



# TEAM WHISKEY BONANZA

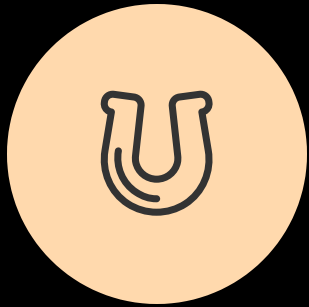
EVENTS CENTER



## Unleash the Adventure: Sponsor the Largest Whiskey and Outdoor Sports Event

Introducing the largest whiskey tasting and outdoor sports event in the world, where whiskey lovers, adventure seekers, and sports enthusiasts come together for an unforgettable experience.

# Event Overview



## The Largest Whiskey Tasting and Outdoor Sports Event in the World

Celebrating the best of whiskey and outdoor adventure, the Team Whiskey Bonanza combines thrills, tastes, and nonstop action.



## Unlimited Whiskey Tastings

Explore a vast selection of rare, national, and local whiskey brands, including the event's signature Sportsmen's Whiskey.



## Adventure for All Ages

Conquer a climbing wall, practice archery and rifle skills, try your hand at fishing, tackle a surfing simulator, and test your rodeo skills.



## Live Entertainment Galore

Enjoy line dancing lessons, DJ-spun beats, and a live performance by a country/rock band.

Join us in Reno/Sparks for the ultimate celebration of whiskey, outdoor adventure, and entertainment at the Team Whiskey Bonanza.

# Event Details

Event Date	Location	Expected Attendance
April 4th, 2026	Reno/Sparks Livestock Event Center	Over 2,500
Past Year (2025)	Reno/Sparks Livestock Event Center	1,823
Event Duration	Single Day	Daylong Event
Event Type	Indoor	World's Largest Whiskey Tasting and Outdoor Sports Event



# Team Whiskey Bonanza Attendees

The Team Whiskey Bonanza event attracts a diverse audience of whiskey enthusiasts, outdoor sports enthusiasts, and adventure-seekers. The attendees range from young professionals to families, with a strong representation of ages 31-55. They are passionate about exploring the best of whiskey culture, trying new experiences, and indulging in adrenaline-fueled activities. This audience is known for their high disposable income, with an average household income of \$75,000 or more. They are actively engaged in outdoor activities such as hunting, fishing, and rock climbing, and they are eager to discover new brands and products that align with their lifestyle.

**TEAM WHISKEY BONANZA**  
**NOW ACCEPTING**  
**OUTDOOR SPORT**  
**VENDORS**

HUNTING, FISHING, SKIING, KAYAKING, BIKING & MORE.

EVENT DATE: APRIL 4TH, 2026

# Sponsorship Opportunities

## Title Sponsorship - \$5,000

Be the exclusive Title Sponsor and have your brand prominently featured across all event marketing and signage. This premier opportunity includes on-stage recognition, VIP access, and the ability to activate your brand throughout the event.

## VIP - Tasting Lounge - \$1,250

Sponsor the VIP - Tasting Lounge, where attendees can sample the finest whiskeys and learn from expert mixologists. Your brand will be the center of attention in this popular area. Your brand will be included on the website and selected marketing.

## Activity Sponsorships - \$500

Sponsor one of the many adventure activities, such as the climbing wall, archery range, or surfing simulator. Align your brand with the thrill-seeking spirit of the event.

## Vendor (whiskey and others) - \$195

Become a Whiskey Vendor or Vendor at our event for only \$195. Vendors have a 10x10 area to promote their products or business anyway they want. Larger spaces can be provided upon request. We are primarily looking for whiskey and outdoor sports vendors but are open to any type of vendor that will compliment the event.

## Advertising Sponsorships - 6 Total - \$1250

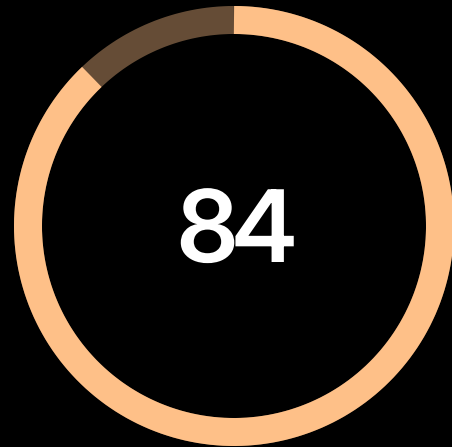
Leverage the event's extensive marketing reach by sponsoring advertising and media placements. Your brand will be seen by thousands of attendees and millions more through digital, radio and print channels.

# Why Partner with Us?

Discover the impressive statistics behind the Team Whiskey Bonanza event



Attendance Growth



Engagement on Social  
Media



Sponsor Satisfaction  
Rate



Return on Investment

# Our Team



**Ken Burrows**

Event Director - Owner



**Kevin Stang**

Coordinator - Owner



**Sally Burrows**

Coordinator



**Mike Dellar**

Whiskey Pourer



Join us in creating an unforgettable whiskey and outdoor sports experience that will captivate your target audience. Partner with Team Whiskey Bonanza and unlock unparalleled opportunities to showcase your brand, drive engagement, and leave a lasting impression.