

# Downtown Cocktail Trail: Holiday Edition

A collaborative event to support the  
Downtown service industry

Organized & Promoted By:

**PITTSBURGH**  
**CityPaper**



Sponsored  
By:



**BACARDÍ**





# HERE IS THE RUNDOWN

The Pittsburgh Downtown Partnership & *Pittsburgh City Paper* have come together to host and market month long 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 for both dine-in and to go sales following the current guidelines at the time of the event.

## **The Timeline, December 1 - 31:**

- For the month of December, each participating restaurant will host a specialty craft cocktail that includes one of the three liquors, Grey Goose Vodka, Bombay Sapphire Gin and/or Dewar's Scotch chosen by the sponsor.
- PDP & CP will launch a full print, digital & social marketing campaign leading up to and during the event. (see slide 3)
- Promotions and marketing (see pg 3) will take place prior and during December including [each restaurant](#) being featured in spread in the Pittsburgh City Paper, PDP & CP social media platforms and a sponsored article on [pghcitypaper.com](http://pghcitypaper.com).
- 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



## Brochures

"Trail Maps" will be available at downtown locations during the month of December and will include all participating restaurants and their cocktail listed.



## 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 holiday-themed craft cocktail with at least one of the featured liquors, Dewar's Scotch, Bombay Sapphire Gin, and/or Grey Goose Vodka\* to be on your bar menu and available to-go from December 1 - December 31

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

Cocktail and pairings must be available for purchase during the event time period

Drink description & business name featured on:

- Sponsored Article on [pghcitypaper.com](http://pghcitypaper.com)
- Brochures available at PDP booths and other downtown locations
- Print ads 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.*

If your bar/restaurant needs assistance with cocktail to-go solutions, specified liquors or has any needs or questions, please contact Ayesha Scott from Bacardi, [ascott01@bacardi.com](mailto:ascott01@bacardi.com).

