



9TH ANNUAL · OCTOBER 2-3, 2026

Partnership & Hospitality Opportunities

Des Moines Whiskey Festival

dsmwhiskeyfest.com · Des Moines, Iowa

THE EXPERIENCE

More Than a Festival

Now in its ninth year, under new ownership and a new home, the Des Moines Whiskey Festival brings together distilleries from Iowa and beyond for a weekend of craftsmanship, community, and celebration.

It has grown into one of the Midwest's most anticipated whiskey events and a rare chance to put your brand in front of the people who care most about quality.

OCTOBER 2-3, 2026

MERIDIAN EVENT CENTER



THE VENUES

Set the Scene



MERIDIAN EVENT CENTER



RIVER CENTER



THE ATLAS ROOM

M O M E N T U M

A Fast-Growing Audience

800K+

Estimated Media Reach

36K %

Engagement Growth Since April 2026

10K+

New Social Followers

9th

Annual Year — New Ownership,
New Energy

AS SEEN ON

WHO13 · We Are Iowa · iHeartMedia · DSM Magazine · Catch Des Moines · Three Beards Media · Des Moines Radio Group

SIGNATURE OPPORTUNITIES

Make It Memorable

- **VIP Experience Naming Rights**

Own the festival's premium guest experience.

- **The Atlas Reserve Partner**

A mysterious, exclusive activation for elite attendees.

- **Cigar Lounge**

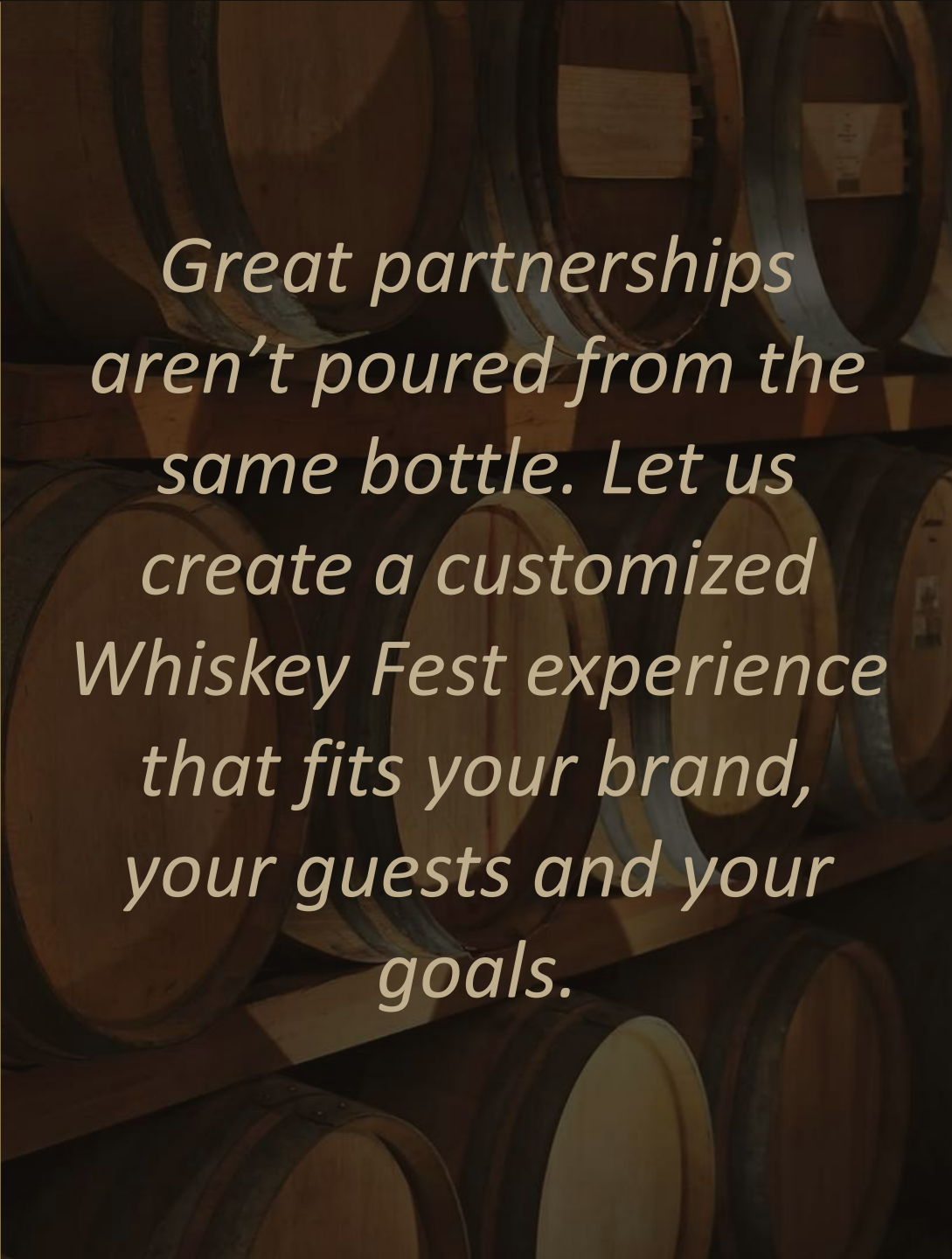
Naming rights to a refined, relaxed retreat.

- **Stage Sponsor**

Focused on providing great spirits and terrific entertainment

- **Official Safe Ride Partner**

Be the name attendees trust to get home safely.



*Great partnerships
aren't poured from the
same bottle. Let us
create a customized
Whiskey Fest experience
that fits your brand,
your guests and your
goals.*

SPONSORSHIP TIERS



Ways to Partner

Presenting Sponsor

~~\$25,000~~
\$5,000

Become the face of the festival — exclusive.

Festival Sponsor

\$10,000

Promoted at the event, and included in marketing and event advertising

Atlas Reserve Sponsor (VIP)

\$10,000

Exclusive VIP Event...Speakeasy and Golf Bay access and tastings

VIP Experience Sponsor (VIP)

\$10,000

Top Shelf Balcony Experience partner.

Atlas Reserve Hospitality Package

\$5,000

For your best clients, employee incentive. This experience is special.

Corporate Hospitality Package

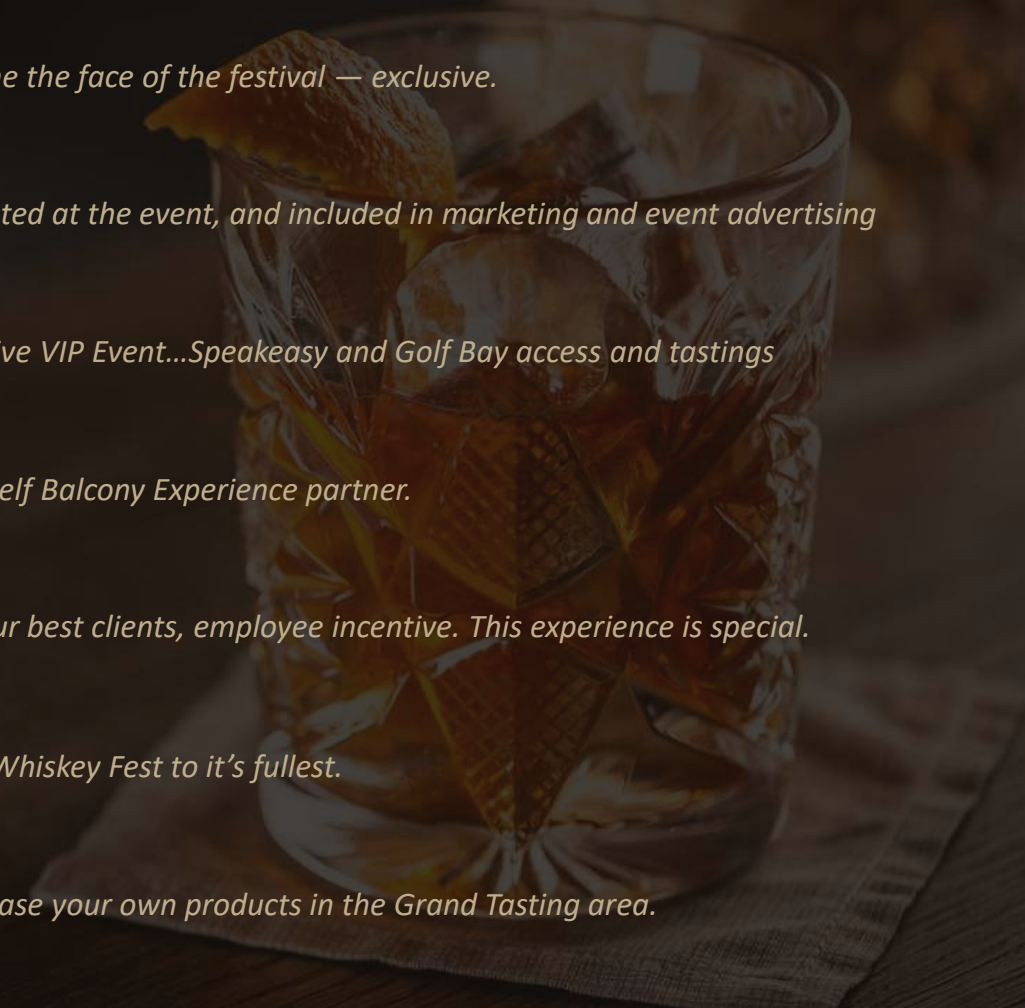
\$2,500

Enjoy Whiskey Fest to it's fullest.

Expo Vendor Booth

From \$800

Showcase your own products in the Grand Tasting area.





DES MOINES WHISKEY FESTIVAL

MERIDIAN EVENT CENTER · WEST DES MOINES, IA

OCT 2-3, 2026

The Des Moines Whiskey Festival is an experience rooted in craftsmanship, community, and storytelling. We bring together distilleries from Iowa and across the country to showcase the art, history, and innovation behind every pour.

Corporate Hospitality Package

AN EXPERIENCE WORTH RAISING A GLASS TO

The Des Moines Whiskey Festival Corporate Hospitality Package offers a memorable way to entertain important clients, reward top-performing employees, strengthen business relationships or host a standout team experience.

Guests will enjoy two distinct nights of premium whiskey, food, entertainment and conversation in an atmosphere designed for discovery and connection. From seasoned collectors to the whiskey-curious, the festival provides an approachable and elevated experience that everyone can enjoy.

THIS VIP EXPERIENCE INCLUDES:

- 10 tickets to the Friday night event
- 10 tickets to the Saturday festival
- One exclusive event gift for each ticket
- Access to premium and reserve-level whiskey selections
- An elevated atmosphere featuring food, entertainment and curated experiences

Whiskey • Music • Food • Fun



\$2,500

20 TICKETS.

TWO UNFORGETTABLE NIGHTS.

**ONE EASY WAY TO STRENGTHEN THE
RELATIONSHIPS THAT MATTER MOST.**



DES MOINES WHISKEY FESTIVAL

MERIDIAN EVENT CENTER · WEST DES MOINES, IA

OCT 2-3, 2026

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The Atlas Reserve Package

AN EXPERIENCE WORTH RAISING A GLASS TO

Created for companies looking to deliver a truly elevated hospitality experience, The Atlas Reserve Corporate Package provides access to some of the Des Moines Whiskey Festival's most exclusive spaces, pours and amenities.

Guests will enjoy highly allocated whiskey selections, private access to The Atlas Room Speakeasy and use of the Golf Simulator bays, creating a premium setting for entertaining clients, rewarding top performers or hosting key business partners.

With only five packages available, this is the festival's most exclusive corporate hospitality opportunity.

THIS EXCLUSIVE EXPERIENCE INCLUDES:

- 10 tickets to the Friday night event
- 10 tickets to the Saturday festival
- Access to highly allocated whiskey selections
- Exclusive access to The Atlas Room Speakeasy
- Access to the Golf Simulator bays and tasting room
- One elevated premium event gift for each ticket
- Premium whiskey, food, entertainment and curated festival experiences



\$5,000

TWENTY TICKETS.

TWO EXCLUSIVE NIGHTS.

ACCESS FEW WILL EVER EXPERIENCE.



WOMEN & WHISKEY CURATED DINNER

THE RIVER CENTER · DES MOINES, IA

OCT 1, 2026, 5:00PM – 9:00PM

Women & Whiskey is where culinary artistry meets bold spirit. This intimate, chef-led pairing dinner highlights the talent of LAVALLE Hospitality's bakers and chefs, transforming whiskey into a refined, sensory experience.

Curated Dinner Table

MAKE IT A NIGHT WORTH CELEBRATING

Women & Whiskey is not another tasting. It is a fully curated, sit-down culinary experience where exceptional whiskey meets inspired cuisine.

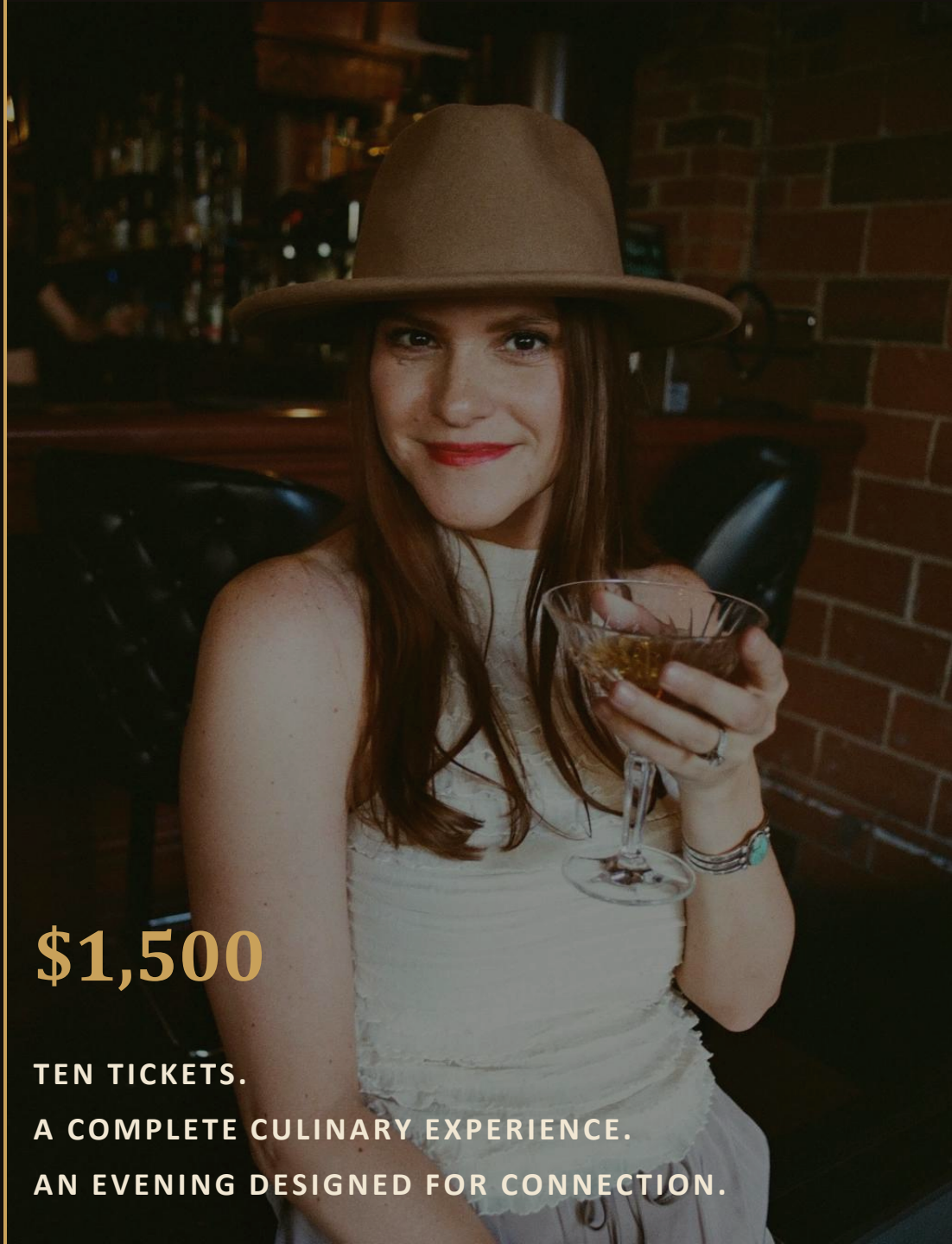
Hosted at the RiverCenter in downtown Des Moines, this intimate evening brings together the creative talent of LAVALLE Hospitality chefs and bakers for a multi-course menu designed specifically around carefully selected whiskey pairings.

Each course is intentionally crafted to complement, contrast and elevate the character of each pour, transforming whiskey into an experience that is approachable, elegant and unexpectedly expressive.

Women & Whiskey is the perfect setting to gather friends, entertain clients, reward employees or celebrate the remarkable women who make an impact in your business and community.

THIS EXCLUSIVE EXPERIENCE INCLUDES:

- Reserved table for ten guests
- Multi-course culinary experience
- Curated whiskey pairings
- Access to the full Women & Whiskey evening
- An intimate and elevated hospitality setting



\$1,500

TEN TICKETS.

A COMPLETE CULINARY EXPERIENCE.

AN EVENING DESIGNED FOR CONNECTION.



WOMEN & WHISKEY CURATED DINNER

THE RIVER CENTER · DES MOINES, IA

OCT 1, 2026, 5:00PM – 9:00PM

Glamour & Whiskey Experience

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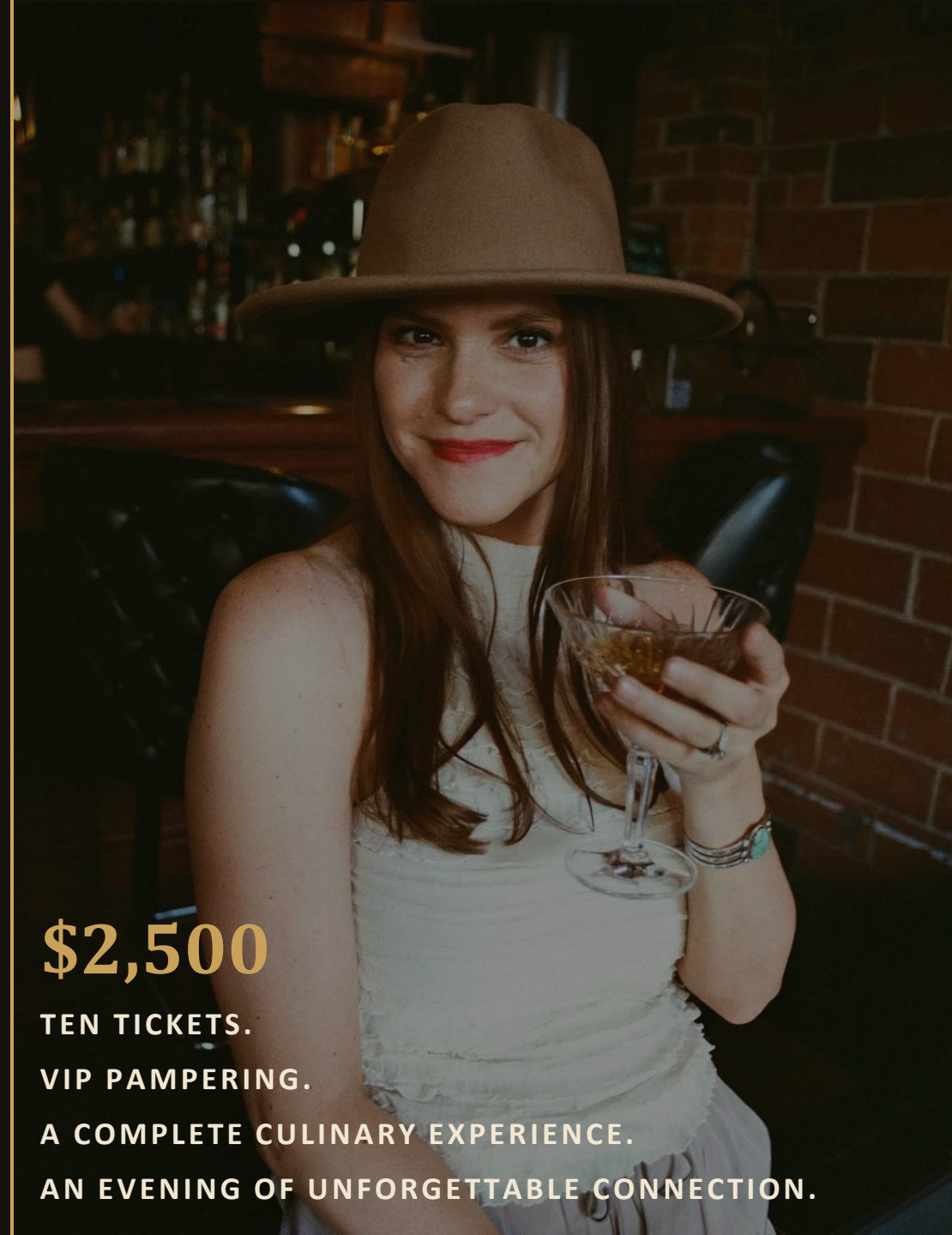
Women & Whiskey is the perfect setting to gather friends, entertain clients, reward employees or celebrate the remarkable women who make an impact in your business and community.

The VIP Experience is designed for women who want to enjoy every element of the evening, beginning well before the first pour.

Gather your group for a day-of beauty experience at Trixies Salon and Spa, then arrive at the Women & Whiskey Curated Dinner ready to celebrate in style.

THIS EXCLUSIVE EXPERIENCE INCLUDES:

- Reserved table for ten guests
- Multi-course culinary experience
- Curated whiskey pairings
- Hair and makeup services at Trixies Salon and Spa on the day of the event
- Recognition as part of an exclusive group of women featured throughout Whiskey Festival weekend



\$2,500

TEN TICKETS.

VIP PAMPERING.

A COMPLETE CULINARY EXPERIENCE.

AN EVENING OF UNFORGETTABLE CONNECTION.



Let's Raise a Glass

We'd love to build a partnership that fits your brand.

DSMWhiskeyFest@gmail.com · 319-651-6459 · dsmwhiskeyfest.com