

The logo for 'Think Rum 2018' features the word 'THINK' in a bold, black, sans-serif font at the top. Below it, the word 'Rum' is written in a large, stylized, orange-to-red gradient script font. At the bottom, the year '2018' is displayed in a bold, black, sans-serif font. The background of the logo is white.

After a hugely successful Think Rum 2017 we are delighted to announce that we will be again running Think RUM on 30th Tuesday, January 2018 in central London.

We are delighted to announce that renowned rum expert **Peter Holland** who runs the **The Floating Rum Shack** will be on board Think Rum 2018 as our Co-Chair. Peter will bring to Think Rum his extensive and in-depth knowledge of the Rum category and the latest trends he is seeing coming to the fore

Think RUM 2018 will offer a fully interactive experience of tasting, masterclasses, networking and debate bringing together the pioneers and innovators of the Rum category, with the relevant on and off trade buyers – from supermarkets, c-stores, online retailers, wholesalers, off-licences and independent wine merchants to mixologists, bar and hotel bar owners and managers and restaurateurs – the key players whose input is critical in ensuring the sales continue to rise and excitement around the Rum category continues.

Think RUM 2018 will be hosted and media supported by the leading trade publications, Harpers, Drinks Retailing News and CLASS. Each will be dedicating extensive pre-and post-event coverage both in print and online and in dedicated Think RUM mailings to their respective buyer audiences.

## Get involved

We are looking to work with just a limited number of RUM producers and suppliers who will be invited to get fully involved in the programme planning and content for Think RUM 2018. This is not an exhibition where you will get lost in the crowd. This is a targeted and focused event where you will be just one of a small number of brands in front of a genuine buying audience.

As a partner of Think RUM, you will benefit from the following:-

- Company and brand positioning as a category leader and innovator
- A unique networking environment, conducive to making those valuable business connections, and most importantly, sales.
- Priceless PR and coverage in the three leading trade publications

## Think Rum 2018 content

- What is Rum doing to move forward and attract new consumers
- How is it / can it shake off the pirate image and move forward and what are the markers for premium for this category
- How can we work with Rum in innovative ways
- What sort of opportunity can Spiced Rum open up? How can everyone capitalise on the opportunity Spiced Rum opens up and get consumers trading up and across the different styles of Rum
- State of play – current data on the latest trends within the Rum category

## Q&A – Ask the Experts

## Masterclasses / Workshops

- Moving beyond American Oak
- Spiced Rum
- Unique selling points – Indian Ocean v Caribbean

## Tasting Zones

**Think Rum Awards** – recognising the communicators, retailers and on trade operators when it comes to the Rum category

## We have a couple of levels of partnership available:-

### Partner Package

- Consultation on the themes and content of the event
- Accreditation as a Key Partner within all coverage
- Logo on all material relating to the event
- Places for four members of your team at Think RUM
- Tasting table at Think RUM
- Potential to get your rum included within one of the masterclass sessions
- Double page spread within the Think RUM event brochure

The rate for this is **£1,795**

### Sponsor Package

- Accreditation as a Sponsor within all coverage
- Logo on all material relating to the event
- Places for two members of your team at Think RUM
- Tasting table at Think RUM
- Full page within the Think RUM event brochure

The rate for this is **£1,395**

The above packages are a guideline and we are able to tailor a package specifically to meet your strategy and budget requirements.

Partnerships are limited, so if you are interested, please do get in touch ASAP. Deadline for confirming your participation is **7th December**

Contact:-

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