

**DIAGEO****National Distributor Awards**

Diageo wanted to create an event to recognize and reward its distributors for their contributions to the organization's success, so Broadstreet created a once-in-a-lifetime experience for the guests of its Golden Bar Awards. One event saw Broadstreet take over the Great Hall at Ellis Island for a unique evening at "America's Golden door." The following year, we did it again at the USS Intrepid, the 872-foot aircraft carrier docked on Manhattan's Hudson River.

The evening began with cocktails on the vast flight deck with the New York skyline as the backdrop, then transitioned to the hangar deck for an Academy Awards-style black-tie event. During the evening, over 25 category awards were distributed. With each award, the room transformed into a 360-degree, multi-sensory experience, immersing the audience with digital lighting and multi-screen videos featuring the essence of each Diageo brand.

The evening concluded back on the flight deck for after-dinner drinks illuminated by a 30-minute, custom-designed fireworks display over the Hudson River.