

TASTING SERIES · WHISKY · GIN · VODKA

MEET THE PEOPLE BEHIND THE BRAND

A ticketed tasting partnership between a venue, a brand and Drinks Network.

**FORMAT****Guided tasting****DURATION****Approx. 2 hours****TICKET REVENUE****50 / 50 base split**

TICKET PRICING

TASTING ONLY**\$49-\$75**

Guided tasting of the brand's range, per person. Revenue split **50/50** between the venue and the Drinks Network / brand side.

TASTING + FOOD**\$75** + \$40-\$50 food

Small plates and tasting boards matched to the pours. Around **\$120-\$140** all-in, still great value for a guided tasting with food. The venue can take a **higher share** of the split, agreed per event.

Trade guests: invited buyers book with code **[TRADE CODE]**, which takes the ticket to \$0.

\$0

HOW THE PARTNERSHIP WORKS

Drinks Network brings the brand to the venue and runs the event as the central responsibility hub: ticketing, promotion, data and trade follow-up all sit with us, so the venue and the brand can focus on the night.

PART A**The host venue**

Hosts the room, the bar and the crowd. Shares the ticket revenue.

PART B**The vendor**

The brand and its speaker. Brings the product and the story.

THE HUB**Drinks Network**

Tickets, campaign, data, trade orders, follow-up and report.

THE HOST VENUE

The host venue is the home of the night, the major contact for the event and a patron of the brand: it stocks what it pours. The people behind the brand guide guests through the product; Drinks Network fills the room.

HOST VENUE SPOTLIGHT

[YOUR VENUE NAME]

Your venue, logo and photos front and centre on the ticket page, social posts and paid ads.

A FULL ROOM ON A QUIET NIGHT

THE HOST VENUE PROVIDES

- **A major contact for the event**, before and on the night
- **An opening order of the tasted range**, at wholesale on a mixed-case intro deal, to keep selling after the night
- The space, glassware, water and bar staff (glassware hire, if needed, is usually split 50/50)
- Food: snacks, or a higher food-inclusive ticket
- Date, start time and guest capacity
- Venue logo and photos for the ticket page
- Promotion to its own guests and socials

THE HOST VENUE RECEIVES

- **50% of tasting-ticket revenue** after Eventbrite fees, **paid in cash** with a sales statement
- **A higher share** on food-inclusive tickets
- **A mixed-case intro deal** at wholesale on the range
- A ticketed crowd from the Drinks Network campaign
- Ticket-holder and trade attendee lists
- Event artwork, and no ticketing admin

THE VALUE • ONE NIGHT

\$1,396

cash to the host venue: 50% of 40 tickets at \$75, after Eventbrite fees.

+ all food and drinks guests buy

SOCIAL MEDIA

Your venue tagged in the campaign, ads and the night's photo recap.

TRADE

Industry in your room, seeing your venue at its best.

RETENTION

New guests and their details, ready to bring back.

Glassware hire, if required, is usually split 50/50 between the host venue and the Drinks Network / brand side.

BRING YOUR OWN PEOPLE

VENUE STAFF

Free

Your team joins the tasting at no cost.

YOUR TRADE GUESTS

Trade ticket

Industry contacts you invite.

YOUR OTHER GUESTS

Paying ticket

Friends and regulars.

Every invited guest is either trade or paying. One or the other.

HOST VENUES IN PLANNING: WHISKY SERIES

Whiskey Gallery, Leichhardt

Corowa and Headlands, late Oct to early Dec. Best Sun–Thu; weekends 2–6 pm. 50/50 agreed.

Hotel Morris

Saturday afternoons, 3–5 pm. One Corowa and one Headlands event, dates to confirm.

THE VENDOR

The brand brings the product and a speaker, whether the distiller, maker or a brand representative, to tell the story behind each pour. Whisky, gin, vodka or anything in between.

THE VENDOR PROVIDES

- A speaker for the night: maker or representative
- **Speaker bio and high-res headshot**
- The tasting line-up and stock to pour
- Product shots, logo and tasting notes
- Trade price list so orders can be taken on the night

THE VENDOR RECEIVES

- Share of ticket revenue after Eventbrite fees, **credited to its Drinks Network account**, with a sales statement
- Ticket-holder list for direct marketing
- Trade attendee list: who came, from which venue
- Wholesale orders taken on the night
- Trade follow-up and an end-of-event report



SPEAKER PROFILE • REQUIRED 3 WEEKS OUT

Dean Druce, Corowa Distilling Co.

A short bio (about 80–120 words) and a high-res headshot turn into campaign artwork like this, used on the Eventbrite page, social posts and paid campaigns to attract the right crowd.



THE DRAW CARD • ONE NIGHT

\$1,396

credited back to the brand's Drinks Network account from **40 guests** at **\$75**.

40 tickets × \$75	\$3,000.00
Less Eventbrite fees (5.35% + \$1.19 per ticket)	–\$208.10
Net ticket revenue	\$2,791.90
Venue 50%, paid in cash	\$1,395.95
Brand 50%, credited to account	\$1,395.95
Plus wholesale orders taken on the night and the ticket-holder list.	

EXAMPLE LINE-UPS: WHISKY SERIES

COROWA DISTILLING CO.

HOSTED BY DEAN DRUCE

1. Corowa Characters
2. Barrel House Peated
3. Bosque Verde
4. Energy Cask
5. Energy Cask Peated



HEADLANDS DISTILLING CO.

HOSTED BY MANUEL TERRON

1. Australian Apera Cask
2. Australian Muscat Cask
3. Spanish Palo Cortado Cask
4. Spanish Pedro Ximénez Cask
5. Spanish Oloroso Cask



DRINKS NETWORK RUNS THE EVENT

Our Eventbrite hosts, promotes and retargets every event. We're the central responsibility hub between host venue and vendor.

Ticketing on Eventbrite

Event page, tickets, trade codes and check-in.

eventbrite.com.au/o/drinks-network

Campaign and retargeting

Artwork, social and paid ads built on the speaker and host venue.

Ticket-holder data, shared

Ticket-holder list to host venue and vendor for direct marketing.

Trade attendee list

Published in the event notes, downloadable by both parties.

Wholesale trade liaison

We meet trade guests and take wholesale orders on the night.

Follow-up and report

Trade follow-up and a report on attendance, orders and leads.

FEES - DEDUCTED FROM YOUR SUBSCRIPTION

Item	Time	Investment
Event set-up and management Tickets, campaign, artwork and coordination	Approx. 10 hours	\$1,500–\$2,000 depending on what's involved
Event management on the night Run of show, check-in, trade liaison and orders	Half day, 4–5 hours	
Follow-up, attendee lists and end-of-event report	After the event	Included

SETTLEMENT · 1

Sales statement issued to both parties, with Eventbrite fees deducted.

SETTLEMENT · 2

Host venue paid in cash for its share of the net ticket revenue.

SETTLEMENT · 3

Brand credited its share to its Drinks Network account.

Tasting tickets split 50/50 after Eventbrite fees; the host venue can take a higher share on food-inclusive tickets. Ticket-holder data is shared in line with consent captured at Eventbrite checkout.

RUN SHEET

01

Confirm

Date, time, capacity and pricing

02

Assets in

Bio, headshot, line-up, venue photos

03

Tickets live

Eventbrite and campaign launch

04

Event night

Tasting, trade liaison, orders

05

Wrap-up

Lists, follow-up, report



Let's lock in a date

Manuel Terron, Events · 0405 483 898 ·
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See our events: eventbrite.com.au/o/drinks-network-31303921219

Drinks Network

WHAT ONE NIGHT CAN MAKE FOR YOUR BRAND

\$6,449-\$7,100

In sales value and account credit from a single 40-guest tasting, against a set-up and management cost of \$1,500-\$2,000 drawn from your subscription.



01 • TICKET CREDIT

\$1,396

Brand's 50% of 40 tickets at \$75, after Eventbrite fees, credited to your account.

02 • BOTTLES ON THE NIGHT

\$3,100

20 bottles at an average of \$155, sold direct by the brand. Subject to liquor licensing.

03 • TRADE ORDERS

\$1,953-\$2,604

3-4 trade orders of 6 bottles at wholesale (\$108 a bottle, about 30% below retail).

WHERE THE VALUE COMES FROM (40 GUESTS, HIGH CASE)

COST \$2,000



■ Ticket credit ■ Bottles on the night ■ Trade orders ■ Set-up and management cost

PLUS A 6-DAY FOLLOW-UP CAMPAIGN, BUILT IN

Everyone who came, and everyone who looked, is targeted to buy while the night is still fresh.

DAY 1

Thank-you email with tasting notes and a buy link

DAY 2

Photo recap on social, tagging brand and venue

DAY 3

Retargeting ads to attendees and page visitors

DAY 4

Attendee-only bottle offer

DAY 5

Trade follow-up calls and visits to close orders

DAY 6

Last-call reminder, then the event report

Illustration only. Figures are sales value and account credit before stock and other costs, not profit. Assumes 40 guests at \$75, 20 direct bottle sales at \$155 (consumer sales are made directly by the brand and depend on licensing restrictions at each event), and 3-4 trade orders of 6 bottles at about 30% below retail. Follow-up campaign sales come on top and aren't counted. Cost of \$1,500-\$2,000 covers set-up and event management depending on what's involved, deducted from your subscription.

LET'S GET ON WITH THE GIG

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DrinksNetwork