



WORLD FLAIR ASSOCIATION

**GRAND  
SLAM**

**FLAIR BARTENDING  
WORLD CHAMPIONSHIP**

**WFA GRAND SLAM  
PACK FOR COMPETITION  
ORGANISERS 2023**





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

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

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

Each Grand Slam 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 Grand Slam event.

A panel of judges are responsible for determining the results of each Grand Slam, 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 Grand Slam Judge. The WFA Scoring System must be used.

Grand Slam 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 15,000 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 GRAND SLAM LEADERBOARD)
- ▶ FULL SUPPORT FROM THE WFA



# 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 Grand Slam calendar, then all you need to do is email **andy@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 Grand Slam 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 categories have been selected for all 2023 GS competitions:

- **Originality**
- **Difficulty**
- **Choreography**
- **Cocktail (Optional)**

Each competition is different to the next and the WFA is keen to encourage that further in 2023. 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. 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 **Grand Slam Leaderboard** and award any WFA Grades or Digital badges as required.





# GS COMPETITION JUDGES

The judges appointed to each Grand Slam will be decided together with you (the organizer) and the WFA. We like to ensure that the line up of judges is one with plenty experience and that the chosen judges are respected by those within the flair community. This ensures a professional and consistent judging standard across each competition within the tournament.

As a result, we want to assure that your judging panel is abundant and fit for your Grand Slam event. We want to bring versatility to the flair world, and that means changing the judges as much as possible too, between different competitions.





If you would like more information about the standards required for a qualified WFA judge, please contact [andy@worldflairassociation.com](mailto:andy@worldflairassociation.com)

# PRIZES

The WFA Grand Slam 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 Grand Slam competition is a great achievement in itself and an honour for any bartender to put on their CV.

The following are awarded to the top 6 finishers for each Grand Slam 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

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 WFAGS 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
1st	GOLD
2nd	SILVER
3rd	BRONZE



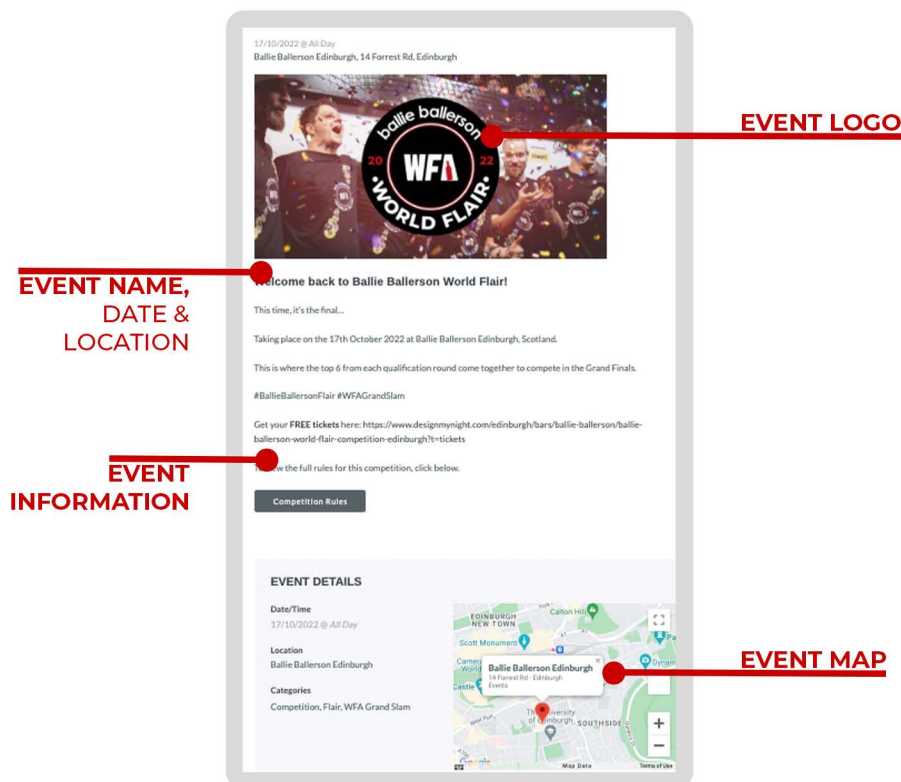
# MARKETING & PROMOTION

We will create a dedicated page within the events calendar on the WFA website for each Grand Slam 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 Grand Slam 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 **andy@worldflairassociation.com** to get this set-up.



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 Grand Slam 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 posts 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 livestream 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 livestream- 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

2,494 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 26,000 followers on the official facebook page and typically see organic results of 2000+ impressions.

Find us on these social media channels



@worldflairassociation





# 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 document.)
- ▶ Update your cover photo and include the location, date, prize money/sponsors and the Grand Slam 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 Grand Slam 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.

# 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 Grand Slam logo on your merchandise to help you get started.

- ▶ T-shirts: The Grand Slam logo should be placed on the right sleeve or front chest, right side.
- ▶ Hoodies: The Grand Slam 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 Grand Slam logo to be present on the following materials related to ALL WFAGS Competitions:

- ▶ All flyers and posters.
- ▶ Stage banner and screen.
- ▶ Printed/digital rules and regulations.
- ▶ Livestream/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 Grand Slam 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 any way.  
If you have any questions or queries about applying our branding please speak to  
**[andy@worldflairassociation.com](mailto:andy@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](mailto:andy@worldflairassociation.com)**.





Grand Slam questions or requests:  
**[andy@worldflairassociation.com](mailto:andy@worldflairassociation.com)**

Anything else:  
**[info@worldflairassociation.com](mailto:info@worldflairassociation.com)**

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