

## 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 27<sup>th</sup> 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](http://topshelfharvestvail.com)

Social media: [facebook.com/topshelfharvestvail](https://facebook.com/topshelfharvestvail)

Twitter: [twitter.com/topshelfharvest](https://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



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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

- XXXX – Event Producer xxx@xxxx.com 970-xxx-xxxx  
- XXX, Owner
- Callosum – Brand development, creative, marketing, sponsorship, activation, public relations [clareh@callosumcreative.com](mailto:clareh@callosumcreative.com) 970-455-4586 – Clare Hefferren  
– PR: XXX. xxx@xxxx.com 970-xxx-xxxx