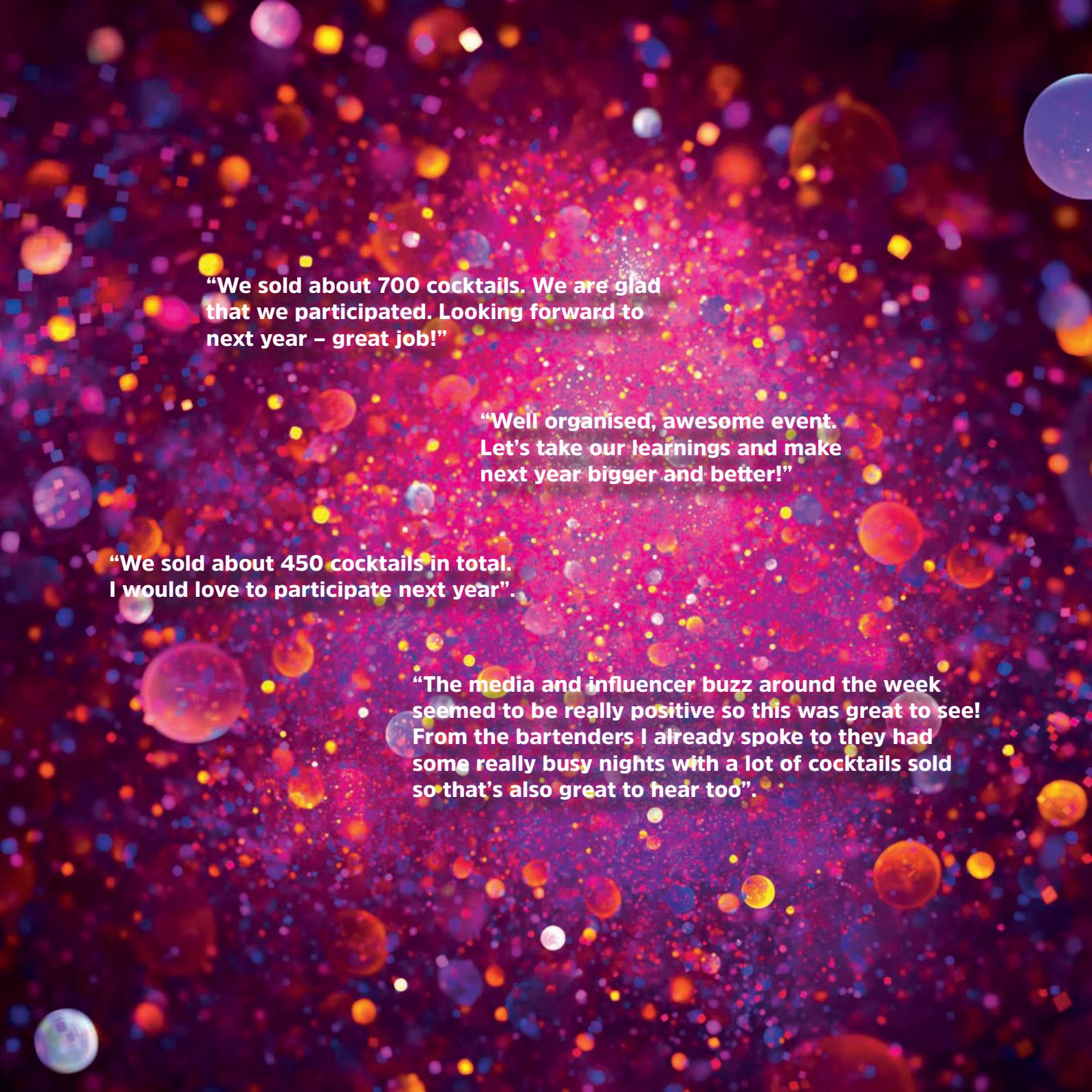




THE
HAGUE
COCKTAIL
WEEK

1 - 10 MAY 2020





“We sold about 700 cocktails. We are glad that we participated. Looking forward to next year – great job!”

“Well organised, awesome event. Let’s take our learnings and make next year bigger and better!”

“We sold about 450 cocktails in total. I would love to participate next year”.

“The media and influencer buzz around the week seemed to be really positive so this was great to see! From the bartenders I already spoke to they had some really busy nights with a lot of cocktails sold so that’s also great to hear too”.



It's Cocktail O'Clock again in The Hague from 1-10 May 2020. We're back with the second edition of the The Hague Cocktail Week, and we'd like to tell you all about it and how you can get involved.

The continuing core objectives of the event are:

- To showcase the emerging cocktail scene of The Hague and highlight the various bar styles and high quality offering within the city
- To reflect The Hague as a dynamic place to live and visit
- To connect and create a sense of unity between bars, bartenders and brands

In order to take full advantage of national and international media opportunities to showcase the dynamic bar scene of The Hague, we're inviting bars and brands to sign up now for next year's event – running citywide from 1-10 May 2020.





Our 2019 statistics & numbers at a glance

PROMOTIONAL COCKTAIL PRICE

€6

MINIMUM COMP STOCK

7

bottles

supplied by Diageo,
Pernod Ricard, Van
Kleef & third sponsors
plus Fentimans tonic

EVENT DURATION

9

days

with events every day
in both afternoon and
evening slots

WRISTBAND RETAIL PRICE

€12

Wristbands sold to bars
at €6 each including
BTW

PARTICIPATING VENUES

18

including 14 in the city
centre and 4 on the
beach

MEDIA COVERAGE

22

newspaper, radio & TV
features attributable to
PR generated by event

NUMBER OF EVENTS

30

TOP CITIES FOR ONLINE WRISTBAND SALES

1 The Hague
2 Amsterdam
3 Rotterdam

EVENT GENDER DEMOGRAPHIC

50/50

equally balanced
female/male consumers
(purchase decision is
female dominant)

NUMBER OF €6 COCKTAILS

54

across 18 venues, plus
additional Negroni
Night & Tartan Tiki Trail

TOTAL COST TO VENUES

€240

which included 40
wristbands to retail at
€12 each (€480 return)
plus comp stock

MOST COCKTAILS SOLD OVER WEEK

1142

by Bricks, including
250+ negronis on
Saturday 11 May

**ONLINE
SALES**

417

wristbands sold in
advance via the event
website

**MOST COCKTAILS
SOLD ON 1 NIGHT**

460

Zacapa rum cocktails
sold by Milú on
Wednesday 15 May
(approx 700 over the week)

**INSTAGRAM
FOLLOWS**

530

organically generated

**FACEBOOK
PAGE FOLLOWS**

578

organically generated

**PRINTED
TABLE-TALKERS**

750

part of a total print budget of
€3.261,56

**MOST POPULAR
SOCIAL POST**

1522

likes for Instagram
post of THCW/Bricks
by Love.TheHague

**TOTAL
WRISTBANDS**

1130

in circulation during
cocktail week

**PRINTED
FLYERS**

5000

plus cling-vinyl window
stickers, pin badges, A3
posters and A2 posters
part of a total print budget of
€3.261,56

**PRINTED DRINKS
COASTERS**

3000

part of a total print budget of
€3.261,56

**PRINTED
BROCHURES**

5000

distributed by venues,
partners & key points in
the city including VVV
part of a total print budget of
€3.261,56

**MARKETING &
PR EXPENDITURE**

€12.345,05

spent by the organisers
to promote the event

**INSTAGRAM
IMPRESSIONS**

32266

from 5 - 11 May

THE HAGUE COCKTAIL WEEK FORMAT

Following extensive feedback from bars, consumers and brands, we have decided to revise the delivery mechanism for 2020. Instead of consumers purchasing a €12 wristband in advance, they will be able to purchase a The Hague Cocktail Week passport from all participating bars during the promotion.

The price of this passport will be €10, which also includes a first promo cocktail, with €2 of that amount being donated to a chosen charity at the end of the event period. The €10 includes BTW. Bars retain €8 from each passport sale.

Each bar offers three cocktails sponsored by the three headline sponsors. There is an option to have a fourth cocktail sponsored by an activation partner.

In order to receive further promotional €6 cocktails, consumers must show their passport and have it stamped at every venue. There will be 3-4 stamp slots per venue, as we want to encourage consumers to rotate around venues. Bars can waive this restriction at their own discretion.

At the end of the promotion, consumers can leave the passports – and their contact details – with a venue and there will be a draw to win prizes gifted by the sponsors and bars.

We believe this delivery mechanism still allows stakeholders to monitor the number of consumers who actively engage with The Hague Cocktail Week, whilst also encouraging consumers to explore the wider cocktail scene of the city.

EVERYONE – PLEASE NOTE

The Hague Cocktail Week only works if all stakeholders – bars and brands – contribute equally and fairly to the organisation and promotion of the event.

Every effort was made by the organisers in 2018/19 to ensure that all brand/distributor stakeholders with business interests in The Hague were contacted and offered the opportunity to participate. Unfortunately, some brands/distributors participated without making any contribution.

Not only is this unreasonable for a commercial brand to do, it also has the risk of undermining the generous and utterly necessary sponsorship of the brands who have contributed financially.

The Hague Cocktail Week is open to all quality brands and cocktail bar venues. **Without bias, this document will be circulated to all brands and distributors.** If you are a bar and wish to work with a fourth brand as your activation partner then please share that information with the organisers as soon as possible.

Our aim is to have the bones of The Hague Cocktail Week 2020 in place by the end of 2019 so we can take advantage of national and international media opportunities to promote the cocktail scene in the city effectively.

EVENTS

Feedback from venues and brands for the 2019 event was that we had too many events. The result of this was that we were effectively competing with ourselves, which wasn't to the benefit of consumers, bars or brands.

- We aim to host an official consumer launch and close party, using exclusively sponsor brands.
- Each venue can host one activation activity with a headline sponsor as part of their participation fee. This will be promoted by the organisers in the event online and print collateral.
- Each venue can additionally host one activation activity with an Activation Partner, subject to approval from the organisers and payment of the Activation Partner fee.

MEDIA & PR

We achieved over 20 media stories in the run up to and during The Hague Food Festival 2019. For the 2020 event, our objective is to begin our media activity in December 2019, including hosting journalists on familiarisation visits to the city to showcase the quality bar scene.

HEADLINE SPONSOR

We are inviting three headline liquor sponsors to participate at €3000 each. In addition, we are inviting one headline softs sponsor to participate at €3000. Prices exclude BTW.

- One brand from your portfolio to feature on the promotional menu of every participating venue from 1-10 May.
- Opportunity to run activations at participating venues.
- Your logo(s) on all online and print collateral.
- Instagram and Facebook posts of your chosen brands.
- A photograph of each of your drinks in situ in venues for the promotional use of the bar, The Hague Cocktail Week and the sponsor.
- Invitations to all business-to-business networking and media familiarisation activities.
- Headline sponsor brands must give each bar a minimum of three bottles of complimentary stock, plus provide a retro-deal on additional stock required during the promotional period in order to cover the cost of the discounted drink.
- Sponsorship of passport prize draw.

ACTIVATION PARTNER

In addition to the three headline liquor sponsors, participating venues can choose to work with a fourth brand for an activation. The activation fee is €400 plus BTW.

- The brand will appear on that venue's menu.
- The brand can run an activation in that venue.
- The brand's logo will appear on online and print collateral.
- Instagram and Facebook posts of the brand.
- A photograph of your drink in situ in venues for the promotional use of the bar, The Hague Cocktail Week and the brand.
- The activation partner works with the chosen venue on providing sufficient complimentary/retro stock for the promotional menu and event.

ASSOCIATE SPONSOR

The organisers received enquiries from businesses that don't easily fit into the core business model of The Hague Cocktail Week, such as drink retailers and distributors. For 2020, the associate sponsor fee is €1000 plus BTW.

- Ability to supply approved sponsor and activation partner liquors to venues for The Hague Cocktail Week.
- A 50% discount on activations of your own brands at a venue (so €200 not €400 as shown above).
- Your company logo will appear on online and print collateral.
- Invitations to all business-to-business networking and media familiarisation activities.

BAR PARTNER

Subject to the approval of the organisers of The Hague Cocktail Week, bars are invited to participate for a fee of €300 plus BTW.

- Each bar will receive a minimum of three bottles of complimentary stock from each headline sponsors.
- Each bar will receive a delivery of complimentary stock from the softs sponsor.
- Each bar will offer three promotional cocktails using the headline sponsor stock, with the option to have a fourth cocktail through an activation partner.
- Each bar will receive unlimited free passports to retail at €10 each. €2 of the total will go to a charity of your choice, and the passport includes the first promo cocktail at your venue. You retain all revenue on passport sales.
- Complimentary printed promotional materials will be provided by the organisers so you can effectively promote your participation to your guests (brochures, passports, drinks coasters, table talkers, posters, window stickers etc).
- Instagram and Facebook posts of your venue.
- Listing and editorial entry on 5000 printed brochures/maps.
- A photograph of each of your drinks in situ in your venue for the promotional use of the bar, The Hague Cocktail Week and the sponsor.
- Invitations to all business-to-business networking and media familiarisation activities.

Bar Partner option 1

- Promotional cocktail 1 sponsored by Headline Sponsor 1
- Promotional cocktail 2 sponsored by Headline Sponsor 2
- Promotional cocktail 3 sponsored by Headline Sponsor 3
- Plus 1 event sponsored by 1 of the Headline Sponsors

Bar Partner option 2

- Promotional cocktail 1 sponsored by Headline Sponsor 1
- Promotional cocktail 2 sponsored by Headline Sponsor 2
- Promotional cocktail 3 sponsored by Headline Sponsor 3
- Promotional cocktail 4 sponsored by an Activation Partner who will also run event at your venue
- Plus option of 1 event sponsored by 1 of the Headline Sponsors

FOOD FRINGE

The organisers of The Hague Cocktail Week encourage responsible drinking. Quality restaurants in the city are able to participate in our Food Fringe for €150 plus BTW.

- Restaurant venues offer a flat 20% discount on food from 1-10 May 2020, when shown a cocktail week passport.
- Restaurant venues will feature in The Hague Cocktail Week brochure, passport and online marketing.
- Restaurant venues can offer one €6 promotional cocktail, subject to the approval of the organisers and headline sponsors.

Owen



Nick

Astrid

If you'd like to join us for The Hague Cocktail Week 2020
then please don't hesitate to drop us a line or an email:
Astrid Philipsen 06 24 98 96 66 / Nick Mosley 06 36 53 03 39
hello@thehaguecocktailweek.com