



WORLD FLAIR ASSOCIATION

GRAND SLAM

FLAIR BARTENDING
WORLD CHAMPIONSHIP

**WFA GRAND SLAM
PACK FOR COMPETITION
ORGANISERS 2019**

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GRAND SLAM

FLAIR BARTENDING WORLD CHAMPIONSHIP

A GrandSlam is the highest class of flair bartending competition sanctioned by the World Flair Association (WFA). The WFA GrandSlam (WFAGS) has been the premier form of flair bartending competition since its inaugural season in 2008.

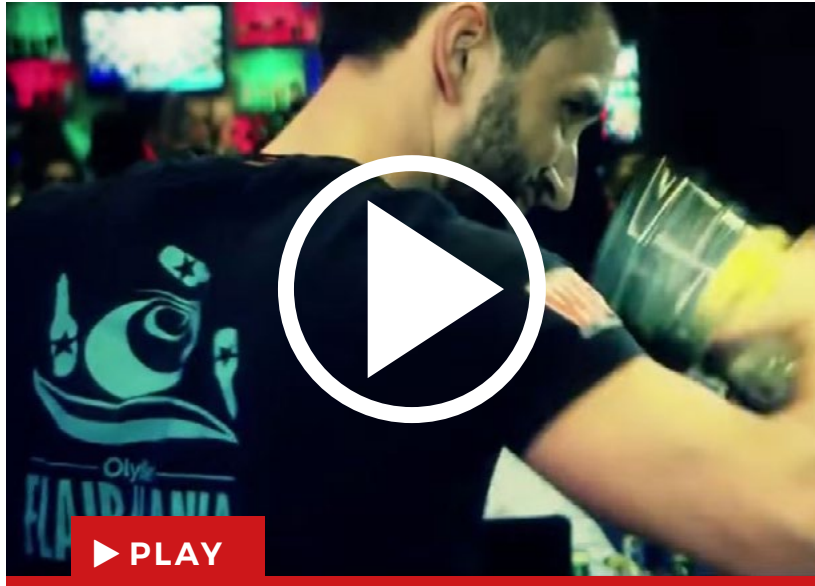
A WFA GrandSlam season consists of a series of competitions which take place worldwide, each recognized as a GrandSlam event.

The results of each GrandSlam event are evaluated using a points system to determine one annual World Champion.

Each GrandSlam event will attract more than 20 of the worlds best bartenders who compete to showcase their most exciting flair bartending routines as they create perfect cocktails with incredible style, precision and skill.



COMPETITION FORMAT



Typically bartenders will compete over 2 rounds (Heats & Finals) at each GrandSlam event.

A panel of judges are responsible for determining the results of each GrandSlam awarding points to each competitor using the WFA Scoring System.

The panel of judges must include at least one Head Judge (the highest judge classification issued by the WFA) and one GrandSlam Judge. The WFA Scoring System must be used.

GrandSlam competitions are sanctioned by the World Flair Association (WFA). Dedicated to the development of professional bartending since 2008.

“Grand Slam competitions provide competition organisers with an opportunity to be part of the biggest and most exciting global bartending championship”

Ivars Rutkovskis - Organiser of Flairmania

KEY BENEFITS

- BIGGEST ANNUAL FLAIR BARTENDING CHAMPIONSHIP
- ATTRACTS THE BEST & MOST ENTERTAINING BARTENDERS FROM AROUND THE WORLD
- HIGHLY EXCITING, NAIL BITING LIVE ENTERTAINMENT
- PROMOTED TO A GLOBAL BARTENDING COMMUNITY OF MORE THAN 9,000 WFA MEMBERS
- AMPLIFICATION OF YOUR COMPETITION THROUGH THE WFA WEBSITE, NEWSLETTERS, MEDIA PARTNERS AND SOCIAL CHANNELS
- BEST AND MOST QUALIFIED JUDGES PRESENT AT YOUR COMPETITION
- USE OF THE WFA SCORING SYSTEM
- WFA GRADES AWARDED TO TOP 6 COMPETITORS
- DIGITAL BADGES FOR ALL COMPETITORS ON THEIR WFA PROFILE
- COMPETITORS EARN POINTS TOWARDS THE GRAND SLAM WORLD TITLE (RECORDED ON THE GRANDSLAM LEADERBOARD)
- FULL SUPPORT FROM THE WFA



2019 SEASON CALENDAR

The number of GrandSlam events held in a season has varied over the years but is currently capped at 10 which are spread across the year and across the globe.

The following GrandSlam competitions are proposed for 2019.



HOW TO APPLY

If you think you have the perfect opportunity, venue and team in place to organize a top level flair bartending competition and you want to see it on the WFA GrandSlam calendar, then all you need to do is email tomek@worldflairassociation.com and tell us as much info about your competition as you can.

If it is an already established competition that wants that extra boost there is a chance that we can add it to the WFAGS almost right away. If it is a new competition you may have to do a trial run for the first year. In all cases the first step is to get in touch so we can arrange a video call with you and discuss the options.

FLEXIBILITY STATEMENT

We are flexible and accommodating in our relationships with sponsors wishing to create marketing partnerships. We work enthusiastically to adapt competitions to sponsors commercial objectives, regional marketing sensitivities and cultural differences.

SOLE SPONSORSHIP

If you are interested in being the sole sponsor and having the event tailored completely to your brand / products please get in touch.

GS RULES & SCORING

All WFAGS Competitions must use the WFA Scoring System to judge & build a competitors' score card. This helps to ensure that all GrandSlam competitions are judged fairly from a set standard.

As a WFAGS Competition organiser you can choose what style of event you want to push and working with the WFA you can choose to weight the scoring system towards a certain category to have that style of competition. The following 5 categories have been selected for all 2019 GS competitions.

- Originality
- Difficulty
- Choreography
- Relevance
- Cocktail

Each competition is different to the next and the WFA is keen to encourage that further in 2019. This helps to differentiate each competition and encourages different routines from the bartenders themselves.

The Rules and Regulations are different from the Scoring System and whilst all WFAGS competitions must use the official WFA Scoring System, individual competition organisers will retain full control of the rules, regulations and sponsors for their competition (or they can request that the WFA take care of it on their behalf).

The WFA Scoring System for each competition is set up by the appointed judge (WFA Head or GrandSlam Judge). Scores are entered live by each judge during the competition which enables organisers to present results almost straight away. Shortly following the competition we will also publish full results from each round, update the GrandSlam Leaderboard and award any WFA Grades or Digital badges as required.



GS COMPETITION JUDGES

WFAGS Competitions must include at least one Head judge and/or one GrandSlam judge (as accredited by the WFA) within the judging panel. This ensures a professional and consistent judging standard across each competition within the tournament.

Our current list of accredited GrandSlam and Head judges are:



HEAD JUDGES

Tomek Malek
Tom Dyer
Tony Adams
Andy Collinson



GRAND-SLAM JUDGES

Timppa Nyssonen
Jay Du Toit
Gianluigi Bosco
Christian Delpech
Danilo Oribe
Dario Doimo
Manuel Weiser

The judges appointed to each GrandSlam will be decided together with you (the organizer) and the WFA. We want to bring versatility to the flair world, and that means changing the judges as much as possible too.


All WFA accredited judges have passed a defined standard through qualification and experience reviewed annually by the WFA.

To find out more about the standards required to become a WFA accredited judge please contact: info@worldflairassociation.com

PRIZES

The WFA GrandSlam is the only worldwide bartending tournament that encompasses all the disciplines of flair bartending across a variety of environments from bar exhibitions, big stages, underground venues to local bars. Winning an individual GrandSlam competition is a great achievement in itself and an honour for any bartender to put on their c.v.

The following are awarded to the top 6 finishers for each GrandSlam Competition:



POSITION	WFA GRADE	POINTS	PURSE
1st	BLACK	100	€ OPTIONAL
2nd	BLACK	80	€ OPTIONAL
3rd	BLACK	75	€ OPTIONAL
4th	PURPLE	70	€ OPTIONAL
5th	PURPLE	65	€ OPTIONAL
6th	PURPLE	60	€ OPTIONAL

We suggest a minimum total prize purse of €5,000 for each GrandSlam event.

Competition organisers are free to add any additional prizes to be awarded at their WFAGS competition such as top female or best cocktail. The WFA can create and award digital badges to support these but the artwork should be provided by the organiser.

GS LEADERBOARD

All competitors are awarded GS points based on their finishing position at each WFA GS event. GS Points are recorded & published on the GS Leaderboard following each competition and at the end of the tournament the following prizes are awarded to the 3 competitors who earned the most GS Points through the tournament.

	POSITION	WFA GRADE	PURSE
	1st	GOLD	€ 1,500
	2nd	SILVER	€ 500
	3rd	BRONZE	€ 250

MARKETING & PROMOTION

We will create a dedicated page within the events calendar on the WFA website for each GrandSlam Competition. This page should cover all information about the competition including the date, location, together with the rules & regulations specific to your event.

Registration for ALL GrandSlam Competitions must happen through the WFA website on the dedicated page created for the event but in most cases any competitor registration fees will be paid directly to the organiser.

We are able to customise your page to include logos, photos, videos and a bespoke registration form as required. You need to provide all the content and tell us what you want and we will do our best to make it happen.

Organisers should contact bjorn@worldflairassociation.com to get this set-up.

EVENT NAME, DATE & LOCATION

EVENT LOGO

EVENT INFORMATION

EVENT MAP & REGISTRATION

World Series: Budapest 2017
11/09/2017 - 12/09/2017 @ 3:00 pm - 1:00 am
Liget Bar & Club, Népliget út 2, Budapest

WORLD FLAIR ASSOCIATION
GRAND SLAM
WFA FLAIR BARTENDING
WORLD CHAMPIONSHIP

Donec feugiat nunc sollicitudin, volutpat est vel, malesuada ipsum. Nam a suscipit mi. Duis non risus massa. Sed urna libero, bibendum pretium quam et, vestibulum bibendum sem. Integer dapibus. Gravida posuere tincidunt. Suspendisse vestibulum sodales nibh quis commodo. Vestibulum ipsum finibus bibendum. Vestibulum pellentesque metus auctor, imperdiet nulla non, tincidunt nisi. Pellentesque nec ipsum eget risus sodales aliquet. Vestibulum scelerisque feugiat ornare. Etiam laculis sagittis commodo.

Date/Time
11/09/2017 - 12/09/2017 @ 3:00 pm - 1:00 am

Location
Liget Bar & Club

Categories
Competition

Liget Bar & Club
Népliget út 2 - Budapest
Events

Example of featured event page on the WFA website. Each event is linked through to the calendar which is displayed throughout the site.

MEDIA TIMELINE

GS CALENDAR ANNOUNCED

The GrandSlam calendar is typically announced towards the end of the current season (or in January of the actual season at the latest). This gives competitors a chance to plan their season. Your event page will be live on the WFA website but registration may not be active and the rules may not be published.

3 MONTHS PRIOR

REGISTRATION OPEN

We recommend that organisers should open registration for their event no later than 3 months prior to the event date in order to ensure competitors have adequate time to make travel arrangements, organise their music and plan their routines. At this point all information should be published on the event page, it is also the last point that you can make any significant amendments to the rules for your event.

1 MONTH TO GO

EVENT ANNOUNCEMENTS (BUILD UP)

During the last month leading up to the event we suggest that you start to make a series of announcements in order to maximise the value for sponsors, these may include:

- Teaser Videos.
- Announce the Judges
- Host a competitor Q&A
- Brand your social channels (change cover images, profile pics etc).
- Remember to call out & tag sponsors in posts throughout this period.

FINAL WEEK

ANNOUNCE COMPETITOR LINE-UP

We are happy to publish a blog post talking about the line-up including previous winners to watch, big names, new faces and local favourites. It is also a great idea to publish any links for live-stream or tickets that might still be available. In order to make our newsletter this should be published at least 9 days before the event.

FLAIR TIME

THE LIVE EVENT

Depending on the event you may be able to broadcast a continuous 'Live Stream' if this is not possible we highly recommend publishing 'live clips' and photos such as behind the scenes moments, cocktail tasting and interviews with judges, competitors and/or sponsors.

WITHIN A DAY

PRESS RELEASE, RESULTS AND LEADERBOARD UPDATED

Your press release should be published within a day of the event, GS leaderboards will be updated and any WFA Grades or Digital badges awarded.

WITHIN 3 WEEKS

POST EVENT: SUMMARY VIDEO AND EVENT REPORT

It can be valuable to publish a video summary from the competition or a longer post event report although this is entirely at the discretion of the event organiser.

SOCIAL MEDIA

To get the best coverage, exposure, bartenders and attention for your competition we need to work as a team to push your events to as many bartenders and non bartenders as possible.

We are in the business of growing flair bartending worldwide, so the more people that are aware of your competition the better.

WFA
Published by Angus Tookey [?] · 21 April at 18:03 · *

Have you discovered the #WFA World Series? A different kind of competition format to the norm, this is a great test of your #bartending skill-set:
#flairbartender #bartricks #bartender

What is the WFA World Series? | WFA
The WFA World Series is an exciting new competition format, introduced last year by the WFA and held in Manchester in the UK it provides a new challenge...
WORLDFLAIRASSOCIATION.COM

362,338 people reached Boost post

#HASHTAGS

Keywords and sponsors mentioned (and linked) where appropriate to the content of the post.

*Example of promoted post on Facebook, results may vary. The WFA have more than 12,000 followers on the official facebook page and typically see organic results of 2000+ impressions.

Find us on these social media channels



Doc: wfa19_gsorgpack_v1.32

Last revised on: 23/01/19

WHAT WE NEED FROM YOU

FACEBOOK

- Please send us a link to the facebook page you will use to promote your event (you should include this in your rules doc)
- Update your cover photo and include the location, date, prize money/sponsors and the GrandSlam Logo within the design.
- Create some posts about the competition and remember to include links to the dedicated page we have created for you on the WFA website.
- Please remember to tag us in any posts about the competition.

INSTAGRAM

- What is your instagram account handle “@forexample” as well as your hashtags for the competition?
- Our hashtags for GrandSlam competitions are given below. Please use these in all social media posts about the competition.

#WFAGrandSlam #WorldFlairAssociation #WFAGS #WFA

TWITTER

- What is the twitter account associated with your competition?
- Unless otherwise specified we will assume you are using the same hashtags across twitter and instagram.

BLOG, NEWSLETTER & PRESS RELEASE

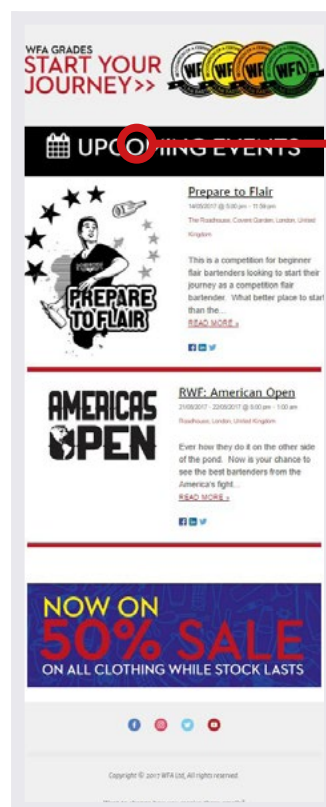
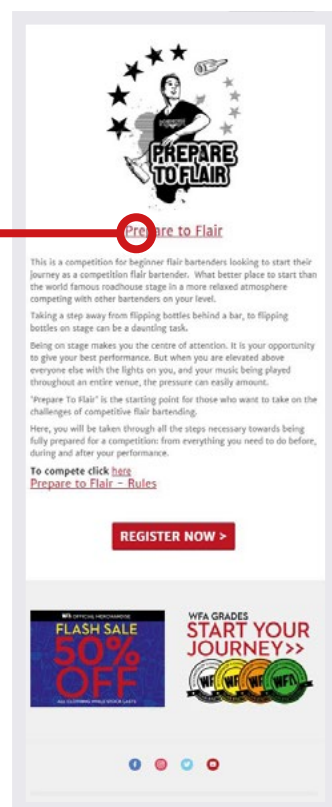
We publish articles on the WFA blog on a weekly basis and there will be at least one dedicated post about your competition. Additionally this article will also be included in a newsletter to all WFA Members.

Angus Tookey (pr@worldflairassociation.com) is in charge of our PR and will require a small interview with you to get the blog written up. It will be checked with you before going online. We will also need a selection of photos from you for this blog.

You should provide a written 300 word press release (english) within 1 hour of the competition finishing together with a selection of 4/5 photos (hi res).

This will be immediately distributed with our media partners around the world.

DEDICATED EMAIL
Your blog post will also be sent to all WFA Members in one of our regular newsletters.



UPDATES NEWSLETTERS
In addition to a dedicated email about the competition all events on the WFA calendar are automatically promoted through our regular newsletters which reach more than 9000 subscribers on a weekly basis.

Examples of event specific emails and coverage within other email updates which reach our subscribers on a weekly basis.



BRANDING

As a minimum ALL WFAGS Competitions should produce a T-shirt for competitors, however we welcome you to create more items.

Here are a few guidelines on how to use the GrandSlam logo on your merchandise to help you get started.

- T- shirts: The GrandSlam logo should be placed on the right sleeve or front chest, right side.
- Hoodies: The GrandSlam logo should be placed on the front chest, right side.
- Any other merchandise - please consult with the WFA before going to print.

In addition to the above we require the GrandSlam logo to be present on the following materials related to ALL WFAGS Competitions:

- All Flyers & Posters
- Stage Banner / Screen
- Printed/digital rules and regulations
- Live Stream/videos: You should include the GS logo at the beginning and/or end of all promotional videos or in a corner throughout
- The WFA and WFA GrandSlam should be mentioned by the MC at regular intervals throughout the competition.



**WFAGS
LOGO ON
FRONT
CHEST**



**WFAGS LOGO &
SPONSORS LOGOS
ON REVERSE.**

*Scale and positioning of logos may vary in final designs for each event.

The WFA and WFAGS logos must not be altered in anyway. If you have any questions or queries about applying our branding please speak to bjorn@worldflairassociation.com for help.

CONSULTING

Of course, when you become part of the Grand Slam you have another team of people at the WFA to help you with your event. Our job is to grow flair bartending and organise the greatest flair events in the world.

We are here for your every need (within reason). We have extensive knowledge in running competitions and are here to take some of the load away from you.

DISCOUNTS

Don't forget that we can create discount codes specifically for the competitors of your competition allowing them to buy any new tools they may require from the WFA Store at a discounted rate. We can also help with any branded tools and/or merchandise. If this is of interest, please contact andy@worldflairassociation.com





Grand Slam questions or requests:
tomek@worldflairassociation.com

Anything else:
info@worldflairassociation.com

www.worldflairassociation.com