



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

KEY WEST RUM FEST 2026 SCHEDULE					
Day Trips		Wednesday 8/12		Thursday 8/13	
Monday August 10th Day trip to SOLD OUT Thomas. 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. Daiquiri's with Bartender Neil, Daniele Dalla Pola, and Jess w/ Coasting Cocktails! Beachbum Berry attending. Rum & Ice Cream, everyone gets a Lost Boy Creations Dolphin-Esque Rum Fest Hat! Dress Code: Tank Top	Sponsors:     	11am-2pm 5-course Rum Luncheon and 'Rum'posium with Ian Burrell and Jeff 'Beachbum' Berry. 	2pm-4pm* Reggae Pool Party, Shores Pool at Southernmost Resort.
Tuesday August 11th Day trip to SOLD OUT 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.		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!	2pm-2:30pm* Cliff Cody concert pre-party, singing Landsharks at Lagerheads, at Lagerheads!
Wednesday August 12th Day trip to SOLD OUT Havana. Arrive to Signature Aviation by 7am, Return by 6pm.		8:30pm- Ghost and Gravestone Bar Crawl		3:30pm-5pm Jesse Rice SOLD OUT at Key West Theater. 60-person capacity.	3:30pm-7pm Dinner at Four Flamingos at Hyatt Centric. Beachbum Berry and Ian Burrell attending. 
Text Neil @ 910-599-6430 for backup on any sold-out trips.		11:45am-2pm Brunch at Hot Tin Roof with Bahama Bob. Drinks and brunch included. Beachbum Berry attending. 		7pm-10pm Cliff Cody & Sharese Concert with Rum Cake Competition. Dawson Wright opening	7pm- Jesse Rice Concert w/ Band at KW Theater. Berkley Lindley opening first, followed by Dawson Wright! Beachbum Berry attending. Doors open at 7pm.
		1-4pm* Going Away Party at Southernmost Beach Resort, pineapple pool.		10pm-* After Party TBA	10pm-* After Party TBA
Items with and asterisk * do not require a ticket to participate. All other events are individually priced and ticketed.					
Saturday 8/15		Friday 8/14		Sunday 8/16	
		9:30am-1:30pm Sandbar Trip from Garrison Bight to Snipes Key w/ Dawson Wright playing live! Unlimited Cocktails. 		9:30am-1:30pm Sandbar Trip from Garrison Bight to Snipes Key w/ Dawson Wright playing live! Beachbum Berry attending. Unlimited Cocktails. Accompanied by Neil Lindley.	
		2pm-3:30pm* Cliff Cody concert pre-party, singing Landsharks at Lagerheads, at Lagerheads!		2:30pm-5:30pm Grand Tasting at Key West Theater. Beachbum Berry attending. 3:30pm entry for general admission.	
		3:30pm-5pm Jesse Rice SOLD OUT at Key West Theater. 60-person capacity.		8pm- Jesse Rice Concert w/ Band at KW Theater. Berkley Lindley opening first, followed by Dawson Wright! Beachbum Berry attending. Doors open at 7pm.	
		5:30pm-7pm Dinner at Four Flamingos at Hyatt Centric. Beachbum Berry and Ian Burrell attending.		10pm-* After Party TBA	
		7pm-10pm Cliff Cody & Sharese Concert with Rum Cake Competition. Dawson Wright opening		WTR After After Party TBA	
		10pm-* After Party TBA			

Calendar as of February 3rd, 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

Water Excursions

4. **Fri & Sat Sandbar Trips - Snipes Key**

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

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

- ~~**Bartender:** Neil Ian and Jess~~
- ~~**Capacity:** 50 guests~~
- ~~**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 to be 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.

Other Events and Opportunities

6. Annual Rum Cake Trophy

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

7. Day Trips to Cuba/Bimini

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

8. Grand Tasting Sat August 15 2-5. Key West Theater

- **Details:** \$200 + product contribution

All proceeds go to MARC house again

We have raised over \$50,000 for people with disabilities in the Florida Keys with these events

9. Planned Signature Events not on list but can be added

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

10. Bar Sponsorship

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

11. Bar Sponsorship Afterparty

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

12. Seminar and Rum Luncheon with Ian Burrel and Beachbum Berry

- **Date:** Thursday, 11 to 2
- **Cost:** \$1,000
- **Details:** Includes five-course luncheon

13. Reggae Pool Party

- **Date:** Thursday, 2-4 PM
- **Cost:** \$500 + product/swag
- **Details:** Drink specials at bar, Reggae Lou

14. Art Show with Owners and Art Demo from Neil

- **Date:** Thursday 430-530
- **Cost:** \$200
- **Details:** Brand pouring Rum for the event at the art gallery and demo at Pilar Distillery next door

15. Ghost and Gravestone Bar Crawl

-**Date:** Thursday 8:30pm-

-**Cost:** Cocktail for each attendee at each bar

-**Details:** 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

16. Cliff Cody singing Landsharks at Lagerheads's 20-minute concert

-**Date:** Friday, 2-230pm

-**Cost:** TBD

-**Details:** Branding behind him will be allowed on stage. This is an event that does not serve liquor, so it is just branding. Located at Lagerheads beach bar on Simonton St.

17. Saturday brunch Hot Tin Roof

-**Cost:** \$400

-**Details:** Drink specials and menu

18. Sunday Brunch - Hot Tin Roof

-**Cost:** \$400

-**Details:** Drink specials menu

Bahama Bob attending

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