

Let's Raise a Glass

The city's beverage scene is in the spotlight with "Drink Up," a week-long celebration honoring entrepreneurs, mixologists, venues, and beverages. This event showcases the city's unique drink culture, including coffee, mocktails, smoothies, and more.

When | July 22, 2024 - July 26, 2024

Presenting Sponsor

The presenting sponsor will be included in all pre-promotions and DrinkUp content with either their logo or sponsorship acknowledgment.

Pre-Campaign Promotion

Timeline: May - July

Total Value: \$16,000

All pre-campaign promotions will be designed to invite businesses to participate in DrinkUp, and previewing what readers can expect that week.

- (2) Lead Stories
- (2) Email Headers
- (4) Email Banner Ads
- (4) Text Ads

DrinkUp Week

Timeline: July 22 - July 26

Total Value: \$10,500

Sponsored Elements

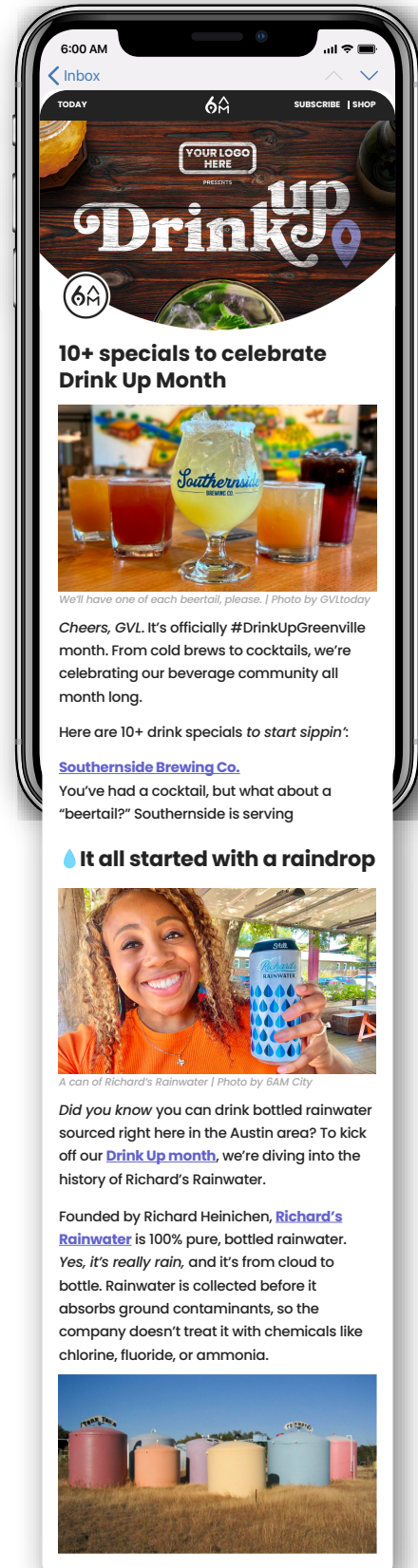
- (1) Lead Story
- (5) Email Headers
- (3) Text Ads

Branded Elements

- (1) Branded Content: Mini Article
- (5) Email Banner Ads

Advertiser Cost: \$7,875

Ask your Sales Executive for additional sales opportunities.



10+ specials to celebrate Drink Up Month



We'll have one of each beertail, please. | Photo by GVLtoday

Cheers, GVL. It's officially #DrinkUpGreenville month. From cold brews to cocktails, we're celebrating our beverage community all month long.

Here are 10+ drink specials to start sippin':

[Southernside Brewing Co.](#)

You've had a cocktail, but what about a "beertail?" Southernside is serving

It all started with a raindrop



A can of Richard's Rainwater | Photo by 6AM City

Did you know you can drink bottled rainwater sourced right here in the Austin area? To kick off our [Drink Up month](#), we're diving into the history of Richard's Rainwater.

Founded by Richard Heinichen, [Richard's Rainwater](#) is 100% pure, bottled rainwater. Yes, it's really rain, and it's from cloud to bottle. Rainwater is collected before it absorbs ground contaminants, so the company doesn't treat it with chemicals like chlorine, fluoride, or ammonia.

