



Participating in Kentucky's Edge

For bars, restaurants, and retailers...

What: A 2-day, multi-venue celebration of Kentucky bourbon. Please see the deck for more info.

When: October 4-5, 2019

Where: Various locations and venues in Covington and Newport.

How Does It Work?

If you are a **bar or restaurant**, you provide prefix menus for breakfast, brunch, lunch, and/or dinner as soon as possible. The menu(s) must be infused and/or paired with bourbon. Kentucky's Edge markets and sells the various offerings at a markup to attendees. Three days prior to the event, the event releases unused inventory. You can then serve non-event guests as normal. The only catch is you cannot offer the prefix menu.

If you are a **retailer**, you pay a small licensing fee of \$500 and can leverage the Kentucky's Edge identity. (All merchandise must conform to brand standards and go through a quick approval process.) The event will market and promote any special offerings or events you have at your location. This could be anything from incorporating the Kentucky's Edge logo on a t-shirt to holding a bourbon tasting. You also have the option of selling official Kentucky's Edge merchandise.

Sponsors and Partnerships

Once you become a participating bar, restaurant, or retailer, you must agree to support Kentucky's Edge sponsors and partners. For example, the event will provide signage designating your location as a participating venue. That sign will have sponsor logos on it. Also, any brand or company that wants to be involved with your location because of the event must go through Kentucky's Edge.

Kentucky Artisanal Market

An outdoor market is also planned for MainStrasse Village. After the official Kentucky's Edge announcement scheduled for Tuesday, February 12, 2019, registration for consideration will go live at www.kentuckysedge.com.