



WHEELS | WATCHES | WHISKEY®
SEPTEMBER 26TH, 2026



2025 PARTNERS





Wheels | Watches | Whiskey®

Our vehicle showcase is a curated celebration of automotive excellence, featuring a hand-selected collection of iconic vehicles that span multiple eras of motoring. From vintage classics to modern supercars, each car is chosen for its historical significance, design, and cultural impact.

For 2026, the spotlight expands to include a stunning display of McLaren vehicles, offering guests an up-close look at some of the most innovative machines in motorsport and road performance.



Wheels | **Watches** | Whiskey®

A distinctive lifestyle event where luxury timepieces meet the world of collector cars and curated spirits. For watch brands, it's a one-of-a-kind opportunity to engage with a discerning audience in an immersive, high-touch environment. Brands can showcase their collections through bespoke watch displays, offer direct sales on-site, or collaborate with a local Authorized Dealer to manage transactions. Additional sponsorship opportunities allow for deeper brand integration, including branded signage throughout the venue, exclusive seating at the VIP dinner, and participation in the scenic Round Top Rally—a driving experience that blends elegance with adrenaline. This event offers a perfect setting for timepiece makers to connect with collectors, enthusiasts, and influencers in an authentic, memorable way.





Wheels | Watches | **Whiskey**®

The whiskey experience is designed to be as memorable as the machines and timepieces on display. Guests are invited to explore the scenic Lake Walk property, where curated whiskey tasting stations are thoughtfully placed throughout the venue. Each station offers a unique pour—from rare single malts to bold Texas bourbons—allowing attendees to discover and savor a wide range of flavor profiles while strolling through beautifully landscaped paths and event spaces. Whether you're a seasoned connoisseur or just beginning your whiskey journey, this immersive tasting experience offers the perfect balance of sophistication and adventure, all set against the backdrop of luxury vehicles and timeless style.

Bars, tasting cups, and signage provided.



ROUND TOP RALLY

The Round Top Rally, held the Sunday morning following Wheels | Watches | Whiskey, is an exclusive driving experience for a select group of automotive enthusiasts.

Departing from Lake Walk, the rally winds through the scenic back roads of Central Texas, offering a spirited yet relaxed drive to the charming town of Round Top. Known for its vibrant arts scene, boutique shopping, and renowned dining, Round Top provides the perfect destination to cap off the weekend. Participants will enjoy curated stops for great food, unique art galleries, and one-of-a-kind shops—all while sharing the road with fellow collectors and car lovers in a truly unforgettable setting.



ACTIVATION OPPORTUNITIES

- Watch Vendor Partner
- Whiskey Tasting Partner
- Automotive Vendor Partner
- Additional Signage
- Off-Road Display Partner
- Main Stage Music Act Sponsorship
- Secondary Live Music Sponsorship
- Crowd Control Barrier Sponsorship
- Main Bar Sponsorship at Hershel's
- Official Wine Partner
- Attendee Gift Bag Sponsorship
- VIP Dinner Activation Sponsorship
- Round Top Rally Activation Sponsorship
- Silent Auction Item Donation
- Supper Club



All partners will receive the following:

- Inclusion and link on the partner section of the website
- VIP Guest Passes (Limited Number)
- Social Media Promotional Post leading up to the event
- Uniformed event signage
- Inclusion in attendee emails and press releases





WHEELS | WATCHES | WHISKEY SUPPER CLUB

An intimate, invitation-only dining experience designed for brands that value craft, heritage, and meaningful conversation over scale. Limited to just 30 guests, each supper club brings together one automotive brand, one watch brand, and one whiskey brand for an evening built around shared stories and shared tables.

The experience centers on a chef-driven, multi-course menu created specifically for the evening and the partner brands. Wine pairings accompany the courses, with a dedicated pairing built around the featured whiskey. Each brand is given space to present its vehicle, watch, or spirit, not as a sales pitch, but as a story, with time to engage directly with guests over dinner.

No two suppers are alike. Menus, pairings, venue, and presentation are tailored to the participating partners, creating a bespoke experience that feels considered, personal, and memorable. The result is a refined supper club that connects brands with collectors, enthusiasts, and tastemakers in a setting where conversation lingers, and relationships are built naturally.

Supper clubs can be hosted up to six times per-year.



2025 EVENT RECAP

Attendance Growth

- 508 guests attended this past Saturday, representing a 59% increase over 2024.
- Nearly 1 in 5 attendees were returning guests from 2024, showing strong brand loyalty.

Awareness & Audience Reach

- 54% discovered the event through The Gentleman Racer.
- 24% heard about the event from friends, reinforcing organic word-of-mouth value.
- 25% of ticket purchases were made by women, highlighting growing female participation.

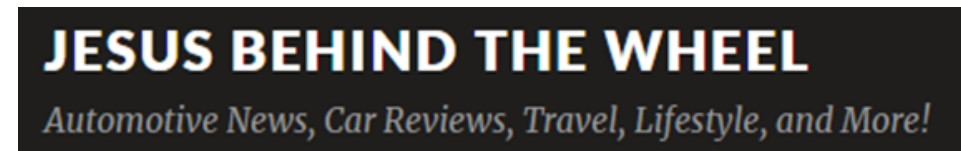
Guest Experience & Satisfaction

- 97% of attendees said the event met or exceeded expectations.
- Of those, 63% rated the event as exceeding expectations.
- 55% attended with their spouse or partner, demonstrating the event's appeal as a shared lifestyle experience.

Vendor Success

- All participating watch and art vendors reported sales at the event.
- All Whiskey Partners reported satisfaction with the event.

MEDIA COVERAGE



2025 EVENT MAP



MAP KEY

Bakalian Family Distilling	The Board Room
Brazos Valley Vodka	Woodhouse Spa
Garrison Brothers	6Whiskey
Maverick Distilling	6Whiskey
Penelope Bourbon	Backyard
Still Austin	Hershel's
Unreined Bourbon	Campfire Patio
World Whiskey Society	Pavilion
Bulova	Hershel's
Seaholm	6Whiskey
Seiko	Hershel's
The Watch Preserve	Hershel's
Tudor	David Gardner's Jewelers 
Automotive Art	The Stella Hotel
OnRamp Silent Auction	The Stella Hotel
Live Music	Pavilion
Live Music	6Whiskey
Cash Bar	Hershel's/Back Yard





Highlights & Guest Feedback

Attendees overwhelmingly praised the automotive showcase, with the Porsche Singer, Mercedes 300 SL Gullwing, AC Cobra, and McLaren Artura among the most talked-about vehicles. For many, the cars were the central highlight of the evening.

Other top highlights included:

- **Memorable Experiences:** Guests shared stories of buying a first watch for a family member, showing their cars, and making the event part of a weekend getaway.
- **Hospitality & Atmosphere:** Dinner at The Stella, live music, whiskey tastings, and a relaxed but refined atmosphere stood out as major draws.
- **Community & Networking:** Attendees valued meeting like-minded enthusiasts, industry professionals, and new friends, from young journalism students to seasoned collectors.
- **Art & Creativity:** The art section earned special praise this year, with guests highlighting both the creativity on display and the success of artist sales.



Looking Ahead: Guest Feedback for 2026

Our post-event survey asked attendees what they'd like to see more of in the future. The responses provide valuable direction for growth and refinement:

Cars, Cars, Cars: The most frequent request was for an even larger and more diverse automotive showcase, including vintage/pre-war classics, more McLarens, and better lighting for displays. Guests also suggested storyboards or signage to share each vehicle's history and significance.

Watches & Jewelry: Guests loved the timepieces on display but asked for greater variety, higher-end inventory, and more watchmakers represented, including luxury names like Rolex, Omega, Tag Heuer, and IWC, as well as more options tailored to women.

Food & Hospitality: Attendees requested additional food options, quicker service, and possibly food trucks or grab-and-go options to complement restaurant partners. Guests also love the live music and art elements this year and wanted to see more artists at future events. Several guests even requested that the event have extended hours.

Takeaway: Guests are eager for more of everything, cars, watches, food, art, and music, while praising the event as "already great." These insights allow us to expand, refine, and elevate Wheels | Watches | Whiskey® in 2026.



Where Guests Came From

2025 survey shows a balanced mix of local and regional guests:

- From Outside the Brazos Valley: 48.5%
- From Bryan: 17.3%
- From College Station: 29.7%
- From Other Brazos Valley Communities: 4.5%

Top Five Cities Outside the Brazos Valley

1. Houston – 18.4%
2. Austin – 13.3%
3. San Antonio – 6.1%
4. Fort Worth – 4.1%
5. The Woodlands – 3.1%

Economic & Community Impact

Dining:

- 77.5% of guests dined locally, with:
 - 50% choosing Campfire at The Stella Hotel
 - 15% choosing Kanji at Lake Walk

Hotel

- 47% of guests booked a hotel room during the event.
 - 92% those who booked a hotel stayed at The Stella Hotel, confirming its role as the hospitality hub of the weekend.





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WHEELSWATCHESWHISKEY.COM

