

THE WORLD'S No. 1 BOURBON WHISKEY



ENGAGE! w/ BLACK BOURBON SOCIETY

SOCIETY MARKETING GROUP



SAMARA DAVIS
CEO & FOUNDER

WE ARE WHISKEY
WE ARE CULTURE
WE ARE CONNECTED

Black Bourbon Society is a tiered membership organization open to everyone who enjoys premium spirits and is interested in gaining a deeper appreciation for America's Native Spirit. Black Bourbon Society is crafting a movement that showcases the value of the niche lifestyle and sophisticated palates within the African American Community and beyond.

As an organization founded and designed to bring quality spirits brands together with spirits aficionados within communities of color, BBS is uniquely positioned to use its 30k strong+* national base paired with local / regional networks to deliver real engagement, on-brand messaging, and lasting impressions.



EXPERIENTIAL
EXPERTS



HIGH
ENGAGEMENT
ACTIVATIONS

SPIRITS
ENTHUSIASTS



NATIONAL
MEMBERSHIP

GO LIVE WITH BBS!

SPEND THE YEAR w/ BLACK BOURBON SOCIETY AS A PARTNER!

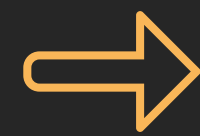
Use live events to create super fans,
educate and amaze!



THE BBS AUDIENCE IS UNIQUE
WITH BBS YOU CAN



CONNECT WITH
SUPER PREMIUM
SPIRITS BUYERS



ENGAGE IN
HIGH TOUCH,
AUTHENTIC WAYS



TARGET LOCAL,
REGIONAL OR
NATIONAL
AUDIENCES



AMPLIFY WITH
OPPORTUNITIES
FOR SOCIAL MEDIA
INTEGRATIONS

A DYNAMIC COLLABORATION

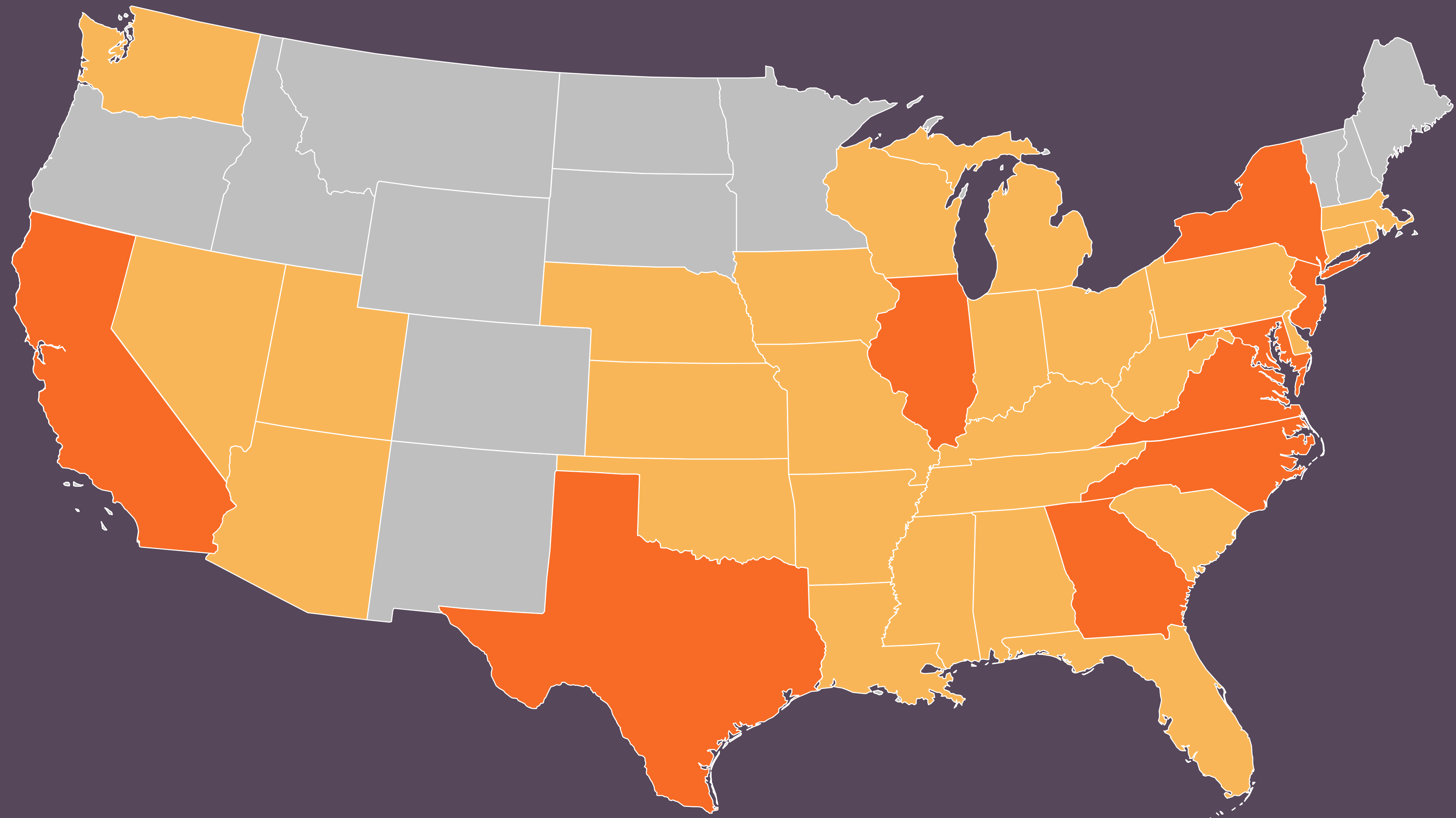
Collaborating with Black Bourbon Society for a brand activation is a fantastic opportunity to engage with a hyper targeted audience of spirits enthusiasts in over 15 local markets. Elevate your spirits experience with an exclusive collaboration between our prestigious organization and your distinguished brand. This collaboration promises to create unforgettable moments that resonate within our premium spirits-loving enclave.

Join forces with us, and let's craft an unparalleled experience that showcases the artistry and legacy of your brand in a way that captivates our discerning members. Cheers to an elevated spirits journey!

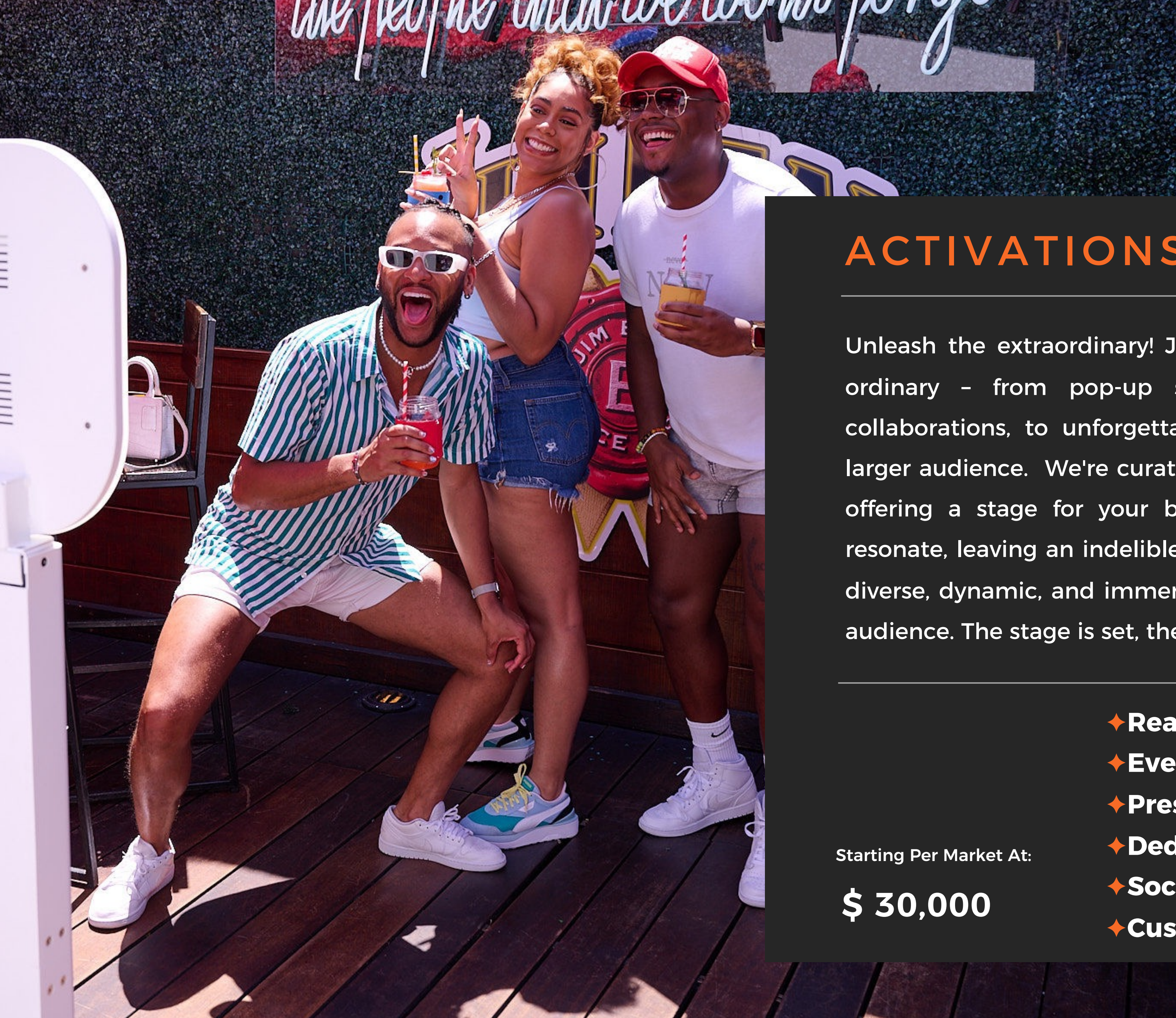


BLACK
BOURBON
SOCIETY
MEMBERS
REPRESENT
30+ STATES

BUILD A TOUR
WITH BBS!



-  Ambassador Led Market Events Available
-  Member Markets Activate With Us Here!



ACTIVATIONS

Unleash the extraordinary! Join us for custom activations that transcend the ordinary - from pop-up speakeasies to riveting panel discussions, art collaborations, to unforgettable live performances or simply reach an even larger audience. We're curating experiences that captivate, excite, and elevate, offering a stage for your brand to shine. Trust us to craft moments that resonate, leaving an indelible mark on every attendee. Elevate your brand with diverse, dynamic, and immersive engagements that speak to the heart of your audience. The stage is set, the audience is waiting - Let's get started!

Starting Per Market At:

\$ 30,000

- ◆ **Reach even larger audiences with activations**
- ◆ **Event Naming Rights**
- ◆ **Press Release Announcing Partnership**
- ◆ **Dedicated program emails**
- ◆ **Social Media posts to 25k+ followers**
- ◆ **Custom co-branded signage**



BRAND EDUCATION DINNER OR BRUNCH

Host a curated brand education dinner that combines the elements of a traditional dinner with an educational focus on a specific brand. It provides an opportunity for guests to not only enjoy a delicious meal but also to learn about the brand's story, values, and products.

Choose from Atlanta, Charlotte, Chicago, Dallas, DMV area, Houston, Las Vegas, Los Angeles, Memphis, Nashville, New Orleans, NJ, NY, San Francisco (Bay Area), Orlando, San Diego or Tampa

Starting Per Market At:

\$ 10,000

- ◆ Event naming rights (“Your Brand” Dinner or Brunch)
- ◆ Logo on event menu
- ◆ Inclusion in local experiences e-blast
- ◆ Expanded Available Market List
- ◆ Press & Social Media Access with multiple markets
- ◆ Influencer and media add-ons available

AMBASSADOR HAPPY HOURS

Host a signature happy hour experience in any of up to 10 vibrant markets across the nation. Happy hours provide a relaxed environment where attendees can engage with your brand. Choose from Atlanta, Charlotte, Chicago, Dallas, the DMV area, Houston, LA, NY, Oakland/SF or Tampa for an exclusive ambassador led happy hour series that celebrates the spirit of each city.

Starting Per Market At:

\$ 2,500

- ◆ **Reach local audiences of bourbonites**
- ◆ **Connect live and in person**
- ◆ **10 Cities to choose from - Build a Tour!**
- ◆ **Inclusion in local experiences email**





TASTE & TELL

SPIRITS FEEDBACK FORUM

Elevate your brand strategy with our specialized focus group services; an unparalleled opportunity to delve deep into consumer perspectives, harnessing valuable insights that drive informed decision-making. Our tailored focus groups provide an immersive platform for direct engagement with your target audience, unveiling nuanced preferences and uncovering untapped potential.

Starting Per Group At:

\$ 10,000

- ◆ **Connect with informed Consumers**
- ◆ **Engage with diverse perspectives**
- ◆ **Gain consumer insights**

SPIRITED SPOTLIGHT

Unleash the power of knowledge with our Spirited Spotlights hosted by BBS Founder, Spirits Expert and Spirits Influencer Samara Davis! Elevate your brand's narrative by offering an immersive learning experience directly to your audience's doorstep. From the artistry behind your products to the nuances of flavor profiles, this feature transforms learning into a flavorful journey. Whether it's a product launch, a virtual event, or a unique brand story, our Spirited Spotlights ensure an unforgettable experience that resonates with your audience.

Starting Per Group At:

\$ 5,000

- ◆ **Connect virtually w/ brand spotlight**
- ◆ **Establish brand advocates**
- ◆ **Increase engagement w/ tasting kits**



WE DELIVER HIGH TOUCH OPPORTUNITIES

Successful concepts we've executed to enhance brand engagement and create memorable experiences include:



BARTENDING COMPETITION



SPIRIT INFUSED CULINARY CLASS



COCKTAIL CLASSES



INDUSTRY & INFLUENCER EVENTS



BESPOKE ACTIVITIES

THE BBS
AUDIENCE IS
HIGHLY EDUCATED
& **AFFLUENT**

INCOME

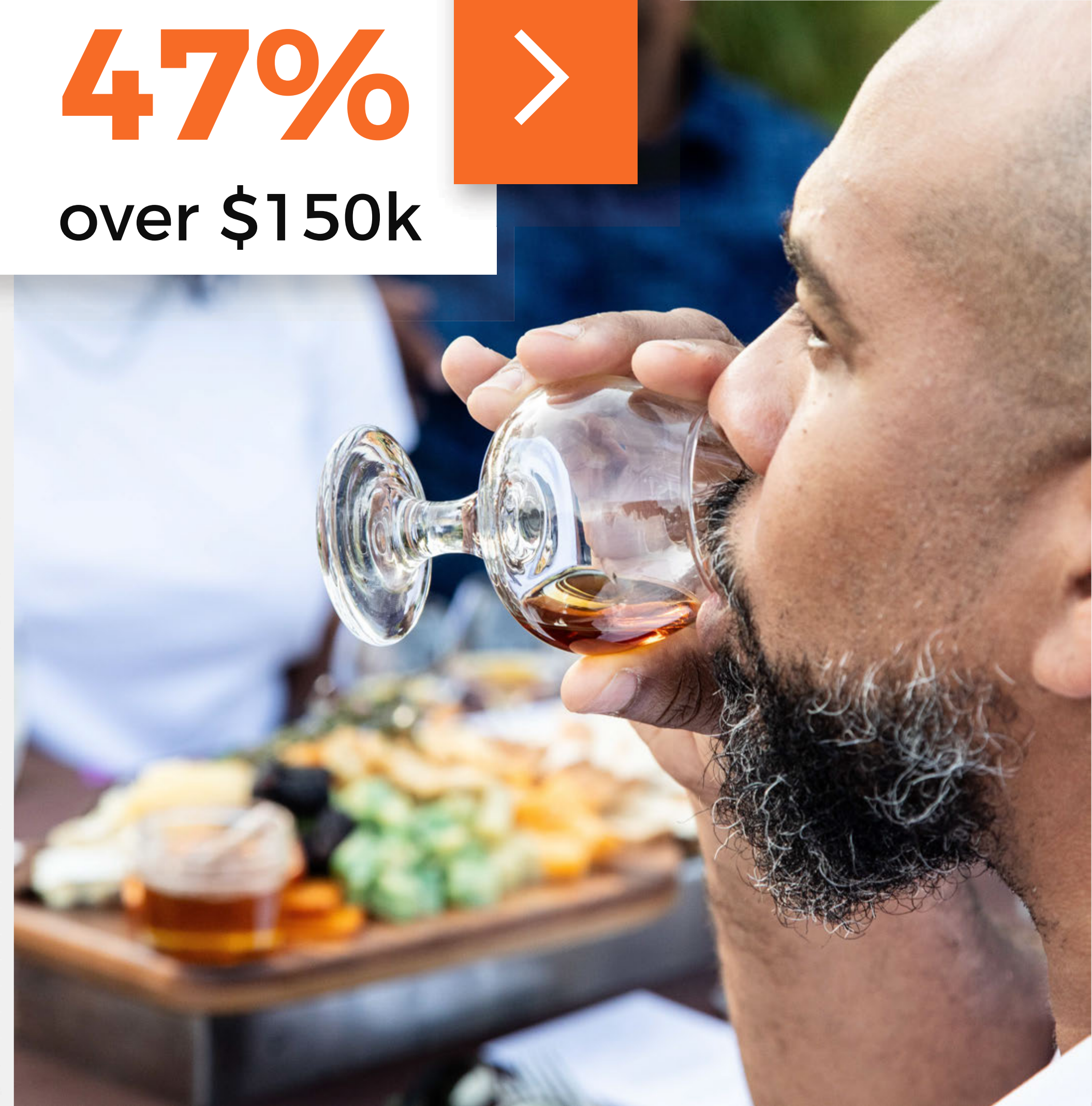
47%
over \$150k



EDUCATION

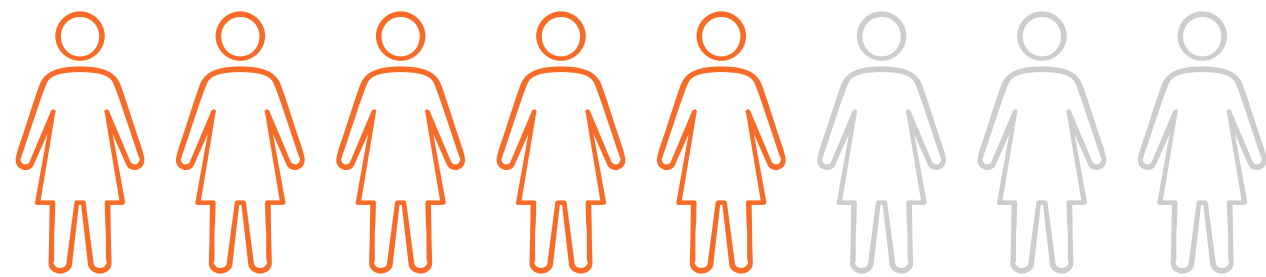
88%

BACHELORS DEGREE
OR HIGHER

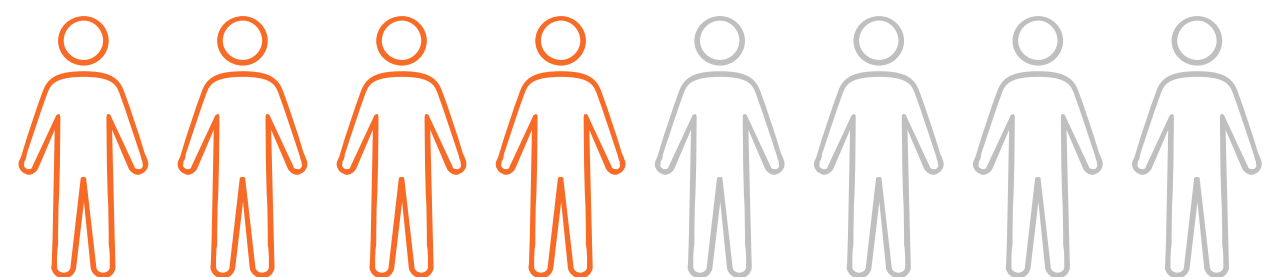


DEMOGRAPHICS

55% FEMALE



45% MALE



75% OF OUR CORE AUDIENCE is comprised of Millennials, Xennials and Gen-xers across gender lines.

This group enjoys premium spirits, craft cocktails, and is interested in the brand story.



OWNED MEDIA

FACEBOOK GROUP



26k

Members

INSTAGRAM



30k

Followers

FACEBOOK PAGE



10k

Followers

EMAIL



10k

Subscribers

POWERED BY



Society Marketing Group is a full service agency providing consulting, experiential campaign production and marketing services for diverse and inclusive audiences.

Society Marketing Group powers events and campaign curation for external brands as well as in-house organizations such as:



WE'RE MORE THAN A GREAT IDEA
WE ARE IDEATION + EXECUTION!

WHAT WE DO:

PRODUCE MEMORABLE EXPERIENCES
DEVELOP MEANINGFUL RELATIONSHIPS
EDUCATE AND EMPOWER
PROMOTE COLLABORATION
CREATE ORIGINAL CONTENT

Have a product launch or just need to reach a fresh audience in a new way?

WANT TO WORK WITH AN AGENCY THAT REALLY KNOWS WHISKEY, SPIRITS & MULTICULTURAL AUDIENCES?

We Got You!

SOCIETY
MARKETING GROUP

CAPABILITIES

CREATIVE STRATEGY & DEVELOPMENT

- + Advertising
- + Branding
- + Graphic Design
- + Digital & IRL Engagement
- + Content & Video

EXPERIENCE DESIGN & PRODUCTION

- + Live Experience Design
- + Digital Integration
- + Large Scale Event Production
- + Sponsorship Strategy & Activation
- + Tour Development & Execution
- + Environmental Design & Fabrication
- + National Field Activation

PR

- + Public relations servicing
- + Event Promotion

INFLUENCER STRATEGY & ACTIVATION

- + Lifestyle Insights Segmentation
- + Custom Influencer Programs
- + Large Scale Outreach & Activation
- + Custom Programs

RESEARCH & INSIGHTS

- + Consumer Research & Insights
- + Cultural Research & Insights
- + Cultural Segmentation Maps



Tell us about your brand's dreams and needs and let society marketing group work with you on your next campaign

CONTACT US

CHEERS@BLACKBOURBONSOCIETY.COM

SOCIETY
MARKETING GROUP