



Bourbon  
WOMEN®

SIPOSIUM



SIPOSIUM | AUGUST 14-17, 2025 | LOUISVILLE, KY | SPONSORSHIP OPPORTUNITIES





# Bourbon WOMEN

## LOCAL, NATIONAL AND GLOBAL REACH

Join us in supporting the nation's ONLY female whiskey consumer conference. The SIPosium Conference showcases and celebrates whiskey education and industry trends to 500+ women from across the nation.

Through exciting excursions, compelling seminars and unique experiences, your brand will reach these affinity influencers.

### OUR VISION

We are leaders creating empowering and spirited environments for fearless whiskey women through exceptional adventures and experiences; blending spirits education, personal development, community and entertainment in our whiskey world.



# WHAT SETS THIS CONFERENCE APART!

**Women account for 35-40% of all whiskey sales.  
Are you getting your share?**

Women are responsible for or influence 85% of all consumer purchasing and are vocal advocates of the brands they love, sharing with friends, family and community. Women talk; women listen.

No other whiskey-focused conference gives you such intimate access to women eager to become brand advocates in their communities.

## SIPOSIUM 2024 BY THE NUMBERS

- Almost 500 attendees
- 59 sponsors
- 48 brands/distilleries
- 58 female industry speakers/presenters
- 19 excursions
- 95% women
- 74 speakers
- 40 states represented
- 18 carefully curated experiential workshops
- 3 table shows

# SIPOSIUM



## ONE HELL OF A GREAT TIME!





# WHO WE ARE

Our members and attendees come from all age groups, but many are well-established in their careers, with a passion for whiskey and money to spend. 75% spent more than \$200 at distilleries during SIP.

- 21-34 21%
- 35-54 39%
- 55-65+ 40%

Distillery spend by attendees:

- 70% spent \$100+
- 45% spent \$200+
- 25% spent \$350+

Our members are passionate about bourbon and act as bourbon advocates in their communities on a regular basis.

**35%**  
**TOOK HOME**  
**5+ BOTTLES**



# OUR SOCIAL MEDIA NUMBERS EXPLODED IN 2024!

Overall Social Media Reach was 471K impressions  
We had over 100K Instagram impressions  
10K+ Eventbrite registration page views  
7K+ SIP landing page views

During the 12 days surrounding SIP we saw:

- +206% Increase in Facebook page visits
- +273% New Facebook page likes (100+)
- +164% Increase in Facebook page reach (41,000+)
- +263% Instagram Profile page visits (2150+)
- 11,209 Instagram accounts reached
- 286 New Instagram followers
- +285% increase in Instagram page impressions (88,700+)

#BWSIP24 and related hashtags were used 250 times  
with over 200 tagged UGCs in IG and TT alone!





# OUR IMPACT

Align your brand with THE organization for women who love spirits. Our Women are passionate about the spirits culture and lifestyle. SIPosium will showcase your brand to hundreds of spirits-thirsty women from all over the world through in-person events.



**TOTAL SOCIAL  
FOLLOWERS**  
32,000+



**100,000+ EMAILS SENT**  
**48% OPEN RATE**



# BEYOND THE NUMBERS

**This isn't a meeting. It's a movement.**

Our conference is attended by:

- Whiskey influencers
- Podcast hosts
- Spirits writers
- Industry ambassadors
- Whiskey experts
- Content creators

You're not just reaching your audience... you're reaching the women and people they listen to and follow.





# CHEERS TO OUR SPONSORS

## FOR SIPOSIUM 2024







# 2025 SIPOSIUM

S P O N S O R S H I P O P P O U R T U N I T I E S

AUGUST 14-17, 2025 | LOUISVILLE, KENTUCKY





# SPONSORSHIP OPPORTUNITIES

**Every sponsorship opportunity at SIPosium includes the following benefits:**

- Ability to place brand kits and swag in the VIP Lounge
- Logo printed on all event signage and materials
- Consideration for 'Call to Workshop Presentations'
- Web presence on BW website and exposure on all social media platforms
- Opportunity to include one item in conference tote bag. (Tote bag provided by tote bag sponsor)
- Opportunity to sell onsite during your sponsored event if properly licensed in the state of KY





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES



## WOW SPONSOR (NON-DISTILLERY) EXCLUSIVE \$25,000 SHARED\* \$7,500 EACH (5 MAX)

Our WOW (Women of Whiskey) awards recognize outstanding women in whiskey, from distillers and blenders to brand ambassador and ally of the year. Industry women and consumers from across the country celebrate the women changing the industry.

- 10 minutes of podium time by selected brand reps
- Opportunity to assist in the presentation of the awards
- Display Table at the event location for brand positioning and interaction with winners
- Opportunity to offer each conference guest a branded commemorative take-away
- Opportunity to place brand signage in event space and/or on round attendee tables
- Opportunity to provide gifts to WOW award winners
- 3 Full Weekend Conference Tickets

\*Benefits mentioned above will change slightly for each shared sponsor.





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## FRIDAY LUNCH SPONSORSHIP EXCLUSIVE: \$15,000 SHARED\*: \$5,000 EACH (2 MAX)

- Opportunity to place brand signage on stage and/or on round attendee tables
- 20 minutes podium time for brand reps to address attendees for exclusive opp only.
- Ability to provide donated product, printed menu / tasting mat with brand messaging
- Table at lunch (# of seats TBD) for brand positioning and interaction with attendees for exclusive only.
- Opportunity to offer each participant a branded take-away
- Opportunity to sell product(s), selected by BW, directly to consumers to purchase (sponsor to coordinate ordering and shipping process)
- 2 full conference tickets for exclusive only, shared gets one day pass.
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)

\*Benefits mentioned above will change slightly for each shared sponsor.

## SATURDAY LUNCH SPONSORSHIP EXCLUSIVE: \$15,000 SHARED\*: \$5,000 EACH (2 MAX)

- Opportunity to place brand signage on stage and/or on round attendee tables
- 20 minutes podium time for brand reps to address attendees for exclusive opp only
- Ability to provide donated product, printed menu / tasting mat with brand messaging
- Table at lunch (# of seats TBD) for brand positioning and interaction with attendees for exclusive only.
- Opportunity to offer each participant a branded take-away
- Opportunity to sell product(s), selected by BW, directly to consumers to purchase (sponsor to coordinate ordering and shipping process)
- 2 full conference tickets for exclusive only, shared gets one day pass.
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)

\*Benefits mentioned above will change slightly for each shared sponsor.





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## THURSDAY NIGHT MIX & MINGLE OPENING RECEPTION \$7,500

We're just getting started! Host our opening reception - a casual get-together all attendees! (400 attendees plus VIP & media)

- Thursday, late PM
- Heavy exposure to an enthusiastic, engaged audience of attendees excited for their weekend of fun!
- Feature your own brand experience, tastings, and cocktail demos!
- Opportunity to gift attendees with a branded take-away
- 2 tickets to Mix & Mingle Event
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 full comp registration

## HOSPITALITY/ VIP LOUNGE \$7,500

Create a branded experience for VIP guests on Friday and Saturday of SIPosium.

- VIPs in attendance may include VIP ticket holders, media, speakers, and sponsors, BW Board Members, BW Branch Ambassadors from our 16 branches across the nation.
- Opportunity to provide product tasting and cocktails on Friday and Saturday when VIP Lounge is open
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- 1 full comp registration







# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## SELFIE STATION SPONSORSHIP \$7,500

We will bring a selfie station to the conference. Your logo will appear on all selfies from the booth!

- Option to include sponsor-branded step and repeat with lighting, props, bottles
- Selfie station will be available to attendees Thursday, Friday and Saturday!
- 1 full comp registration

## SURVIVAL PACK SPONSORSHIP \$5,000

Sponsor our branded SIP 'survival pack' and have your brand in every attendee's hand as they navigate our spirited weekend! Be creative and give them the tools they need to survive!

- Sponsor-branded 'survival packs' given to all attendees (could include items such as: bottled water, aspirin, gum, hand sanitizer, snack & other weekend 'survival' items & branded swag)
- Ability to place brand kits and swag in the VIP Lounge
- Table at registration for brand positioning & interaction with all attendees - can offer cocktails and tastings!
- 1 ticket to Mix & Mingle (Thursday evening)
- Sponsor to provide pack and contents
- Includes 1 comp day pass





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## FRIDAY RISE AND SHINE BREAKFAST SPONSOR

EXCLUSIVE: \$5,000

SHARED: \$3,000 EACH (2 MAX)

Breakfast with Bourbon Women. Get in front of our attendees as they start their busy day!

- Friday breakfast sponsorship opportunity
- Opportunity to offer each participant a branded take-away on round tables
- Option to bring in specialized products to be part of breakfast offerings and at the bar
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 comp day pass for day of event.

## SATURDAY RISE AND SHINE BREAKFAST SPONSOR

EXCLUSIVE: \$5,000

SHARED: \$3,000 EACH (2 MAX)

Breakfast with Bourbon Women. Get in front of our attendees as they start their busy day!

- Saturday breakfast sponsorship opportunity
- Opportunity to offer each participant a branded take-away on round tables
- Option to bring in specialized products to be part of breakfast offerings and at the bar
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 comp day pass for day of event.

## SUNDAY RISE AND SHINE BREAKFAST SPONSOR

EXCLUSIVE: \$5,000

SHARED: \$3,000 EACH (2 MAX)

Breakfast with Bourbon Women. Get in front of our attendees as they start their busy day!

- Sunday breakfast sponsorship opportunity
- Opportunity to offer each participant a branded take-away on round tables
- Option to bring in specialized products to be part of breakfast offerings and at the bar
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 comp day pass for day of event.





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## WEDNESDAY VIP LAUNCH PARTY \$3,000

Host up to 50-100 guests onsite at your venue for a VIP tour and dinner/reception for a select group of VIP ticket holders.

- Option to serve specialized products
- Option to offer allocated or special releases for purchase
- Option to gift specially signed bottles or swag
- Sponsor to cover tour, tasting, experience and food costs (sponsor may have additional costs incurred by the venue)
- Includes one comp day pass

## SIGNAGE SPONSORSHIP \$3,000

A great way to support Bourbon Women without having to deal with the logistics of programming or tours. Your logo will be on all signs for workshops, breakouts, small group events, and signage throughout the entire weekend.

- Does not include sips to lips or product.
- Does not include conference tickets.





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES



## BRANCH AMBASSADOR RECEPTION \$3,000

Engage with a passionate group of leaders – the Bourbon Women Branch Ambassadors. As the sponsor you will welcome them and help us thank them for all their hard work spreading the good word of Bourbon in their local communities across 14 cities and 39 states!

- Includes the ability to offer brand tastings and specialized cocktails as well as swag for the Ambassadors!
- Option to bring in specialized products
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes event attendance for 2 individuals and 1 comp day pass

## FOUNDATION SIP SCHOLAR NETWORKING EVENT \$3,000

Be the added charm during Bourbon Women Foundation SIP Scholarship networking event with recipients, mentors and sponsors! SIP Scholarship recipients have been chosen to help elevate their careers in the beverage industry.

- Get to know the next generation of women industry leaders!
- Heavy exposure to small, engaged audience of SIP Scholar recipients
- Opportunity to provide donated product for cocktails and/or straight tasting pours
- Opportunity to give brief remarks to guests
- Opportunity to gift SIP Scholar Networking Event attendees with a branded take-away
- Includes event attendance for 2 individuals and 1 comp day pass
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)





# EXCLUSIVE SPONSORSHIP OPPORTUNITIES



## WATER STATION SPONSORSHIP \$2,000

Sponsor our water stations to keep attendees hydrated with the best water to add to their whiskeys.

- Opportunity to give attendees water bottles/cups for water
- Opportunity to place coolers throughout the conference
- Does not include sips to lips or product.
- Includes 1 day pass

## ATTENDEE LOUNGE SPONSORSHIP \$3,500

Create a branded experience for all conference attendees to experience a rest and relaxation lounge area on Thursday evening, Friday, and Saturday of SIPosium.

- Opportunity to provide a branded lounge experience with wellness items or engagement and connection experiences.
- Sponsor may bring in furniture or lounge items to brand the area
- Does not include sips to lips but includes 1 day pass.

## SILENT AUCTION ONLINE BIDDING PAGE \$2,500

Have your brand visible in the Silent Auction area and every time an attendee (or member of the public) logs in to the silent auction app to browse and bid for items.

- Does not include sips to lips or product.
- Does not include conference tickets

## HYDRATION/RECOVERY STATION SPONSORSHIP (NON-LIQUOR) \$2,000 EACH

Sponsor our hydration stations to keep attendees hydrated throughout conference.

- Opportunity to give attendees non-alcoholic beverages or product throughout conference
- Sponsor to provide product (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 day pass



# SHARED SPONSORSHIP OPPORTUNITIES

## THURSDAY BOURBON NERD EXCURSION / POP UP DISTILLERY HOST (1 AVAILABLE) \$2,500 EACH

Go beyond VIP for this Thursday Bourbon Nerd in-depth excursion. Depart hotel at 10am, arrive back by 4pm.

- Provide an in-depth VIP tour/learning experience, lunch and tasting experience for up to 50 guests.
- Opportunity to provide attendees a branded take-away, and access to allocated expressions
- Tour/tasting experience fee included
- Includes 1 comp day pass

## FRIDAY LOCAL EXCURSION / POP UP DISTILLERY HOST (6 AVAILABLE) \$2,500 EACH

Create an engaging Friday local excursion in the Louisville area. Depart hotel at 1:30pm, arrive back by 5:30pm.

- Provide a VIP tour and tasting experience for up to 100 guests (suggested minimum 50 guests).
- Opportunity to provide attendees a branded take-away and access to allocated expressions
- Tour/tasting experience fee included
- Includes 1 comp day pass

## SATURDAY EXCURSION / POP UP DISTILLERY HOST (2+ AVAILABLE) \$2,500 EACH

Host a fun-filled Saturday excursion - 3+ available. Depart hotel at 2pm, arrive back by 6pm.

- Provide a VIP tour and tasting experience for up to 100 guests (suggested minimum 50 guests).
- Opportunity to provide attendees a branded take-away, and access to allocated expressions
- Tour/tasting experience fee included
- Includes 1 comp day pass

## SUNDAY EXCURSION / POP UP DISTILLERY HOST (1+ AVAILABLE) \$2,500 EACH

Send off attendees with a memorable Sunday excursion - + available. Depart hotel at 10:30am, return by 2:30pm.

- Provide an in-depth VIP tour and tasting experience for up to 50 guests.
- Opportunity to provide attendees a branded take-away and access to allocated expressions
- Tour/tasting experience fee included
- Includes 1 comp day pass







# SHARED SPONSORSHIP OPPORTUNITIES

## TRANSPORTATION SPONSOR \$3,000 EACH

Reach our attendees while they travel to and from excursions, the opening dinner and all other conference events.

- One-time opportunity to provide attendees a branded take-away on buses
- Prominent brand placement at registration area & brand signage inside all transportation vehicles
- Option to have brand rep give one-minute remarks on each bus before departure
- Option to provide all attendees a branded take-away as they use buses
- Includes 1 comp day pass

## ROOM DROP SPONSOR (THURS, FRI & SAT) \$2,000 EACH

Share swag, spirits and bourbon goodies with attendees in this shared room drop on Thursday, Friday or Saturday.

- Opportunity to leave a branded welcome item in each guests' room on one day.
- Does not include product or swag. (Sponsor may have additional costs incurred by hotel/venue)
- Sponsor to cover hotel room drop fee
- Includes 1 comp day pass

## AFTER PARTY SPONSOR (THURS & FRI) \$2,500 EACH

Create an experience offsite for attendees to celebrate and party after a day of SIP programming.

- Opportunity for sponsor to provide offsite after-party event.
- Sponsor to coordinate all logistics and cover all expense and transportation for attendees
- Does not include product
- Includes 1 comp day pass for day of party





# SHARED SPONSORSHIP OPPORTUNITIES

## CELEBRITY BOURBON DINNER (1 BRAND PER CELEBRITY) \$3,000

Be the brand sponsor of our intimate curated dinners hosted by Bourbon Women Board Members and celebrities. Past In A Bourbon House dinners have been hosted by Peggy Noe Stevens and Susan Reigler among others.

- Ability to provide donated product, printed menu / tasting mat with brand messaging
- Opportunity for 15-minute remarks / program tasting by brand representative
- Opportunity to offer each participant a branded take-away
- Includes one comp ticket to dinner
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Does not include conference tickets

## SATURDAY BAR-A-RAMA TABLE \$2,000 EACH

Bring your best-dressed table space for a Saturday evening whiskey show, Bourbon Women style!

- Ability to get liquor to lips and decorate your 6' table space to reflect your brand (sponsor to provide cocktails and/or straight tasting pours, 1 oz. max per option, plus all supplies) – sponsor to provide up to 2 staff for their table during the event
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 day pass for Saturday

## SATURDAY BAR-A-RAMA LOUNGE SPONSOR \$3,000 EACH

Create a branded experience in the entire lounge space for guests to enjoy.

- Ability to get liquor to lips and decorate the entire lounge space to reflect your brand (sponsor to provide cocktails and/or straight tasting pours, plus all supplies and ingredients needed during event)
- Sponsor to provide product
- Includes 1 day pass for Saturday





# SHARED SPONSORSHIP OPPORTUNITIES



## SIP AND SURVEY CONSUMER RESEARCH \$2,000 EACH

Let Bourbon Women host a focus group and new product tasting (up to 3 products) for you with the industry's fastest growing segment: WOMEN!!

- Two hour table display for product tasting (up to 3 products) on either Friday or Saturday - sponsor to provide up to 2 staff for their table during the event
- Let attendees sample up to 2 oz of cumulative product
- Tasting notes and survey results submitted to sponsor (30 days after SIPosium)
- Does not include product. (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 day pass for day of survey

## HYDRATE & HEAL WELLNESS SPONSOR (FRI, SAT & SUN) \$2,000 EACH

Have your brand at the forefront for helping us 'build a better drinking culture.' Attendees will take time to hydrate + heal each morning at this instructor wellness session (e.g. yoga, etc).

- Opportunity to gift attendees with a branded take-away
- Opportunity to welcome guests and engage before the yoga session
- Includes 1 day pass for day of event



## BREAK SPONSOR \$2,000 EACH

Sponsor one of the following breaks during conference – keep attendees hydrated and nourished:

### Thursday

Morning Coffee/Break  
Afternoon Beverage Bar/Break  
Evening Nightcap

### Friday

Morning Coffee/Break  
Mid-Morning Mimosa/Bloody Mary/Break  
Afternoon Beverage Bar/Break  
Evening Nightcap

### Saturday

Morning Coffee/Break  
Mid-Morning Mimosa/Bloody Mary/Break  
Afternoon Beverage Bar/Break  
Evening Nightcap

### Sunday

Morning Coffee/Break

- Opportunity to provide spirits, food, associated products or minis during a break.
- Does not include product (Sponsor may have additional costs incurred by hotel/venue)
- Includes 1 day pass for day of break



# SPONSORSHIP OPPORTUNITIES



## HOTEL KEY CARD SPONSOR \$3,000

Sponsor logo will be printed on conference hotel key cards given out as guests check-in.

- Must sign up by July 1, 2025

## TOTE BAG SPONSOR \$1,500

Opportunity for sponsor to provide branded tote bags given out near registration area. all corporate member items will go in this tote bag.

- Sponsor provides totes

## NAME BADGE LANYARD SPONSOR \$1,500

Opportunity for sponsor to provide branded lanyards to fit BW attendee badges.

## SIP T-SHIRT SPONSOR \$1,500

Sponsor logo will be printed on the official SIP T-Shirt.

- Must sign up by June 3, 2025

## INFINITY BOTTLE SPONSOR \$1,500

Opportunity for sponsor to provide branded, empty infinity bottle given out near registration area.

- Incredibly popular!
- Used by attendees to create SIP blends

## DO NOT DISTURB SIGN SPONSOR \$2,000

Make sure our attendees rest easy during their stay. Brand your very own 'Do Not Disturb Unless It's Bourbon' signs.

- Fun, branded 'Do Not Disturb' door hanger for all SIPosium attendees' rooms
- Sponsor to design signs. Bourbon Women to approve and cover printing.



## OTHER ADVERTISING OPPORTUNITIES

### Social Media Moment Sponsor (FRI & SAT) - \$500 each

- Sponsor to create a small, branded space with instagrammable props and ideas for attendees to take pictures with and share on their social channels between and before events. Bring oversize bottles, branded props, physical branded photo frames, and more to create an instant mini-photo booth during the event. Or, have a temporary tattoo station, face painting, balloon art, paper flowers, or build your own necklaces/bracelets with branded chains, etc.

### LinkedIn Sponsor - \$500

- Includes one sponsored post on LinkedIn posted within 30 days of conference.

### Cocktail Blog Post Sponsor - \$750 each

- Sponsor creates blog post and cocktail highlighting sponsor product to be shared on BW website and social media channels.

### Instagram Sponsor - \$750


- Includes one sponsored post on IG and placement in BW Link In Bio for 30 days prior to conference






A photograph of two women in the foreground, smiling and clapping their hands. They are wearing lanyards with badges. The background is a blurred crowd of people at a social event, likely a conference or festival.


# IT'S NOT JUST NUMBERS. IT'S A VIBE.




"I absolutely loved how warm and welcoming everyone was at SIPosium. There was always someone nearby to guide or direct. Getting to engage in meaningful conversations with so many beautiful, inspiring women. The best part was all the gifts!!!"




"I truly enjoy interacting with the women who make up this organization. The bourbon is just a huge bonus."



"You will never find a more welcoming group of bourbon devotees anywhere else!"



"As a Bourbon enthusiast, SIP is an opportunity to literally "Meet the Makers" and women from all over the world that love Bourbon! The content of the general sessions, excursions and workshops is second to none! I have been attending educational conferences for more than 30 years in my chosen line of work- and none come close to the content - regardless of bourbon for breakfast, lunch and dinner!"



"I came as a first-timer thinking I'd learn, have great distillery tours, fun socials, and taste new bourbons. Indeed, I enjoyed all of those and more! But I left knowing this: it's really the WOMEN in Bourbon Women that make the experience most special. I am still blown away by the warmth and kindness—the welcome!"









# BOURBON WOMEN SHARE



"SIP- to me..... WOW! As a first timer and coming solo, I am eternally grateful to everyone from the organizers to the presenters to the attendees. The graciousness of everyone to share their stories, their passion for bourbon and people overall was inspiring. I had no idea what to expect coming in and could not have hoped for anything better than the experience I had from check in to check out! If there was any hint of hesitation, it is long gone, and I cannot wait for next year! THANK YOU ALL!! ." – 2024 attendee





# BOURBON WOMEN SHARE



45 3

jesseringraham Why yes... I am a Bourbon Woman. And why yes... I do know what I'm talking about 🍷❤️

SIPosium has been one of the most special experiences I have been a part of. I am in awe over the level of camaraderie and leadership that exists in the industry, as well as enthusiasts like myself. Between meeting master distillers and trying spirits not even on the market yet, I have gained so much. Blessed. Beyond Blessed.



134 likes

tathelanaest83 Another amazing @bourbonwomen SIP24 event. The ladies had no clue what they were walking into- all left with unforgettable memories. We had the opportunity to share a Penelope prototype project with the ladies and received amazing feedback. Can't wait till it's released 🍷 It was more than talking bourbon and whiskey. After this, @penelopebourbon is more than grabbing that bottle off the shelf. We embody being everyone's bourbon. Thank you #bourbonwomen for having us. It is was a joy to be in Kentucky celebrating with you, cheers 🍷



Cheers to a fantastic SIP! It's all about the women in Bourbon Women. ❤️ We had so much fun with friends old and new! Thank you to everyone who made this conference a smashing success. 🍷 BWSIP24



View insights

80 Post Reach

Christina Wood and 14 others



99 likes

beckhar67 Every year at the Bourbon Women Sposium I spend just the right amount of time being present with so many amazing women, and little time documenting it! Thanks to all of you who took time during the weekend to connect - I miss you all already! #bwsip24



# BOURBON WOMEN SHARE

08/25/23

Dawn Urrutia



When I walked in today, I knew I was home.

11:44AM



34 likes

jnicholerobersts After an absolutely insane and stressful week, looking back through my photos from last weekend at SIP and coming across the photo of this award reminded me of how lucky I am to be part of such an amazing community and surrounded by so many incredible women. This being awarded during the lunch that the [@tnwhiskeytrail](#) was sponsoring for us made it a little extra special.



# BOURBON WOMEN SHARE



**Christine Hylton**

I totally agree, also my first and I met so many amazing women with such inspirational stories! Until next year



1d

Like

Reply

4



**Peggy Noe Stevens**

EPIC!

18h

Like

Reply



**Carol A Otto**

This is the only organization that can raise the bar every year while SIPping it



29 likes

**bourboncousins** A room full of sisters (375) sipping bourbon is more than alright. 3-day Bourbon Women 'Siposium just kicked off. Cheers!



Liked by **bourbonwithbunny** and 116 others

**mother\_of\_texas\_whiskey** Sitting here about board a plane heading back to Texas, I can't help but think back on the wonderful weekend that was the @bourbonwomen SIPosium. It was so wonderful seeing old friends and meeting new ones.

Thank you to all of the distilleries for giving us a giant Kentucky welcome! A special thanks to Susan Reigler for welcoming us into your home. I can't wait for next year!



# ★ BOURBON WOMEN SHARE



**thebourbongoddess** mentioned you in a reel: I am so grateful that I had the opportunity to check off a [#bucketlist](#) item and experience the Bourbon Women SIPosium this weekend in Louisville, KY with 450+ Bourbon and whiskey-loving women and a few men.

It was everything - distilleries, sponsors, VIP tours, excursions, educational workshops, Bourbon pairings and tastings, recognition of women in the industry, connecting with the movers & shakers and lots & lots of fellowship. I even found myself sitting in workshops and geeking out about the "how's" of bourbon and whiskey.



Liked by carriecoe and 20 others

velvetvinotours Sips n Trips: Louisville! A time was had ok! This woman led event was so inviting, welcoming and safe. We had a shuttle that took us to events to keep us safe and all us to indulge how we like! I'll be back next year for sure! Where to next?



Liked by carriecoe and others

augusta\_distiller Just had the most wonderful 3+ days with 400+ dear friends, along with countless whiskies. I look forward to this weekend every year and [#bwsip24](#) did not disappoint!!! I'm forever grateful for dear friends surprising me at [@augustakdistillery](#) to kick off the weekend, followed by distillery tours, scavenger hunts, rare pours, and an evening with [#bourbonrockstars](#) and industry legends (Ms Lucille!!). Added bonus of getting to see beloved former co-workers throughout the weekend!



until next year...

View all comments

yostliketoast sad to miss this year! catch you at sip next year!

the whiskey aal Looks like it was an amazing



# BOURBON WOMEN SHARE

@BourbonWomen SIPosium with my co-host and dear friend Lisa. It'll be four whole days of bourbon and whiskey chat with some of the coolest gals in the country, and I couldn't be more excited. [#BWSIP22](#)

3



9



**Charline Av...** @techhowg... · Aug 22

SIPosium

While reading the book "History of the World in 6 Glasses", by Tom Standage  
From the OED

symposium:

Original 16th century meaning for  
"symposium": a drinking party;  
from Greek "sumposium": together +  
drinker

SIP on, Ya'll

[#BWSIP22](#)



[View insights](#)



Liked by sydneycitrus and others

theglennygirl This August, @bourbonwomen hosted a wonderful weekend in #louisville— It was fun to see old friends I met at this conference 5 years ago, and I love how the weekend was full of visiting wonderful locations on the bourbon trail, discovering brands, learning the historic importance of the industry and supporting and learning from other women. Congrats @bourbonwomen for a fantastic SIP conference.



Liked by peggynoesteveens, bourbonbarrelham and 77 others


bartenderinga This years Women of Whiskey Awards hosted by Bourbon Women did not disappoint. Congratulations on all the winners, but a special congrats to @livethelushlife and @thehealthtender for their accomplishments.

Thank you @bourbonwomen for creating space for women and nonbinary folx in the whiskey industry.



# BOURBON WOMEN SHARE



 **cgstu** Loved hearing the stories from all the distillers, such a great group of people that treat all as a large family. You know there is such camaraderie between all of them, with a deep passion to the final product. Quality is the essence of their work and the Bourbon. Such a great group of women that attended, no matter what age, all have an appreciation of bourbon. Fun group, enthusiastic, and appreciative of the Sipoosium conference and event. Also loved hearing more about the history.

I got my baby home safely from Angels Envy. Thank you Gina!!





# BOURBON WOMEN SHARE



A Dram and a Drash

August 18 at 12:27 AM · 🌐



I've had an amazing weekend at my first Bourbon Women [#BWSIP24](#) convention. So warm and welcoming. Amazing to rub shoulders with amateur enthusiasts like myself and expert master distillers alike. Incredible educational seminars on the history of bourbon and many tastings (but an infinite bottle to store leftovers) and excursions to distilleries and other experiences. Ended tonight with an incredible private dinner and tasting of brand new Gonzo Whiskey Co. At the beautiful loft of Erica and Patience Fields - a very special experience. Wonderful new connections made that I hope will continue post convention. [@gonzowhiskey](#) [@bourbonwomen](#) [#bwsip24](#) [@greenriverdistillingco](#) [@keepersheartwhiskey](#) [@spirited\\_tracie](#) [@lbwicker](#) [@ericafields3636](#)



Marcia Likarish · [Follow](#)

Couldn't have said it better. What a great time of education, bourbon, food, bourbon, friends old and new, bourbon, and fun!!





# SIPOSIUM EXAMPLE AGENDA

*Look how much fun we had last year!!*

## THURSDAY

- 8 am to 5 pm | Registration / Silent Auction Open / Selfie Station
- 10 am to 4 pm | Bourbon Nerd Excursions, 4-6 hours each
- 5:30 to 7 pm | SIP Scholar Reception
- 7 pm to 9 pm | Mix and Mingle at Angel's Envy
- 8:30 pm to 10 pm | Branch Ambassador Meetup

## FRIDAY

- 7 am to 8 am Hydrate and Heal Yoga / Rise & Shine Eye Opener
- 8 am to 5 pm | Registration / Silent Auction Open / Selfie Station
- 8 am to 9 am | Breakfast
- 9 am to 1:30 pm | VIP Lounge
- 8 am to 10 am | Sip and Survey 1
- 10 am to 10:45 am | Welcome and Keynote
- 11 am to 12 pm | Workshop 1
- 12:15 pm to 1:15 pm | Lunch / Presenter
- 1:45 to 5:30 pm | Excursions
- 6:30 pm – 10 pm | Friday Dinner experience with WOW - Women of Whiskey Awards
- 10:30 pm After Party

## SATURDAY

- 7 am to 8 am Hydrate and Heal Yoga / Rise & Shine Eye Opener
- 8 am to 9 am Breakfast
- 8 am to 2:30 pm Registration / Silent Auction Open / Selfie Station
- 9 am to 6 pm | VIP Lounge
- 9 am to 9:30 am | Saturday Keynote (non distillery)
- 9:45 am to 10:45 am | Workshop 2
- 10:45 am to 12:45 pm | Sip and Survey 2
- 10:45 am to 12:45 pm | Mid morning break
- 12:45 am to 11:45 pm | Lunch/Presenter
- 2:10 pm to 6 pm | Excursions
- 2:30 pm to 4:30 pm | Workshop 3
- 5:30 pm to 6:30 pm | VIP Selective SIPs
- 6 pm to 8 pm Bar-arama
- 6:30-7pm to 9 pm | Celebrity Bourbon Dinners
- 8 pm | Silent Auction pickup begins
- 8 pm | Night Cap / After Party

## SUNDAY

- 8 am to 9 am Hydrate and Heal Yoga / Rise & Shine Eye Opener
- 8 am to 10 am | Silent Auction pickup
- 9 am to 10 am | Breakfast
- 10:30 am to 2:30 pm | Off-site Excursions







# Bourbon WOMEN<sup>®</sup> SYMPOSIUM

LET'S TALK ABOUT PARTNERSHIPS

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