence at the Festival and your Meet the maker sessions, competitions etc.
- Meet the maker sessions - publicise your own sessions over the weekend that attendees can drop in to.

We will:

- Drive people to the stands in the two weeks before and a week after the Festival to discover your discounts and competitions
- Publicise the Meet the maker events (these are yours to organise)
- Share with you the data insights from the on-boarding survey of Festival goers.

Cost: £250 + VAT (50% discount for Club Soda drink brand members and 50% discount if you are a Scottish brand with a registered address in Scotland)

Be part of a shared masterclass with three other brands in your category, occasion or country. The session will be hosted by Club Soda and you will have 10 minutes to talk about your brand and answer questions at the end from the audience.

- Viewers will be asked to sign up in advance to attend the event, so that we have the opportunity to share details of your brand directly with interested people.
- 10 minute brand talk
- Ability to share a discount code with viewers and in event emails
- Video available to share after the event
- Social media promotion

You must be a virtual stall holder to purchase this product.

Available sessions:

Taste of Australia, Taste of America , Taste of Europe
Sessions for Beers, Spirits, Wines, Sodas and Ciders

Cost: £150 + VAT (20% discount for Club Soda drink brand members).

Email laura@joinclubsoda.co.uk

CATEGORY TASTINGS





COCKTAIL MASTERCLASS WITH LA MAISON WELLNESS

Is your product best showcased in a cocktail? We have teamed up with Camille Vidal and La Maison Wellness to run a number of cocktail sessions during the Festival, highlighting specific brands.

The cocktail ingredients will be available as a box to order prior to the event from Wise Bartender (UK only). There will also be links for people to buy the products directly from you prior to the class, so attendees can be ready to take part.

Camille will create a simple cocktail or make a recipe of your own. She will run a 30 minute cocktail masterclass - you can talk about your product at the start and answer questions with Camille at the end. The Cocktail Box will be available to pre-order from Wise Bartender. Ability to share a discount code with people who have signed up to the class and encourage them to order in advance of the event. Social media promotion on both Club Soda and recipe features of the festival website.

You must be a virtual stall holder to purchase this product. Cost: £500 + vat (20% discount for brand members)

Did you know Camille works with brands to create bespoke packages to help you make the most of your brand? Email cami@lamaisonwellness.com



HOW OUR JANUARY SPONSORS DID



Specific Social media activity per brand

Instagram

Posts: 37
Engagements: 7,644
Total story reach: 54,020
Total story impressions: 59,027
Post impressions 116,338
Post reach: 101,955



Twitter

Tweets: 73
Engagements: 2,388
Impressions: 106,675
Retweets: 173
Likes: 431



Facebook

Posts: 56
Engagements: 3,025
Reach 38,123



LinkedIn

Posts: 14
Engagements: 88
Impressions: 2,344



Up to 35 media mentions for each sponsor brand.

Number of attendees at the January 2020 Festival in London: 10,000

Attendees interests:

- Low/no alcohol drinks
- Adult soft drinks
- Drinks in general
- Lower sugar choices
- Vegan & vegetarian
- Yoga & fitness
- Healthy living

This online Festival will require **email sign-up** for people to access sessions so we can improve your access to the people interested in you, before, during and after the event.

97% of January 2020 attendees said they would recommend the event to friends

88% of January 2020 attendees said they tried a new drink they'd definitely buy again

WHO COMES TO THE
MINDFUL DRINKING
FESTIVALS

Motivat



CLUB SODA REACH



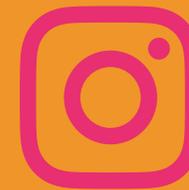
81k unique hits a month



Page: 7.5k followers
Group members: 29k



Over 60k members



17k followers and 1.5k engagements per month



2,500 subscribes a month (& growing)



17.5k followers average post reach of 2.5k

Global membership:

UK = 65%,
USA = 17%,
Australia = 5%,
Canada = 3%,
Ireland = 2%,
South Africa = 1%.



At this online Festival, we can broadcast all events live as a webinar, also viewable live on Facebook and YouTube (to be confirmed). Recordings can shared later on our YouTube channel and Facebook (to be confirmed). This means that we will reach many times more people than in our real world events