

Here is our structured festival merchandising packet for the 2026 Key West Rum Fest Draft- "Conch Rumpublic." This packet outlines sponsorship opportunities

We have already sold out our VIP package, and are close to selling out our first water package. We are doing five day trips this year and all five are sold out.

---current calendar as of December 12

KEY WEST RUM FEST 2026 SCHEDULE					
Items with and asterisk * do not require a ticket to participate. All other events are individually priced and ticketed.					
<b>Day Trips</b>		<b>Wednesday 8/12</b>	<b>Thursday 8/13</b>	<b>Friday 8/14</b>	<b>Saturday 8/15</b>
<b>Monday August 10</b> Day trip to Havana. Arrive to Signature Aviation by 7am, Return by 6pm.		6:30pm-8:30pm Daiquiri Sunset Sail from Garrison Bight, visiting the site of Hemingway's bar at Cottrell Key. Daiquiris with Bartender Neil and Jess w/ Coasting Cocktails! Rum & Ice Cream, everyone gets a Dolphins Hat! Dress Code: Tank Top	11am-2pm Rum Luncheon & Seminar	9:30am-1:30pm Sandbar Trip from Garrison Bight to Snipes Key w/ Dawson Wright playing live! Rain or shine.	9:30am-1:30pm Sandbar Trip from Garrison Bight to Snipes Key w/ Dawson Wright playing live! Rain or shine. Accompanied by Neil Lindley.
<b>Tuesday August 11</b> Day trip to Havana. Arrive to Signature Aviation by 7am, Return by 6pm.		Sponsors: Down Island Spirits, Rhum J.M, Rhum Clement, Richland Rum Distillery, and Chairman's Reserve	2pm-4pm* Reggae Pool Party! Shores Pool at Southernmost Resort.	2pm-2:30pm* Cliff Cody concert pre-party, singing Landsharks at Lagerheads, at Lagerheads!	11:45am-2pm Brunch at Hot Tin Roof. Drinks and brunch included. Accompanied by Dr. Leon Garner.
<b>Thursday August 13</b> Day trip to Havana. Arrive to Signature Aviation by 7am, Return by 6pm.			4:30pm-5:30pm* Meet the Owners and Art Show at SALT Gallery. Next to Pilar.	3:30pm-5pm Jesse Rice <b>SOLD OUT!</b> Key West Theater. 60-person capacity.	2:30pm-5:30pm Grand Tasting at Key West Theater. 3:30pm entry for general admission.
<b>Friday August 14</b> Day trip to Havana. Arrive to Signature Aviation by 7am, Return by 6pm.			5:30pm-8:30pm "Commotion on the Ocean" Sunset Sail w/ Cory Heydon Band and Open Bar. Meet at KW First Legal Distillery first for a free pina colada!	5:30pm-7pm Dinner TBA	8pm- Jesse Rice Concert w/ Band at KW Theater. Berkley Lindley opening first, followed by Dawson Wright! Doors open at 7pm.
<b>Wednesday August 12</b> Day trip to Havana. Arrive to Signature Aviation by 7am, Return by 6pm.			8:30pm- Ghost and Gravestone Bar Crawl	7pm-10pm Cliff Cody & Sharese Concert with Rum Cake Competition. Dawson Wright opening	10pm- After Party TBA
<b>Text Neil @ 910-599-6430 for backup on any sold-out trips.</b>		<b>Sunday 8/16</b> 10am-2pm Brunch at Hot Tin Roof. Drinks and brunch included.			
		1-4pm* Going Away Party at Southernmost Beach Resort, pineapple pool.			
					

### 2026 Key West Rum Fest - Conch Rumpublic

\*\*Dates: August 10-16, 2026\*\*



#### Sponsorship Opportunities

To maintain a diverse brand presence, we would like to limit one brand per major event. Below are the tailored sponsorship packages:

#### ##### Concerts

1. \*\*Jesse Rice Saturday Concert\*\*

- \*\*Date:\*\* August 15th, 7-10 PM
- \*\*Venue:\*\* Key West Theater
- \*\*Details:\*\* On-stage sign, rum menu featured for the event
- \*\*Cost:\*\* \$2,500

2. \*\*Jesse Rice Friday Meet & Greet\*\*

- \*\*Date:\*\* August 14th, 3:30-5 PM
- \*\*Capacity:\*\* 60 people
- \*\*Details:\*\* Backdrop for meet & greet, rum menu
- \*\*Cost:\*\* \$1,000

3. \*\*Friday Evening Concert Cliff Cody and Sharese/ rum cake competition

- \*\*Date:\*\* August 14th, 7-10 PM
- \*\*Venue:\*\* Key West Theater
- \*\*Details:\*\* On-stage sign, rum menu
- \*\*Cost:\*\* \$1,000

#### ##### Annual Rum Cake Trophy

- \*\*Details:\*\* Branded with company name (e.g., "Rum Brand Name 2026 Rum Cake Champion")
- \*\*Cost:\*\* included w Fri sponsor

#### ##### Water Excursions

1. \*\*Fri & Sat Sandbar Trips - Snipes Key\*\*

- \*\*Capacity:\*\* 100 guests/day, live music, full bar
- \*\*Details:\*\* Signage, rum menu
- \*\*Cost:\*\* \$1,000 each day

2. \*\*Wed Daiquiri Bar Sunset Sail\*\* w Ian Burrell and Neil Lindley Bartending

- \*\*Bartender:\*\* Neil Ian and Jess
- \*\*Capacity:\*\* 50 guest

- **Details:** Limited to 5 brands, \$100 each + 3 bottles of product if a brand wants to be a major sponsor of this event and is willing to allow other brands used with our daiquiri menu we are willing to listen and determine a price

Each attendee will receive a dolphins hat, branding can be added to the hat as well.

#### ##### Day Trips

- **Details:** Bottle of product per guest, swag, photos with product/flag/swag at premier locations
- **Cost:** \$500

#### ##### Grand Tasting Sat Aug 15-2/5 again KW theater

- **Details:** \$200 + product contribution
- All Monroe's record go to MARC house again  
We have raised over \$50,000 for people with disabilities in the Florida Keys with these events

#### ##### Planned Signature Events not on list can be added!

- **Details:** Customized per plan at additional locations
- **Cost:** Price based on requirements

#### ##### Bar Sponsorship

- **Cost:** \$50
- **Details:** Portion to MARC, discounted drink special for badge lanyard holders, posted on social media and website with link/drinks

#### ##### Bar Sponsorship After Party

- **Dates:** Primarily Fri & Sat
- **Cost:** \$400 each
- **Details:** Portion to MARC House, listed on website and social calendar

Thursday seminar and luncheon with Ian Burrell, and potentially the Rumcast podcast.

Casa Marina

11 to 2

Includes five course luncheon

\$1000

##### Reggae Pool Party

- \*\*Date:\*\* Thursday, 2-4 PM

- \*\*Cost:\*\* \$500 + product/swag

- \*\*Details:\*\* Drink specials at bar

Reggae Lou

Thursday, Art should meet the owners at the salt art gallery

\$200

430-530

Brand pouring Rum for the event at the art gallery

Thursday evening, ghost and gravestone Bar Crawl

We will be stopping at three bars for three different cocktails, and looking for a Brand for each, for this we were just like a donated product for the 39 attendees at one of the bars

Friday Cliff Cody singing land sharks at Lagerheads's 20 minute concert

Branding behind him will be allowed on stage

This is an event that does not serve liquor, so it is just branding

Lagerheads beach bar

Saturday brunch Hot Tin roof

Cost 400

Details Drink specials and menu

##### Sunday Brunch - Hot Tin Roof

- \*\*Cost:\*\* \$400

- \*\*Details:\*\* Drink specials menu

Bahama Bob attending

##### Swag Bag & Branding

1. \*\*Brand Logo on Swag Bag\*\*

- **Size:** 1 inch logo
- **Cost:** \$100
- **Details:** Portion to MARC House

## 2. **Branded Back Shirt**

- **Cost:** \$150

We have a drone company that is willing to do a drone show where they can do 20 images, I am going to see which brands are interested in participating to see if I can pull this off as it is close to \$35,000 for the event, what I'm looking for is our Brand's willing to pay for one of the 20 images to split the cost equally.