

TEQUILA  
**PATRÓN**  
EVENT ACTIVATION



2017

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@PATRON

THE PERFECT WAY TO ENJOY PATRÓN IS RESPONSIBLY. THE PATRÓN SPIRITS COMPANY, LAS VEGAS, NV.

# BARS

Branded bar with back bar display.  
Bars available in 6ft, 8ft or 16ft configurations.



# INTERACTIVE MUDDLE BAR

An interactive bar station where guests interact with bartenders to customize their own mojito or fresh muddled fruit cocktail. Guests will have a choice of fresh ingredients to choose from and will learn to muddle and shake their own cocktail. After making their cocktail guests go to an engraving station and get a custom engraved Patrón muddler.



# INTERACTIVE MARGARITA JUICING BAR

An interactive bar station where guests interact with bartender to fresh squeeze their choice of juice (grapefruit, orange, and lime) and make their own margarita. After learning to make the perfect Patrón Margarita guests go to an engraving station where they can have a Patrón lime press personally engraved.



# CUSTOM ENGRAVED MUDDLER OR LIME PRESS

In conjunction with the interactive margarita juicing or mojito bars, guests can get a custom engraved takeaway.



# TASTE WALL

A free standing wall filled with 5 different batched cocktails. Guests can grab a quick sample cocktail as they make their way into or around the event. Use in entryways, near coat check, at the end of the red carpet, or in rooms without a full bar. Available for any Patrón Spirits Company brand and custom branded for the event.



# ROCA PATRÓN

Rustic décor items to enhance Roca Patrón branded events.





# PATRÓN HACIENDA VR EXPERIENCE

An immersive, 360-degree, tour of the Patrón Hacienda, experienced via Oculus Rift technology. Guests will be transported to Antotonilco, Mexico via a 3D, 3 minute video shown through Oculus viewing goggles (1-4 goggles/stations are available). The experience can be executed with a table and chair for each viewing station, or within a Patrón Hacienda set.

**Click here** to check out the experience online.



# SCENARIO PHOTO SHOOT

A professional photo shoot installation, featuring a custom designed set with pro-lighting, professional cameras and a full crew.

[Click here](#) for more information.



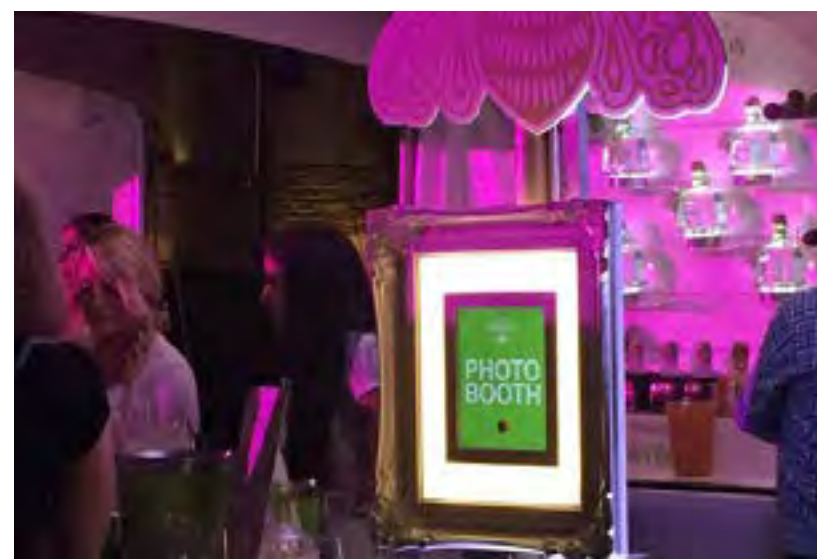
# PHOTO BOOTH

Premium, open-air, modern, photo-booth experience. Custom lighting design, high-end digital cameras, and a proprietary skin touch up software program produce images of the highest quality. Guests stand in front of the unit and are able to see a live view of themselves during image capture in addition to professional photographers giving direction ensure the perfect image. Immediately after image capture guests can see their image displayed on a large HD Display and receive a printout.



# HOTPOINT

Compact, photo kiosk that provides guests with a digital gif of photos. Can be displayed on an acrylic stand, or the frame can be attached or hung from almost anywhere.



# TABLES & CHANDELIERS

Acrylic cocktail tables with battery operated internal lighting. Free standing chandeliers with built in hi-boy table. Battery operated lighting (outlets not required). Available with Ultimat, Patrón or XO Cafe chandeliers.



# CHARGING STATIONS & COUCHES

White couches with 8 standard outlets and 16 USB ports so guests can charge their cell phones will enjoy a plush, comfortable seat.



# FLORAL ARRANGEMENTS

Patrón bottles can be filled with any style and color of florals.



# DÉCOR PIECES

Enhance the room with these large scale branded pieces.



**Clockwise from top left:**  
 Rotating Image Wall;  
 Roca Barrel Wall  
 Patrón Letter Room Divider  
 Stage Backdrop & DJ Booth



# DÉCOR ACCENTS

Everything from coat check tickets, to menu boards, to cups and barware can enhance the event experience.



# PATRÓN FASHION

Showcase dresses made out of elements of Patrón bottles and packaging. Great for fashion runways or fashion themed events.



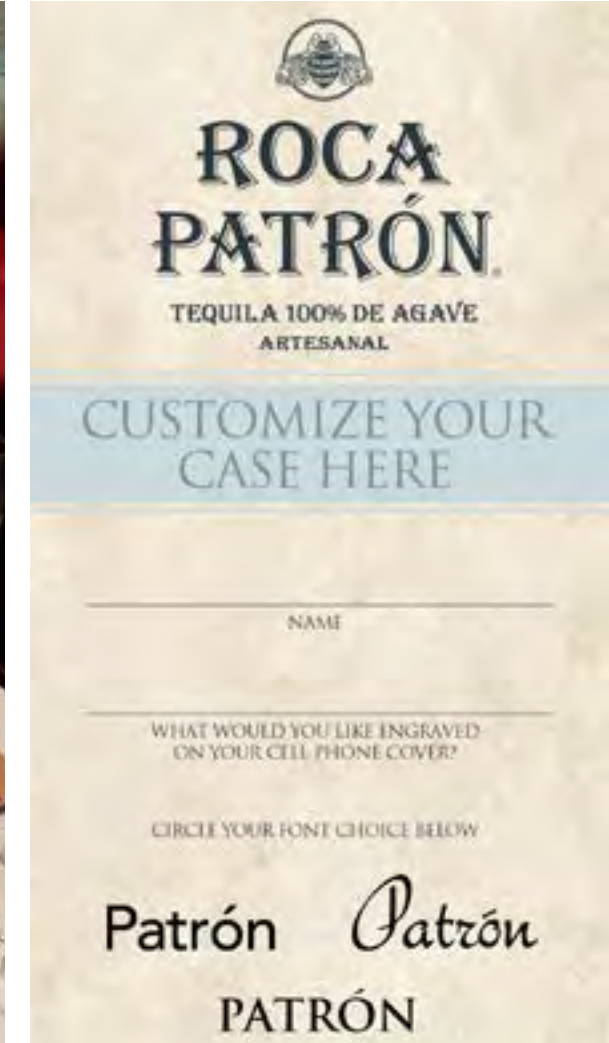
# SPICE RIM STATION

An interactive station where guests get to choose from a dazzling array of herbs and spices to create their own custom cocktail rim. The custom blended spice mix is given to the guests in a branded tin which they can take away.



# CELL PHONE CASE ENGRAVING

A table top engraving station where guests can select a Patrón branded cell phone case and have custom text added to it.



# PATRÓN MARGARITA BIKE

A branded Patrón Margarita bicycle that has a pedal activated blender to make frozen cocktails. Guests are encouraged to hop on and blend their own batch of margaritas.

[Click here](#) to view the Patrón Bike at Food & Wine 2014.



## PATRÓN PERFECT MARGARITA

48oz PITCHER,  
MAKES 4-12oz DRINKS

4 Cups of Ice  
6oz Patrón Silver Tequila  
3oz Patrón Citrónge  
8 oz Fresh Orange Juice  
10oz Fresh Lime Juice

### DIRECTIONS

Fill a blender with ice. Pour in Patrón Tequila and Patrón Citrónge. Add the orange juice and lime juice. Blend for 30 seconds or until smooth. Serve in margarita glasses with a lime garnish



# PATRÓN BOTTLE ART

Interactive station where guests can choose from an array of craft supplies to decorate and create their own custom Patrón bottle.



# ICE CREAM & HOT CHOCOLATE

Great for themed cocktail service such as coffee bar or frozen drinks, or Chunk-n-chip ice cream service.

Branded bar can be covered by an Igloo-style dome, or done without.



# INFUSED FOODS

We have an array of vendors who offer assorted desserts infused with Patrón products. From push pops, to cupcakes to cake pops, and everything in between.





# PATRÓN POPSICLE CART

Portable Patrón branded freezer cart stocked with assorted inspired flavors of boozy popsicles.



# DREAM POPS

A revolutionary popsicle experience, featuring super food popsicle purees poured into a custom Patrón bee mold which is then cooled with liquid nitrogen and served directly to guests.



# XO CAFE COFFEE BAR

An XO Café themed bar station where guests can enjoy coffee or hot chocolates served with XO Café.



# ULTIMAT VODKA

Available Ultimat Vodka elements include white and blue acrylic bar and décor pieces, martini and olive bars, and assorted POS.



# CLUB PATRÓN

Club Patrón Experience is a pop-up venue for those 21 and over, includes bar and seating setup. Overall dimension with full patio is 70 X 60. Club measurement is 32 X 32. You can have up to 6 bartenders and 2 to 3 bar-backs.



# THE PATRÓN TEQUILA EXPRESS

A vintage rail car from 1927, 85 ft in length and meticulously restored to its original grandeur. It can be parked anywhere there are rail lines. The train car is fully equipped with a gourmet kitchen, a formal dining room that seats eight, three staterooms that feature doorbells, observation room that is filled with rare textiles and intricate wood carvings.



# VIDEO LINKS FROM OUR EVENTS

PLEASE FOLLOW THE LINKS BELOW TO VIEW

## MARGARITA OF THE YEAR 2017

<https://www.youtube.com/watch?v=LXboXKTbO9k>

## INTERNATIONAL TEQUILA DAY 2016

<https://www.youtube.com/watch?v=CvJfrJNucnl>

## ART OF PATRÓN

<https://www.youtube.com/watch?v=gC1kzYuDzeo>

## SXSW 2015

<https://www.youtube.com/watch?v=wbEf3-dn84E>

## XO CAFÉ – AN UNEXPECTED MIX

<https://www.youtube.com/watch?v=9dLsl3DKIgm>

## PATRÓN TAILGATE PARTY

<https://www.youtube.com/watch?v=H4wsxclFQ4g>

## SCENARIO PHOTO SHOOT – PICTURE IN PICTURE

<http://vimeo.com/40365915>

## SEE OUR OTHER EVENTS

<https://www.patrontequila.com/global-en/events.html>



 @PATRON  @PATRON  PATRONTEQUILA

 @ULTIMATVODKA  ULTIMAT

 @PYRATRUM

TEQUILA  
**PATRÓN**



The Perfect way to enjoy Patrón is responsibly.  
The Patrón Spirits Company, Las Vegas, NV. 30%-45% Alc./Vol.