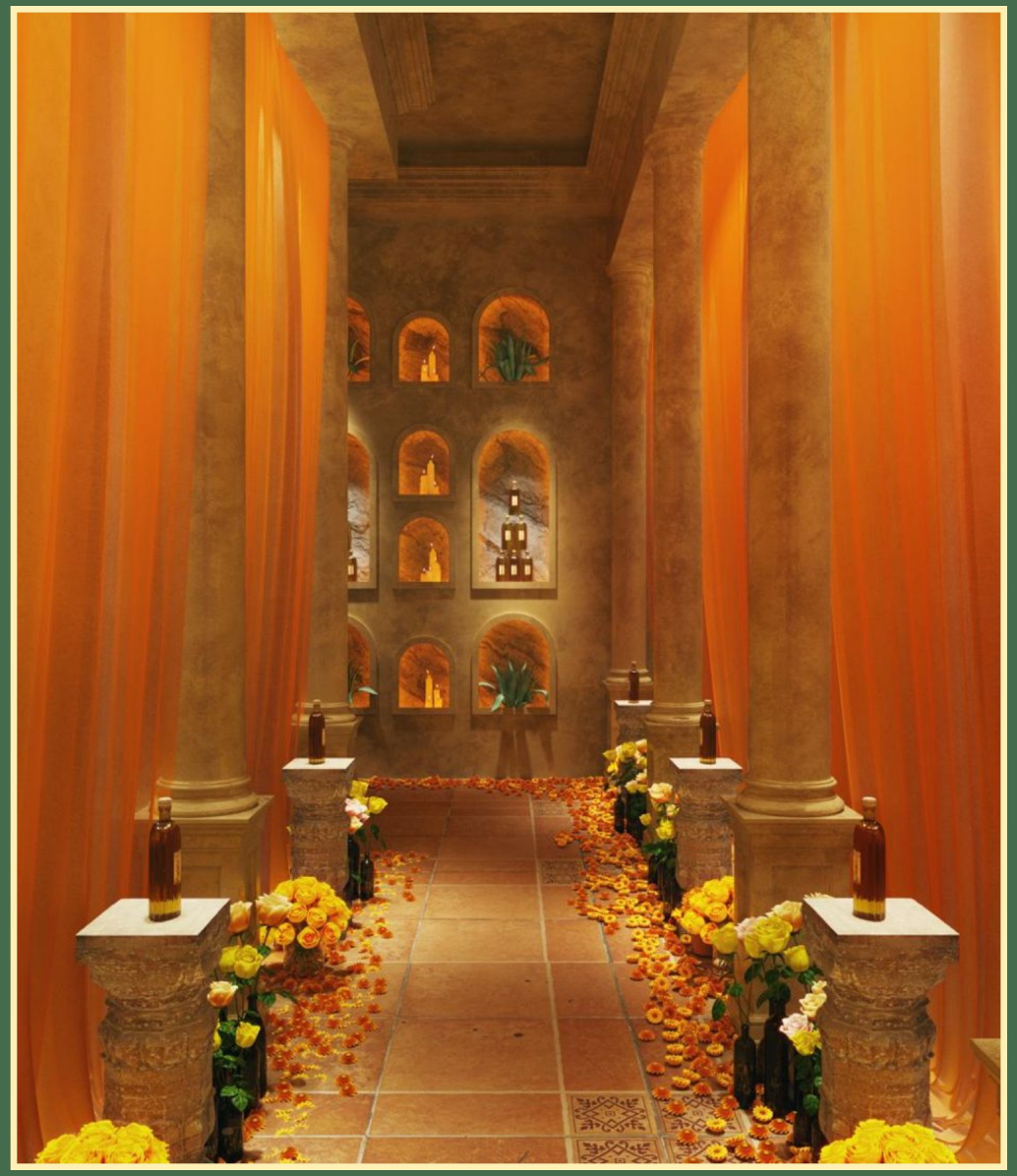

TEQUILA TOWN
SPONSORSHIP · SEASON TWO
SEASON ONE PRESS & SOCIAL RECAP · MIAMI, FL
6.2 BILLION REASONS TO PARTNER
Five weeks, 78+ placements and the whole city talking. Here is what your brand steps into.

SEASON ONE · APRIL 2 – MAY 5, 2026

WE OPENED THE DOORS. MIAMI MADE IT A MEDIA EVENT.

In five weeks, TequilaTown became one of Miami's most high-impact experiential launches of the season, covered by national news, business press, lifestyle titles and four TV stations.

25,000 sq ft · 10+ immersive rooms · a symbolic train ride from Miami to the agave fields of Jalisco



BY THE NUMBERS

EARNED, NOT BOUGHT

6,241,949,269

TOTAL ESTIMATED EARNED MEDIA IMPRESSIONS

78+ Total placements	**7** Broadcast segments	**4** Print features	**14** Organic social in-feed posts	**50** Instagram stories

SOURCE: WKC GLOBAL, TEQUILA TOWN PRESS RECAP, MAY 2026

THE MEDIA MIX

SCALE, CREDIBILITY AND STREET-LEVEL BUZZ

NATIONAL

Time Out
AOL
Yahoo! News
MSN
Global Traveler

Gave the launch national reach and credibility.

BUSINESS

South Florida Business Journal
BizBash
Florida Trend

Industry validation for its innovative, multi-sensory design.

LOCAL

Miami Herald
Resident
Modern Luxury Miami
Aventura Magazine
Miami Living ·
Miami Vibes

Cultural relevance and on-the-ground awareness.

BROADCAST

Deco Drive (7News)
NBC 6 South Florida Live
FOX 35 Orlando
WPLG Local 10

Widespread awareness and stunning visuals on air.

SOURCE: WKC GLOBAL PRESS RECAP

BROADCAST · 7 SEGMENTS

ON AIR ACROSS FLORIDA



WPLG Local 10
"Brings Mexico to Miami"



7News · Deco Drive
VIP tour with host Alex Miranda



NBC 6 South Florida Live
"Tequila Town takes over Hialeah"



FOX 35 Orlando + FOX 51
Syndicated beyond South Florida

IN THEIR WORDS

THE HEADLINES WROTE THEMSELVES

“This new 25,000-square-foot immersive tequila experience is a love letter to Mexico”

TIME OUT MIAMI

“The first immersive journey into the soul of agave culture outside of Mexico”

DORAL TRIBUNE

“Miami just got its own Tequila Town”

BARTENDERS’ BRIDGE

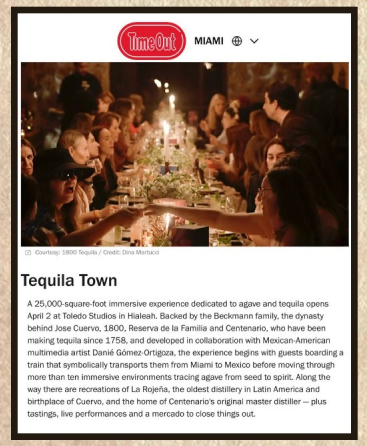
“Like tequila but hate the bar scene? Take a tour of this new hot spot in Miami”

MIAMI HERALD · SYNDICATED TO YAHOO!, AOL, MSN

HEADLINES AS PUBLISHED, SPRING 2026

NATIONAL, ONLINE & BUSINESS PRESS

THE NAMES YOUR CMO READS



Time Out



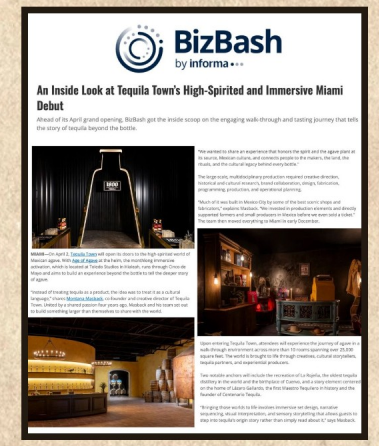
AOL



MSN



Yahoo! News



BizBash



SF Business Journal

ALSO FEATURED

Florida Trend (quote of the day) · Global Traveler · Travel Squire · Complot · World Red Eye · Fame · South Florida Insider · Purist · Flaunt

PRINT · 4 FEATURES

ON THE PAGE AND THE COFFEE TABLE

Print positioned TequilaTown as a must-attend seasonal moment, from the Miami Herald's daily edition to the region's luxury lifestyle glossies.

Miami Herald · Aventura Magazine · Stroll Magazine · Doral Tribune



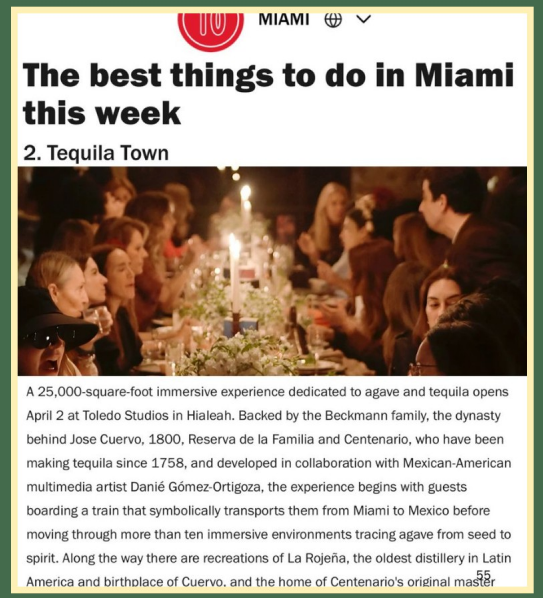






CINCO DE MAYO & THINGS-TO-DO GUIDES

ON EVERY MUST-DO LIST IN MIAMI


MIAMI

The best things to do in Miami this week

2. Tequila Town

A 25,000-square-foot immersive experience dedicated to agave and tequila opens April 2 at Toledo Studios in Hialeah. Backed by the Beckmann family, the dynasty behind Jose Cuervo, 1800, Reserva de la Familia and Centenario, who have been making tequila since 1758, and developed in collaboration with Mexican-American multimedia artist Danié Gómez-Ortigoza, the experience begins with guests boarding a train that symbolically transports them from Miami to Mexico before moving through more than ten immersive environments tracing agave from seed to spirit. Along the way there are recreations of La Rojeña, the oldest distillery in Latin America and birthplace of Cuervo, and the home of Centenario's original master

55

NO. 2

Time Out: best things to do in Miami this week


SECRET MIAMI

10 Best Things To Do For Cinco De Mayo In Miami This Year

Looking for Cinco de Mayo plans? We've got you covered with exciting events happening around the city, and yes, they involve plenty of tequila!

3. Tequila Town

Tequila Town

4710 NW 37th Ave, Miami, FL 33142

April 2, 2026 – May 5, 2026

For a truly immersive Cinco de Mayo, Tequila Town is hosting a high-energy Mercado celebration that lets you sip your way through eight different bars, each featuring its own cocktail and food pairing! The night includes a build-your-own margarita station, live mariachi and DJ mashups, roaming performers and vibrant dancers. What more could you

47

NO. 3

Secret Miami: 10 best things to do for Cinco de Mayo


RESIDENT

The Best Things to Do in Miami in May 2026

Tequila Town Miami

Where: 4710 NW 37th Ave, Miami, FL 33142

When: May 1-5, 2026

Why Go: Tequila Town is not simply a tasting. It is a sprawling, 25,000-square-foot journey through the story of tequila, unfolding room by room like an immersive film set. Guests ride a miniature train through the agave fields of Jalisco, sip cocktails inside a re-creation of the world's oldest tequila distillery, wander through glowing lounges and candlelit caves, and move from one beautifully designed space to the next with a drink in hand. Along the way there are tastings, music, traditional snacks, interactive art, and enough photo-worthy moments to fill an entire evening.

53

BEST OF MAY

Resident: best things to do in Miami in May 2026


the leftovers
miami

The Best Cinco de Mayo Parties in Miami

And a few in Ft. Lauderdale!

Immersive Food and Tequila Pairings at Tequila Town

Hialeah

If you haven't been to the Agave amusement park that is Tequila Town, Cinco de Mayo is your last chance. The immersive popup ends its Miami run on Cinco de Mayo, taking you on a virtual tequila tour of Mexico. The special Cinco tour offers eight different bars, each with their own special artisan tequila cocktail and food pairing. There'll also be a live DJ, dancers, performers, and a build-your-own margarita station. Tickets start at $45.

56

TOP PARTY

The Leftovers: best Cinco de Mayo parties in Miami

SOCIAL MEDIA WINS

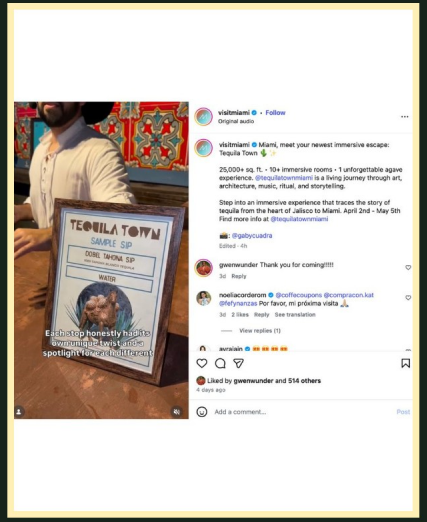
THE FEEDS CAME TO US

14
Organic in-feed posts

50
Instagram stories

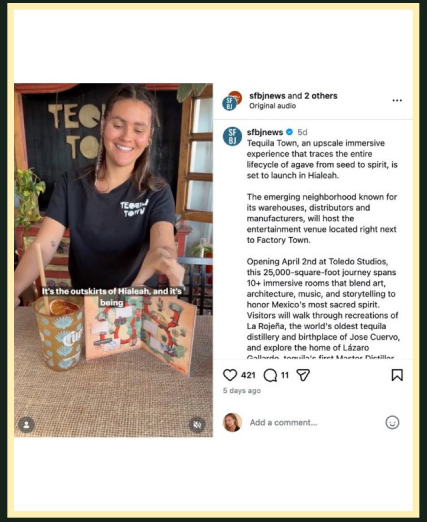
Unpaid collaborations from accounts brands pay to be on:

@visitmiami · @sfbjnews
@bizbash · @courantmiami
@miabites · @imalexmiranda
The Leftovers



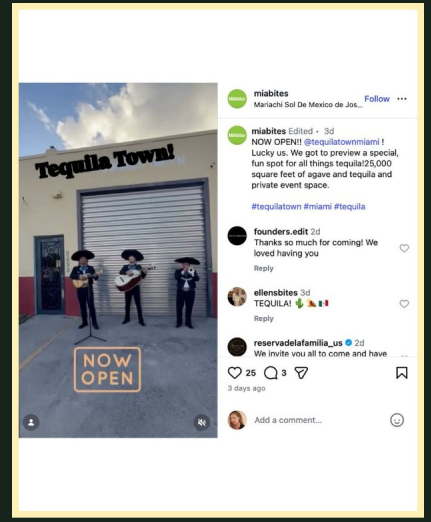
515 LIKES

@visitmiami, the city's official tourism account



421 LIKES

@sfbjnews collab reel with the Business Journal

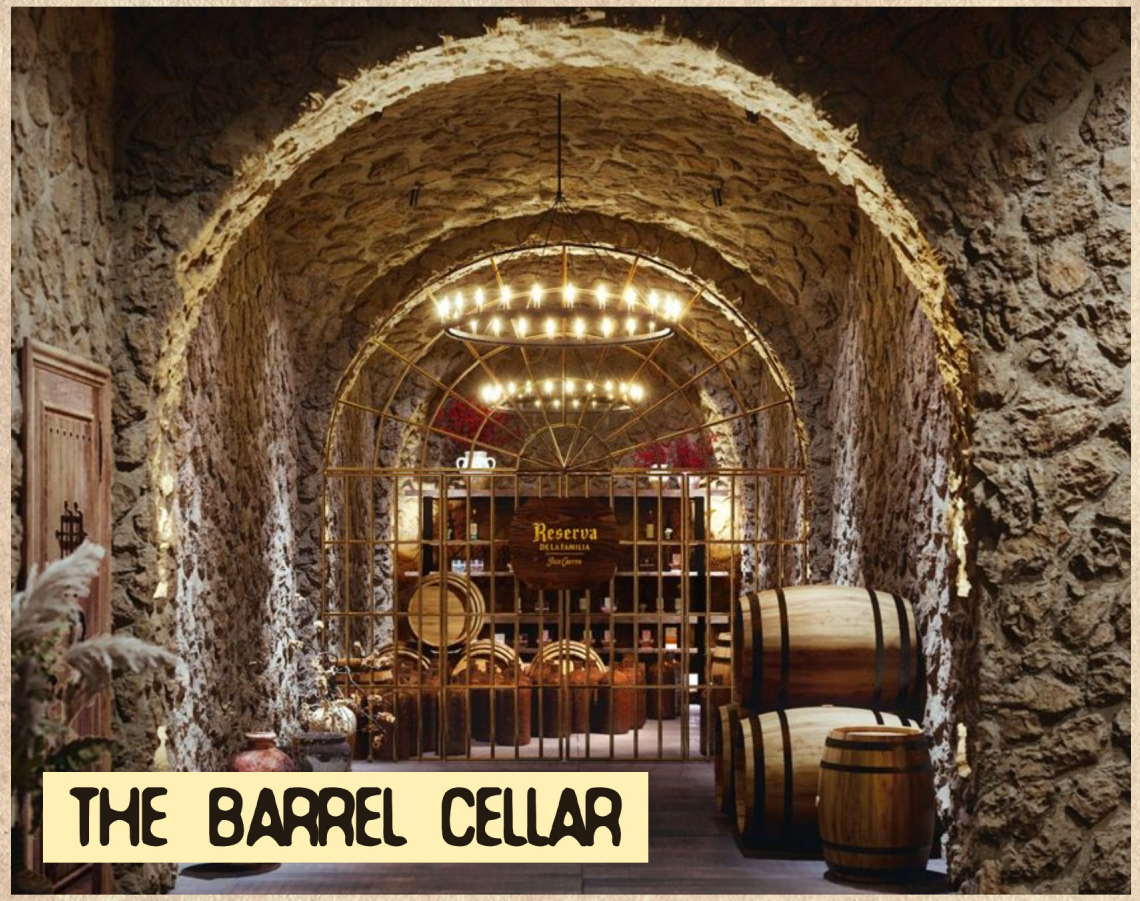


NOW OPEN

@miabites preview for Miami foodies

WHY THE CAMERAS KEEP COMING

EVERY ROOM IS A SET



THE BARREL CELLAR



THE CAVE



LA SALA

25,000 sq ft and 10+ immersive rooms, from a symbolic train ride to recreations of historic distilleries.

Press photographers, TV crews and creators did not need a brief. A sponsor's room, bar or bottle becomes the backdrop of that content.

PHOTOS: SEASON ONE, TOLEDO STUDIOS

WHAT A SPONSOR GETS IN SEASON TWO

BORROW THE BUZZ WE ALREADY BUILT

01
CREDIBILITY

Your brand inside a story already told by Time Out, the Miami Herald, SFBJ and BizBash, with PR support from day one.

02
CULTURE

Ownership of Miami's agave moment, with Season Two building again to Cinco de Mayo 2027.

03
CONTENT

Branded rooms and bars that TV crews and creators film for free, plus co-posts on @tequilatownofficial.

PARTNERSHIP TIERS

FIVE WAYS IN, NAMED FOR THE AGAVE'S JOURNEY

Tier	Investment	Brand presence	VIP / GA	Buyouts
Agave · Discovery	$25K	Shared tasting flight	6 / 25	Trade slot
Barrica · Tasting	$50K	Branded tasting station	15 / 50	Trade night
Cantina · Bar	$100K	Named bar, pour rights on its menu	30 / 100	1 night
Destilería · Signature Room	$250K	Dedicated themed room	75 / 250	2 nights
Hacienda · Founding	$500K	Flagship room + main cantina, presenting credit	150 / 500	4 nights

Proposed for every tier: a place in Season Two PR outreach and social co-posts. Add-ons, such as a Cinco de Mayo presenting night, on request.

TEQUILA TOWN

SEASON TWO · THROUGH CINCO DE MAYO 2027

LET'S MAKE SEASON TWO LOUDER

Rooms, bars and Cinco de Mayo nights are being held now for partners.

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hi@tequila.town · 786 797 0200

@tequilatownofficial

