



SPONSORSHIP OPPORTUNITIES

What are the Icons of Whisky?

The **Icons of Whisky** are the annual industry awards organised by *Whisky Magazine* which recognise the very best people and places in the whisky business around the world. The Icons involve regional heats to find the best companies in the leading whisky nations of the world, which then compete against each other for the overall **Global Icons of Whisky** of the world presented in London each spring. In addition the *Whisky Magazine* Hall of Fame inducts a small number of exceptional individuals each year.

Who enters the Icons of Whisky?

Whisky distillers, importers, distributors, on trade, off trade, marketers and retailers. Entrants or their representatives nominate themselves, and may also be nominated by the panel of judges.

What are the sponsorship opportunities?

Sponsor an Icon of Whisky category and receive coverage in all the leading whisky producing territories of the world in *Whisky Magazine*, *iconsofwhisky.com*, *whiskymag.com* and at the public presentations.



Timetable

2015 / 2016

Icons of Whisky USA Louisville, Kentucky	16th Sep 2015
Icons of Whisky Scotland Edinburgh	4th Dec 2015
Icons of Whisky Finals London	17th Mar 2016

Sponsor benefits

- Photo opportunity when presenting your award
- Logo in the **Awards** Programme
- Two tickets to each of the Scotland, USA and London presentations (with further tickets available at 20% discount)
- Logo appearing in all **Awards** printed material
- Distribution of your promotional literature at each award presentation if required
- Results promoted in *Whisky Magazine*, on *www.whiskymag.com*, *www.iconsofwhisky.com*, *www.TheDrinksReport.com* and to national and international press
- Results emailed to key buyers and importers worldwide as the results are announced.

Sponsorship costs

Exclusive sponsorship of one **Icon of Whisky** category or the **Hall of Fame** in the U.S.A., Scotland or London **£2,395**

Exclusive sponsorship of one **Icon of Whisky** category or the **Hall of Fame** in all three territories **£5,650**

Categories available for sponsorship are:

Producer Awards – Companies

- Distiller
- Brand Innovator
- Craft Producer
- Visitor Attraction

Producer Awards – People

- Master Distiller / Master Blender
- Distillery Manager
- American Whiskey Brand Ambassador
- Scotch Whisky Brand Ambassador
- Irish Whiskey Brand Ambassador
- World Whisky Brand Ambassador
- Visitor Attraction Manager

Retailer Awards

- Retailer – Single Outlet
- Retailer – Multiple Outlets
- Retailer – Online
- Travel Retail
- Supermarket

Contact

James Houlder

james@paragraphpublishing.com

Christopher Coates

christopher@paragraphpublishing.com

Joanne Robertson

joanne@paragraphpublishing.com

Or call: +44 1603 633 808