



23 – 27 NOVEMBER 2020
DRINK TANK WEEK

**OUTLINE AND SPONSORSHIP
OPPORTUNITIES**

THE CONCEPT

A premium event that brings the greatest and most innovative minds in the on-trade drinks industry together. The goal? To share original solutions, offer learnings from failings, hear insight from leading analysts on the opportunities, get an understanding of the political and economic landscapes and what can be done jointly to influence them.

The event aims to encompass and build upon the previous *Morning Advertiser* drink summits, offering unrivalled insight and bold predictions as to the future direction of all categories, whilst giving sponsors a unique opportunity to showcase their knowledge and a platform to get their products in the hands of existing and potential customers.

WEEK OVERVIEW

DRINK TANK IS GOING DIGITAL!

In the absence of a physical event, we will be disseminating the content across the week with a webinar per day, unique feature content on the Morning Advertiser website and promoted to our newsletter subscribers and social audience, and special virtual tastings with drinks partners.

Each day of Drink Tank week will follow a structure of:

- Morning Session: 20 minutes deep-dive into one specific subject relevant to the day's theme
- Lunchtime Session: Longer 90 minute webinar
- Late Afternoon Session: Virtual tasting (Tuesday, Wednesday & Thursday)

Monday

OVERVIEW

Full drinks market data for the previous 12 months

Tuesday

BEER & CIDER

Beer and Cider webinar and separate virtual tasting

Wednesday

WINE & SPIRITS

Wine and Spirits webinar and separate virtual tasting

5 DAYS OF DRINKS FOCUSED CONTENT FOR BUYERS FROM LEADING RETAILERS AND SUPPLIERS TO THE TRADE

Thursday

SOFTS AND LOW & NO

Softs and Low & No webinar and
separate virtual tasting

Friday

DRINKS LIST REVEAL

Drinks List reveal webinar & special
MA podcast

Additional
Content
Ideas

- Inspirational business speaker each day
- Motivational content to get delegates in the right mindset

DRINK TANK



2019 EVENT HIGHLIGHTS

The inaugural Drink Tank conference took place on 27 November 2019, providing a fresh take on drinks summits and offering unrivalled insights and bold predictions as to the future direction of all categories. The event brought together the greatest and most innovative minds in the on-trade drinks industry to share, learn, and understand the political and economic landscape, while discovering what could be done jointly to influence it.

Primarily a conference event, a range of speakers from every on-trade drinks category provided our guests with valuable insight into their category. This was then accompanied by tastings, consumer panels and other interesting activities throughout the day.



CORE ATTENDEES




Audience included leaders from:

- BrewDog
- The Alchemist
- Ei Group
- Greene King
- Stonegate Pub Company
- Liberation Group
- Mitchells & Butlers
- Tate Britain
- Punch Pubs & Co
- Casual Dining Group
- New World Trading Company
- Inception Group
- Shepherd Neame
- Fullers
- Star Pubs & Bars
- D&D
- + many more

Audience job types included:

- Founder
- CEO
- Managing Director
- Group Head of Beverage
- Procurement Director
- Head of Group Procurement
- Head of Drinks Category Management
- Commercial Director
- Senior Buyer Food & Drink
- Purchasing Manager
- Category Buyer

REGISTRATION PAGE



Drink Tank Webinar

WEBINAR WILL NOT BE RECORDED

REGISTER

WEBINAR OPENS IN
3d 21h 52m 33s

WEBINAR DETAILS

When

Mon, Sep 21, 2020 at 2:30 PM
[London \(GMT 1:00\)](#)
 Add to calendar

About

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Reserve Your Spot

Your full name*

Your Email*

Phone*

Industry*

Please select

Company Name*

Department*

Please select

Employees*

Please select

Country*

Please select a country

Morning Advertiser Marketing Permission

Morning Advertiser may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to dataprivacy@wrbm.com. More information on our processing can be found in our [Privacy Notice](#). By submitting this form, you acknowledge that you have read and understand our Privacy Notice.

Privacy Notice

☐ Yes, I have read and understand the Privacy Notice*

Register

We use BigMarker as our webinar platform. By clicking Register, you acknowledge that the information you provide will be transferred to BigMarker processing in accordance with their [Terms of Service](#) and [Privacy Policy](#).

Language

English



OPEN TO

Anyone with the event link can attend


Dial-in available (listen only)

Not available. [Enable Dial-in.](#)

Headline Sponsors





FEATURED PRESENTERS



Tom Easton

[Full Profile](#)




Ed Bedington

Editor, The Morning Advertiser

Editor of leading trade paper The Morning Advertiser, views here are (mostly) my own, rumoured to be spotted in the occasional pub...

[Full Profile](#)



Test Presenter

CEO of Pub Co.

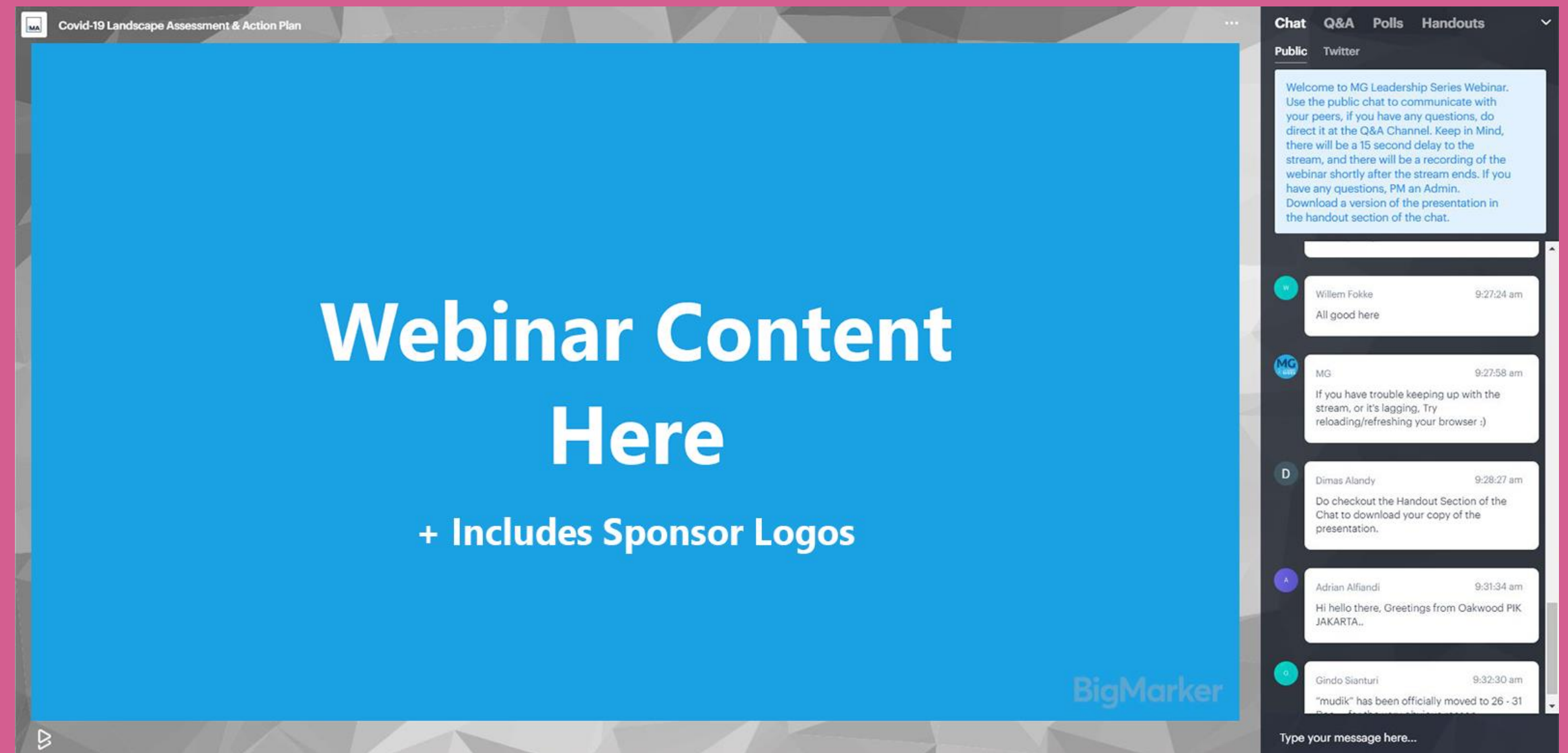
CEO of one of the UK's leading pub companies.

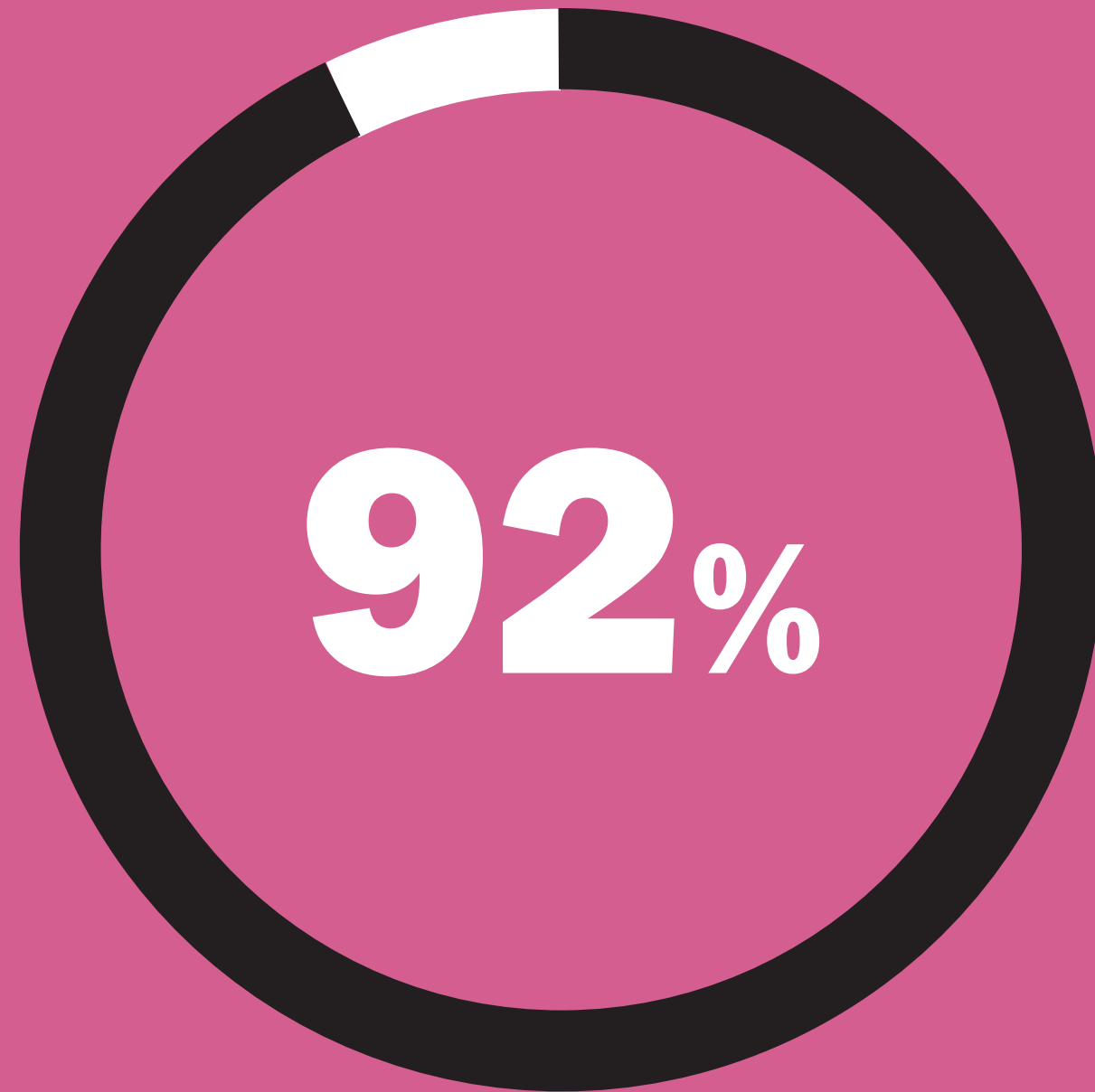
[Full Profile](#)

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CONSOLE LAYOUT

- Audio & Video Controls**
Viewers can manage recorded events
- Sponsor Handouts**
Offer viewers useful relevant content to download
- Slideshow Area**
Displays the main presentation, polls and survey questions
- Live Q&A**
Invite viewers to submit questions





ONE TO REMEMBER

The percentage of all 2017 *Morning Advertiser* event attendees that could recall a sponsor post-event
(Source: 2017 Post-Event Feedback Surveys)



DRINK TANK WEEK PROMOTION & OPTIONS

Sponsorship Options:

- 🔑 One webinar per day – three tiered sponsorship packages, and headline sponsorship
- 🔑 Feature content – released each day on the MA's website, social and special newsletter each afternoon focused on the insight and trends in question. Sponsored content and branding opportunities available
- 🔑 Virtual tastings – interviewed by MA editorial and broadcasted live to MA's followers on your brand, taste / flavour profile, and why stock. One per day
- 🔑 Send your products to delegates to take part in the tastings
- 🔑 New product roulette

Visibility on:

- 🔑 Billing on all marketing materials
- 🔑 Logo & Profile featured on main registration page for your category
- 🔑 Company profile and link on dedicated Drink Tank website
- 🔑 Opportunity to provide relevant PDF for viewers to download

SPONSORSHIP BENEFITS

- **Thought Leadership** – Be seen as leading your category and driving consumer trends
- **Influence** – Operators and buyers through insightful content
- **Promote** – Your company / brand to the UK's leading on-trade drinks retailers
- **Connect** – With industry professionals during interactive tasting sessions
- **Insight** – Gain valuable category and customer insights
- **Data** – Build your contacts and sales leads through the webinar series and downloads



**Creative and
professional dedicated
internal events team**

**Let's work
collaboratively, this
is a two-way street**

**Bespoke ideas. Got
something crazy in
mind? We're all ears!**

**Deliver value and ROI,
helping you to achieve
key brand messages**

PARTNERSHIP APPROACH

- We understand that event sponsorship is a sizeable investment, and we're passionate about ensuring it delivers for your business.
- With years of experience across events, we will ensure you maintain a visible presence at every step of the process.

SPONSORSHIP PACKAGES

Overall Headline Partner

£30,000 + VAT
1 Available

- Headline partner billing across all marketing material for the entire Drink Tank week – pre, during, & post
- Logo – signpost as ‘in association with’
- Logo & profile featured on main registration page for all sessions
- Company profile and link on dedicated Drink Tank website
- Receive all GDPR compliant data captured through the webinar registration process
- Downloadable handouts on the Drink Tank platform throughout the week
- 6 x Full access tickets for all sessions across the week
- 2 x Content sessions in webinars throughout the week (to be agreed with MA editorial)
- 1 x Sponsored content article on MA site, in collaboration with MA editorial, and promoted on MA’s special drinks newsletter to 27k subscribers, & the MA’s social audience. Includes all banner positions surrounding your sponsored article
- 1 x Exclusive tasting session during the week
- Opportunity to send products to all registered delegates for the week
- Video ads – pre and post on associated video content from Drink Tank Week

Category Partner

£10,000 + VAT
1 Available Per Day

- Category partner billing across all marketing material for the Drink Tank week – pre, during, & post
- Logo & profile featured on main registration page for sponsored category
- Company profile and link on dedicated Drink Tank website
- Category partner to receive GDPR compliant data captured for the sponsored day’s activity
- Opportunity to provide a relevant PDF document for attendees to download
- 4 x Full access tickets to all sessions across the week
- 1 x Content session in your sponsored day’s webinar
- 1 x Top ad position in special category feature
- Virtual tasting – chosen product included in day’s tasting session for your category
- Opportunity to send products to your day’s registered delegates

SPONSORSHIP PACKAGES

Associate Category Partner

£6,000 + VAT
3 Available Per Day

Visibility on chosen day of activity. Elements include:

- Branding – Associate category partner billing across all marketing material
- Logo & profile featured on main registration page for your category
- Company profile and link on dedicated Drink Tank website
- Opportunity to provide a relevant PDF document for attendees to download
- Tickets - 3 x Full access tickets to all sessions across the week
- MA feature content - 1 x Lower ad position in special category feature
- Products – Opportunity to send products to your day's registered delegates

Supporter Category Partner

£1,500 + VAT
5 Available

Only available to new businesses / brands launched in the last 18 months. Elements include:

- Supporter category partner billing across selected marketing material
- Logo & profile featured on main registration page for your category
- Company profile and link on dedicated Drink Tank website
- 2 x Full access tickets to all sessions across the week
- MA Feature content – be featured in special article and newsletter highlighting exciting new brands to the trade
- 1-minute slot in new drinks roulette



THE *inspiration for pub success since 1794*
**MORNING
ADVERTISER**

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**DRINK
TANK**