



THE HAGUE COCKTAIL WEEK

FRIDAY 3 - SUNDAY 12 OCTOBER 2025
including The Hague Bartender of the Year 2025

Information
for sponsor
brands

FORMAT

- ★ 18-20 premium bars in The Hague showcasing the best of the city's cocktail scene From Friday 3 - Sunday 12 October 2025
- ★ Menus Featuring cocktails at a promotional price of €9,50 plus opportunity to host consumer tastings, masterclasses and parties
- ★ Industry networking & showcase event for partner brands and local bartenders in June
- ★ Supporting social media and product/ bartender photography, plus flyers and posters
- ★ The Hague Cocktail Week sponsors can also include products in the annual The Hague Bartender of the Year 2025 competition

CATEGORIES*

Every menu to include:

- ★ Cocktail #1: headline spirit brand with a drink on every menu: €3,500
- ★ Cocktail #2: headline spirit brand with a drink on every menu: €3,500
- ★ Cocktail #3: independent spirit brands with a drink on one menu: €225 per venue
- ★ Cocktail #4: independent spirit brands with a drink on one menu: €225 per venue
- ★ Cocktail #5: a 0%-0.5% brand with a drink on one menu: €225 per venue
- ★ Liqueurs: one or more liqueur brands with a product on every menu: €500
- ★ Softs/mixers: at least one Thomas Henry premium mixer on every menu

Nick | +31 6 36 53 03 39 | nick@sharpmediagroup.co.uk
Tom | +31 6 43 53 92 82 | tom@sharpmediagroup.co.uk
www.thehaguecocktailweek.com #THCW25

We're back with our

TH
EDITION
FRIDAY 3 - SUNDAY 12 OCTOBER 2025

NIX18

Please drink responsibly

*Category sponsorship /
allocation is on a first come,
first served basis