

JIM BEAM



MAKE HISTORY



The combination of two legends, **Jim Beam Bourbon** and the **Caja China**, are used as a foundation for their Hispanic #MakeHistory () event series in order to appeal and target the local Hispanic demographic by creating an environment that is friendly and familial.

PROGRAM OVERVIEW





EVENT ELEMENTS

Every event should have the following elements activated in order to create the desired space, *if venue allows*:

- **Caja China** – Pig Roast
- **Jim Beam Bourbon** - infused BBQ sauce
- **Domino Tables**
- **Cigar Roller**
- **Brand Ambassadors** (2-4)
- **Branded Uniforms**
- **Live Entertainment** (DJ or Band)
- **Photobooth** – branded overlay included
- **Agency Photographer**
- **Themed florals**
- **Digital Invitation**



POS



- Branded Bourbon Barrels
- Branded Adirondack Chairs
- Mini JB Domino Giveaways
- Branded Outdoor Lawn Games, *where applicable*
- Branded Bandanas
- Branded Ambassador Uniforms
- Branded A-Frames
- Branded Menus
- Bar Mats
- Napkin Caddies
- Branded Aprons - Food Staff





POS GIVEAWAYS

- 50 Bandanas,
- 10 Shirts,
- 1 Caja China
- 1 Extra Giveaway (Cigar Rollers, JB Domino, etc.)





ATMOSPHERE

- Event space is transformed with Jim Beam branding
- Guests sample different Jim Beam libations
- Guests enjoy live music entertainment
- Guests interact with digital photobooth
- Buffet / Food Stations with JB infusions
- Outdoor space
- Trendy, casual feel
- Smoking permitted





ACCOUNT OPPORTUNITIES

Account has the option purchase the pig and cook onsite with their team, or JB can provide the pig and the onsite chef .