

# Downtown Fall Cocktail Trail

A collaborative event to support  
the Downtown service industry

Sponsored  
By:



**BACARDÍ**

Organized & Promoted By:

**CityPaper** PITTSBURGH





# HERE IS THE RUNDOWN

The Pittsburgh Downtown Partnership & *Pittsburgh City Paper* have come together to host and market a 10 day event that will help support the Downtown Pittsburgh restaurant and bar community that has been especially hard hit by the pandemic . With the help of our sponsor, *Bacardi*, we will host an all out push to drive foot traffic and sales to the participating restaurants.

## **The Timeline, October 15-25:**

1. For 10 days, each participating business will host a specialty craft cocktail that includes one of the three liquors from chosen by the sponsor.
2. PDP & CP will launch a full print, digital & social marketing campaign leading up to and during the event. (see slide 3)
3. Official launch will take place at the Market Square Farmers Market on October 15 with a shared CP and Bacardi booth promoting the event and handing out “trail maps” including all participating restaurants.
4. Promotions and marketing (see pg 3) will take place prior and during the 10 days including each restaurant being featured in Instagram stories on both PDP & CP platforms and a sponsored article on [pghcitypaper.com](http://pghcitypaper.com).
5. When the event wraps, CP & PDP will remind their followers to continue to support these participants.

## **The Goal:**

This initiative's purpose is to help drive new and recurring sales and foot traffic into the Downtown Pittsburgh restaurant community, promote your bartender's creativity and create a pandemic safe event that diners and cocktail enthusiasts have been craving.

# MARKETING PLAN



## Print

*Pittsburgh City Paper* will run 4 weeks of ads promoting the event and an online gallery of cocktails from participating business  
*Estimated 188K readers\**



## [www.pghcitypaper.com](http://www.pghcitypaper.com)

A sponsored content article will run online and featured each cocktail and the participant's business information paired with it as well 100,000 impressions (Avg. 450K unique visitors per month)



## Emails

PDP & CP will be sending event out to both of their newsletter subscribers



## Live Launch

The launch of event will be at the Market Square Farmers Market with a team handing out "Trail Maps" & promo items



## Social

Event page created on facebook and social posting will be made before and during event to promote - between PDP & CP, there are 298K+ followers across all of their social platforms, facebook, instagram and twitter.



## Press Releases

Press releases will be sent to local media to cover or share in their event listings

## RESTAURANT INVOLVEMENT

Participation is no charge

Create one fall-themed craft cocktail with at least one of the featured liquors, Cazadores Tequila, Bacardi Spiced Rum, and/or Grey Goose Vodka\* to be on your bar menu from October 15-25

Submit your business logo, name of your cocktail & photo, ingredient list and 1-2 menu items\* that pair well with the cocktail

Cocktail must be available on-site during specified time period\*

Drink description & business name featured on:

- Sponsored Article on [pghcitypaper.com](http://pghcitypaper.com)
- "Trail Map" Handout for Farmers Market
- Print ad in *Pittsburgh City Paper*
- Official Facebook event page

\*The sponsor liquor must be used, no replacements will be accepted. Logo and photo should be hi-res, logo preferred as vector file. Menu items must be available during promotion period. Please indicate when submitting if cocktail will also be available to-go and if you provide outdoor seating.

CAZADORES

