

# BATTLE OF THE BABES

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**COCKTAIL COMPETITION**

# A QUICK RUNDOWN

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## 2023

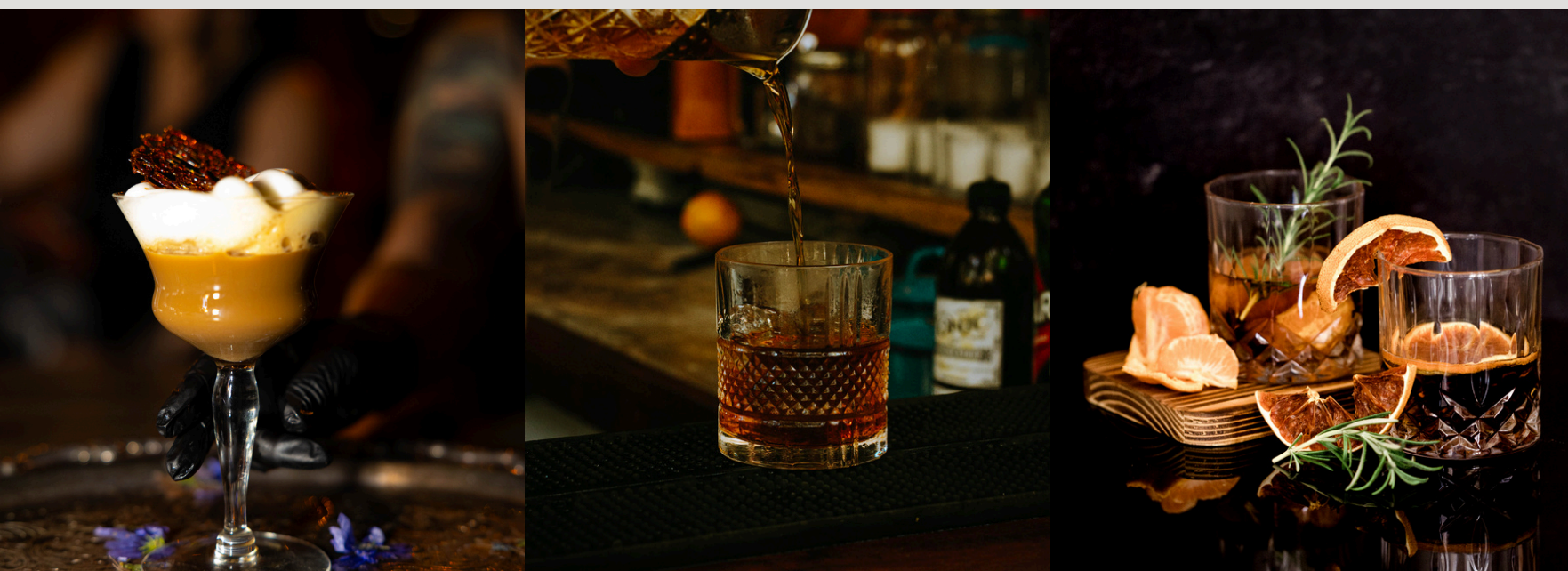
- **165** attendees
- **5** sponsors
- **2** DJs
- **5 out of the 8** mixologists competed for the first time

## 2022

- **155** attendees
- **12** sponsors
- **2 out of the 8** mixologists competed for the first time

## 2021

- **125** attendees
- **8** sponsors
- **4 out of the 8** mixologists competed for the first time



WE  
ARE  
**HoCo.**





# THE PURPOSE

**Battle of the Babes Cocktail Competition** will empower and celebrate extraordinary women bartenders and mixologists, providing them with an unrivaled platform to unleash their unparalleled talent, ignite their passion for the vibrant food and beverage industry, and captivate audiences worldwide. We managed to make this all possible during the public outcry within the hospitality industry





# EVENT DETAILS

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 **SEPTEMBER 30, 2024**

 **LOCATION MERCHANT + TRADE 303 S CHURCH ST.**

**1st Price**

**2nd Price**

**3rd Price**

**\$500**

**\$300**

**\$100**



**Peoples Choice Award Trophy**



# ABOUT HOCCO.

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## MISSION

HoCo is an organization that aims to revive the hospitality industry through collaborative private events, partnerships, and charitable causes

## VISION

Our vision is to unify the hospitality industry on a global scale

## CORE VALUES

Community, Creativity, Visionary, Inclusivity, Making a Difference, Collaboration





Age: 24 - 39

**01**

Gender: Men and Women

**02**

Mixologists & Bartenders

**03**

Beverage Enthusiasts

**04**

Industry Professionals

**05**

# AUDIENGE

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# MARKETING STRATEGY.

- Digital marketing
- Text message marketing
- Partnerships and product launches
- Boosted ads on social media
- Marketing through blogs and email
- Content sessions with venues & their nominated mixologist
- Post-event follow-up
- Promo codes for local influencers for sales tracking

SOCIAL MEDIA MARKETING



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# SPONSORSHIP BENEFITS.

- 01 Brand Exposure
- 02 Increased Brand Awareness
- 03 Targeted Marketing
- 04 Networking Opportunities
- 05 Product Placement
- 06 Social Media Exposure
- 07 Personalized Content





# SPONSORSHIP PACKAGES.

SUPPORTER

**\$500**

- Logo placement on marketing materials
- 4 Entry Pass

INFLUENCER

**\$1000**

- Logo placement on marketing materials
- 6 Entry Pass 30 min with photographer/content creator
- Business feature on Social Media

COLLABORATOR

**\$2000**

- Logo placement on marketing materials
- 8 Entry Pass
- 60 min with photographer/content creator Business feature on Social Media
- Product Placement: Banners, Signage, Surveying and Product Demonstration





info@wearehoco.com



@hospitalitycoalition



<http://wearehoco.com>

**COLLABORATE  
WITH US!**

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