

THE TEQUILA TALES

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ABOUT THE TEQUILA TALES

Totally original and cutting edge, The Tequila Tales is a live and unscripted show where the audience becomes the cast. Guided by a thought-provoking topic inside the realm of love, sex, and relationships, the audience shares their thoughts and experiences, enveloping the room in a fully interactive discussion. Consistently attracting large crowds with significant amounts of first-time visitors for the past three years, The Tequila Tales has matured into a thriving and lucrative draw with a broad range of appeal.

250+

UNIQUE VISITORS
(PER SHOW ATTENDEES)

103,000+

MONTHLY IMPRESSIONS

80,000+

2015 TOTAL VIDEO VIEWS

5,500+

EMAIL SUBSCRIBERS

ABOUT ISAAC PAUL

A dynamic moderator with a talent for driving content and provoking thoughtful discussion, Isaac Paul has recalibrated Chicago's understanding of gender relations with this highly engaging and very interactive discussion. He has been sought out to conduct seminars and moderate events for several organizations, most notably Google, AIGA, The Urban League, and the National Fatherhood Initiative.



ISAAC PAUL

Founder / Moderator

"It is refreshing to be able to have these conversations in an open forum. [The Tequila Tales] gives us an opportunity to learn more about ourselves and each other."

- Rolling Out Magazine

"The Tequila Tales allows you to open up in a nurturing environment with interesting concepts and ideas"

- Chicago News

WHY THE TEQUILA TALES IS AWESOME FOR SPONSORS

WE INFLUENCE THE INFLUENCERS

- The Tequila Tales draws the **upwardly mobile**, trendsetting crowd to the event, giving brands an opportunity for direct **consumer engagement**.
- After the show, our audience continues to sample the experience digitally via video clips and podcasts.

THE ESSENCE OF AUTHENTICITY - THE AUDIENCE WRITES THE SCRIPT

- The cutting-edge, original show provides a truly authentic experience, a key pillar of successful **multicultural marketing**.
- Digital extension engages broad audience in a very interactive fashion, with universal content that allows either targeted or broad marketing.

OUR FANS LOVE TO SHARE IN PERSON

- The Tequila Tales is a live show that engages people in an incredible fashion. Its interactive dynamic allows a brand to make a **strong impression** on customers.
- Our universally relatable subject matter exponentially increases the "**stickiness factor**" of our content.

AND THEY LOVE TO SHARE ONLINE

- The live show creates an **unlimited supply of content** that originates directly from the very consumers it attracts/maintains.
- The brand's **organic growth** is built on social media and word of mouth, attracting **65% new, unique visitors** each month.

"Multicultural consumers are trendsetters and taste makers who avidly use technology and social media to explore and celebrate their evolving identities."

-The Multicultural Edge: Rising Super Consumers
The Nielsen Company, 2015

THE AUDIENCE

60% Female

71% Aged 30-45

75K Median Income

80% Single (Non Married)

72% College Educated

70% African American

20% Hispanic

10% Caucasian

SPONSORSHIP OPPORTUNITIES AVAILABLE

- Sponsored Posts
- Custom Content Creation
- Web Banner Advertisements
- Integration Into Video Shorts**
- Social Media Campaigns
- E-newsletter Banner Media
- Video Production
- Sweepstakes, Contests, Sampling

Have something else in mind?

Contact us!

WHAT THEY SAY

"Tequila Tales is a perfect forum for growth and development personally and professionally. Through the experience of sharing my wisdom, I've been able to learn from peoples reactions to my opinions and also serve as a conduit to others paradigm shifts." - *Muhammad Shabazz*

"I'll admit I wasn't sure what to expect from The Tequila Tales, but I was really impressed with the subjects discussed and the amount of respect given to everyone. I would definitely go again!" - *Wynne Smith*

"Too often, we find ourselves trying to figure out what goes through the mind of the opposite sex. The Tequila Tales allows us to openly express ourselves and dive head first into the minds of our counterparts." - *Daniel Doke*

"At 13% to 14% of the population with \$1.4 trillion in buying power by 2019, African-Americans have had a profound effect on the overall American population, and as early adopters of technology, this engaged and connected group has the power to inspire consumer trends. African-Americans gravitate to products that reflect their desire to maintain ties to cultural traditions and family relations."

-The Multicultural Edge: Rising Super Consumers
The Nielsen Company, 2015



"A recent study into the habits of Millennials shows that those in their 20s and 30s care more about experiences than material possessions. This shift to an 'experience economy' should provide plenty of growth opportunities, and a fantastic backdrop for innovative companies to cater to a growing demand from a demographic with considerable disposable income."

Marino Fresch,
Head of Marketing UK & Ireland,
Eventbrite



DIRECT-TO-CONSUMER MARKETING

- Over 250 attendees every show
- 65% new unique visitors
- Cost effective way to touch consumers
- Direct feedback with quantifiable results
- Peer to peer networking opportunities
- Customized integration into show's content



DIGITAL VIDEO ADVERTISING



Sponsored digital video gives your brand the opportunity to share your message without seeming overly promotional. Capitalize on the stories being shared to make greater impact with consumers.

READY TO ROLL?

Let's talk at info@thetequilatales.com
312.436.1495