



# 2019 MARKETING, CONSULTING + EVENTS RECAP

**DATE**

JANUARY - JUNE 2019

**PREPARED BY**

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# OVERVIEW

Over the last six months, Bill Kaelin Marketing has curated several community events by partnering with local businesses and non-profit charities. In an effort to build buzz and increase overall brand awareness, Tito's Vodka has been the featured alcohol of choice at each of these events. This has sparked both loyalty to and recognition of the Tito's Vodka brand in the Atlanta community.



## QUALITY IS THE BEST BUSINESS PLAN.

A versatile consulting, events, and project management firm, Bill Kaelin Marketing applies in-depth cultural awareness, innovative marketing techniques, and unmatched experience and enthusiasm to drive buzz, action, and brand loyalty for our clients. We know that in order to keep the buzz you have to keep the ideas fresh, fun and approachable. Bill Kaelin Marketing brings a competent, creative, and personable approach to any undertaking or environment. And the best part? We #lovewhatwedo!

# LGBTQ EVENTS



## MOXY MAGIC W/ MAAP.

**When:** Thursday, February 28th

**Where:** Moxy Atlanta Midtown

**Charity:** Pets Are Loving Support

**Attendance:** 100 ppl

**The Deets:** An old style bingo event hosted by local Comedy Queen Bubba Delicious and the iconic Brigitte Bidet. This event was hosted in conjunction with the Metro Atlanta Association of Professionals and Bill Kaelin Marketing. Tito's was included in all event promotions and guests enjoyed complimentary cocktails courtesy of Tito's.



## STONEWALL PRIDE PARTY.

**When:** Sunday, June 23rd

**Where:** Altitude Atlanta

**Charity:** The Rainbow House Coalition

**Attendance:** 250+ ppl

**The Deets:** Bill Kaelin Marketing hosted a Pride Pool Party with Deep South and MAAP to honor the 50th anniversary of the Stonewall riots. Tito's Vodka was included in all event promotion and attendees enjoyed complimentary Tito's cocktails.



# 500+ PERSON EVENTS



## RUN, WALK, GO.

**When:** April 2019, July 2019, December 2019

**Where:** The Atlanta BeltLine Trail

**Charity:** The Atlanta BeltLine Partnership

**Attendance:** 5,000+ ppl

**The Deets:** Tito's has been recognized as a top level sponsor of the Atlanta BeltLine Partnership's Run, Walk, Go! race series consisting of three races throughout the year along the BeltLine trail's East, West, and North corridors. Tito's logo has been featured on event t-shirts and product will be poured at the third race this December.



## 45TH SOUTHEAST EMMYS.

**When:** Saturday, June 15th

**Where:** Hyatt Buckhead

**Charity:** The Southeast Emmys

**Attendance:** 700+ ppl

**The Deets:** The 45th Annual Southeast Emmy Awards were hosted in Atlanta with Tito's Vodka as a top level sponsor. Tito's was included in all event promotion, received an ad in the event program, and attendees of the awards after party enjoyed complimentary Tito's cocktails.

# THE ATLANTA BELTLINE



## SLICE OF SUMMER.

**When:** Sunday, June 3rd

**Where:** Skyline Park Atop Ponce City Market

**Charity:** The Atlanta BeltLine Partnership

**Attendance:** 200+ ppl

**The Deets:** Tito's was recognized as a top sponsor of the third annual Slice of Summer event thanks to their monetary donation. Tito's was included in all event promotions and guests enjoyed complimentary cocktails courtesy of Tito's.



## LIMITED EDITION TSHIRT.

**When:** May 2019

**Charity:** The Atlanta BeltLine Partnership

**Impressions:** 100,000+

**The Deets:** Bill Kaelin Marketing invited 30 local artists to submit their design for a limited edition t-shirt to represent the ABP. The top 5 designs were posted to social media where the design with the most combined likes between Facebook and Instagram was chosen to print. Tito's was recognized throughout the campaign for their monetary donation used to compensate the artist for their design.