

PARTNERSHIP OPPORTUNITIES 3Q'22 - 2023

DEATH WISH COFFEE



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WHO ARE THEY?

A BRAND OVERVIEW



A BOLD COFFEE BRAND

"MUGS UP, MOTHER FUNCTIONERS"

Marketed as "the world's strongest coffee," the Death Wish Coffee Co. brand founded in 2012 is intriguing and groundbreaking. With a playfully dark and punchy brand identity, Death Wish Coffee has captured the attention of top journalistic sources such as the New York Times, CNN Business, and Cision PRN, as well as buzzier sources such as BuzzFeed.

This coffee itself is not for the faint of heart, as its name suggests. An extremely strong brew, Death Wish Coffee packs 2 cups worth of caffeine into one. That's an average of 59 milligrams of caffeine *per ounce*.

However, despite its almost scary strength, this coffee has made quite a splash; Death Wish Coffee Co. continues to draw buzz and intrigue from coffee drinkers and non-coffee drinkers alike.

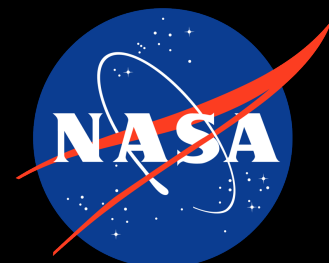


DEATH WISH COFFEE CO PAST PARTNERSHIPS

Death Wish Coffee Co. is no stranger to making exciting partnerships. Considering they've worked with NASCAR, NFL, and Nasa, it is clear this company is game for big partners, has the money to partner, and craves visibility.

However, they have yet to enter the entertainment sphere.

Death Wish Coffee Co. is bold, unique, and ready to make an impact... now imagine the impact they could make in conjunction with AMCN's unmatched IP.



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NASCAR

Death Wish Coffee partnered with multiple NASCAR racers across various renowned races from 2016-2021.



NFL: QUICKBOOKS

Out of 15,000 companies, Death Wish won the 2022 QuickBooks Small Business Big Game Competition. Their resulting Superbowl commercial reached millions and launched the business to a whole new level.



NASA

Death Wish Coffee is out of this world... literally. The company has partnered with the International Space Station to fuel astronauts on multiple space voyages, including the Falcon 9.



PARTNERSHIP OPPORTUNITIES

INTERVIEW WITH THE VAMPIRE

NIGHT MARKET

OBSESSED WITH THE VAMPIRE SPONSOR

SPEAKEASY EVENT

TWD UNIVERSE

THE WALKING DEAD BINGE SPONSOR

TALKING DEAD IN-SHOW INTEGRATION

THE WALKING DEAD FINALE EVENT

RICK & MICHONNE SPINOFF SPONSOR

MISCELLANEOUS

FEAR FEST SPONSOR

AMC+ BRANDED BAG (LIMITED EDITION)



KEY:

** EXISTING OPPORTUNITIES

**** NEW IDEA OPPORTUNITIES**



Buried In Bliss Death Cup Bundle

★★★★★ 37 Reviews

\$50.00

NIGHT MARKET PARTNER

INTERVIEW WITH THE VAMPIRE BRANDED PRODUCTS

The Night Market is an e-commerce stunt specific to AMC Networks’ first show from our new Anne Rice television universe: “Interview With The Vampire.” This is an online store that will only be open from sunset to sunrise, and features products inspired by the show.

Death Wish Coffee Co.’s brand screams dangerous and bold, which perfectly falls in line with the vibe of “Interview With The Vampire.” Because of this, Death Wish might be a perfect new addition to the Night Market collection.

Now, how will Death Wish Coffee tie into “Interview With The Vampire?” In the 20s, speakeasies claimed to sell coffee and soda, but of course sold liquor instead. However, that liquor was famously served in coffee cups. For the Night Market, we could sell custom Death Wish coffee cups that tie into the show as the coffee cups used at Louis’ club. Additionally, Death Wish Coffee, like liquor, is stronger than what you’d expect to be in a coffee cup. So, we could also design a branded bag of Death Wish coffee grinds and sell it from that angle.

A person with curly hair is shown in profile, looking out at a sunset. The background is a warm, orange-hued sky with a blurred cityscape in the distance. The person's hair is dark and curly, and they are wearing a dark top. The overall mood is contemplative and serene.

PROMOTE WITHIN

OBSESSED WITH THE VAMPIRE

“Obsessed With The Vampire” is a show connected to “Interview With The Vampire” meant to further immerse fans of the show into its universe. Plot points, characters, and predictions surrounding the show will be discussed, and your brand can be there too. There will be opportunities for brand integration & sponsorship, and Death Wish Coffee Co.’s brand identity would allow the company’s products to seamlessly blend in yet stand out.

SPEAKEASY EVENT

DEATH WISH ESPRESSO MARTINI **AT THE INTERVIEW WITH THE VAMPIRE SPEAKEASY**

In Fall 2022, AMC Networks will be hosting an “Interview With The Vampire” themed speakeasy event to celebrate the first season.

Where does Death Wish Coffee Co. come in? This event will be serving drinks, and if Death Wish partners with AMCN for the event, we could create an event-exclusive “Death Wish Espresso Martini” using the espresso blend.



THE WALKING DEAD PARTNERSHIP OPPORTUNITIES



THE WALKING DEAD BINGE

For The Walking Dead Binge, Death Wish Coffee could come on as a partner and run a pre-roll before each episode.

Copy idea: "Survive the Walking Dead Binge with Death Wish Coffee"



TALKING DEAD INTEGRATION

Another Walking Dead option is to sponsor or integrate into the Talking Dead Show.

Integration Idea: Death Wish could be the official coffee of the show for hosts and the guests to sip. Or, alternatively, there could be a Death Wish Taste Test bit on one of the episodes.



THE WALKING DEAD **FINALE EVENT**

BE THE OFFICIAL FUEL OF THE TWD FINALE

After 11 incredible seasons, The Walking Dead is finally coming to a close with Season 11C. And, to celebrate the show and its run, AMC Networks is hosting a Walking Dead Finale Event in LA this upcoming November for fans, talent, clients, and more.

We have multiple brand partners coming in for this event, but we have yet to confirm a liquid or coffee. This is where Death Wish Coffee Co. comes in. With the organic match of the TWD and Death Wish brands, Death Wish Coffee Co. could be the official fuel of the TWD Finale event.

If confirmed as a partner, Death Wish Coffee could either be sold traditionally by the cup, by the bag, or even in the form of the Death Wish Espresso Martini!

A promotional image for the Rick & Michonne spinoff. Rick Grimes (Andrew Lincoln) is on the left, looking off-camera with a serious expression, wearing a blue backpack. Michonne (Danai Gurira) is on the right, also looking off-camera, wearing a large tactical backpack and a headband. They are standing in front of a weathered green metal wall with a 'CAUTION' sign.

RICK & MICHONNE SPINOFF

GET ON BOARD FROM THE BEGINNING WITH THE NEW TWD SPINOFF AIRING 2023

During this year's San Diego Comic Con (July 2022), The Walking Dead Universe didn't only excite fans with new content surrounding season 11C of The Walking Dead. AMC Networks also announced a spinoff series featuring the beloved characters Rick & Michonne, which has been described by creatives as "epic and insane." Fans, as expected, went wild.

With the launch of a new exciting branch of The Walking Dead Universe, what better time to bring in a new brand partner. Whether as integration or sponsorship, Death Wish Coffee Co. could be part of this highly anticipated spinoff from the beginning.

FEAR FEST SPONSOR

During October and the lead up to Halloween, AMC Networks and AMC+ host "Fear Fest." With over 680 hours of horror and Halloween-themed programming, Fear Fest is a prime destination for advertisers during the spooky season.

Considering how perfectly the Death Wish Coffee Co. brand fits in with this programming event, it is a perfect opportunity to have the company come on as a sponsor.



HORROR CLASSICS ALL MONTH LONG



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BRANDED BAG

LIMITED EDITION AMC+ THEMED
BRANDED PACKAGING

As an effort to boost the AMC+ subscriber count, AMCN and Death Wish Coffee Co. could team up to create a series of AMC+ branded coffee bags.

Fans will not only enjoy the surprise of which scary AMCN show their bag is themed to, but will also receive a code for a 3-month free trial of AMC+. This product would be available for a limited time only.