

2023 Rye Revival

EVENT SPONSORSHIP OPPORTUNITIES



EVENT DETAILS

Rye Revival | *Friday, November 10, 2023*

Rockabilly Rye | *Saturday, November 11, 2023*

Distillery Tours | *Sunday, November 12, 2023*



Rye
Revival

CELEBRATING MARYLAND'S
WHISKEY HERITAGE

Rye Revival

RECLAIMING & CELEBRATING MARYLAND'S RYE WHISKEY TIES

Prepare to be immersed in the spirited legacy of Maryland Rye Whiskey! Following its distinguished recognition as the official state spirit during the 2023 Maryland General Assembly session, we invite you to join in the celebration, but sponsoring Rye Revival, happening from November 10 to November 12 in the vibrant city of Baltimore, MD.

Join us by supporting three captivating days dedicated to the essence of rye whiskey and Maryland's historic rye heritage. Rye Revival is set to be an unforgettable experience, featuring both local and world-class modern rye producers.

Scheduled Featured Event Activities

FRIDAY, NOVEMBER 10, 2023

2023 Maryland Rye Whiskey Symposium | 9 am-3 pm

Maryland Center for History and Culture, Baltimore

The Rye Symposium immerses guests in Maryland's role in rye whiskey's history, production methods, and quality materials through panels with expert speakers. This event is ticketed.

Friday Night Rye: Grand Tasting | 4 pm-9 pm

Topside Hotel Revival, Baltimore

The Grand Tasting allows guests to sample and learn about diverse rye and bourbon whiskeys, from Maryland and other well-known whiskey regions. This event is ticketed.

SATURDAY, NOVEMBER 11, 2023

Rockabilly Rye Festival | 12 pm-4 pm

Baltimore Peninsula, Baltimore

The Rockabilly Rye festival celebrates rye whiskey and rockabilly music, offering tastings of rye and local spirits and cocktails, plus local food and craft vendors. This event is ticketed.

SUNDAY, NOVEMBER 11, 2023

Local Distillery Tours

Explore Maryland's rye whiskey scene through distillery tours. Discover production ideas, delve into the histories of local businesses, and develop a deeper admiration for their craft and heritage.

About MDG

MEET MARYLAND'S DISTILLERS

The Maryland Distillers Guild

Members of the Maryland Distillers Guild are a community of craft producers, dedicated to developing quality spirits and delivering a dynamic experience for visitors. We invite you to tour our distilleries, learn about our distilling processes, and sample locally-crafted spirits. Cheers to a rich heritage and spirited future!



Support

HOW CAN YOU HELP?

Title Partner - \$25,000

The Title Partner is the most valuable sponsorship package for the 2023 Rye Revival event. One available. The Title Partner receives:

- Inclusion of event title in a press release (timely)
- A formal announcement at the event regarding your support level
- A table location at Rye Symposium
- 10' x 10' vendor location at the Rockabilly Rye Festival
- Logo placement on printed and digital event marketing materials and collateral
- 10 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 4 tickets to the Friday Night Rye: Grand Tasting (Friday, November 10)
- 10 VIP passes to Rockabilly Rye (Saturday, November 11)
- 20 General Admission passes to Rockabilly Rye (Saturday, November 11)

Presenting Partner - \$10,000

The Presenting Partner is a valuable sponsorship package for the 2023 Rye Revival event. Two available. The Presenting Partner receives:

- Inclusion of presentation in event title in a press release (timely)
- A formal announcement at the event regarding your support level
- A table location at Rye Symposium
- 10' x 10' vendor location at the Rockabilly Rye Festival
- Logo placement on printed and digital event marketing materials and collateral
- 8 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 3 tickets to the Friday Night Rye: Grand Tasting (Friday, November 10)
- 6 VIP passes to Rockabilly Rye (Saturday, November 11)
- 10 General Admission passes to Rockabilly Rye (Saturday, November 11)

Support (cont.)

HOW CAN YOU HELP?



Friday Night Rye Partner - \$7,500

Friday Night Rye Partners are rye or bourbon producers that are not members of the Maryland Distillers Guild. Friday Night Rye Partners receive:

- Vendor location at Friday Night Rye event
- 10' x 10' vendor location at the Rockabilly Rye Festival, *optional*
- Logo placement on printed and digital event marketing materials and collateral
- 4 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 4 tickets to the Friday Night Rye: Grand Tasting (Friday, November 10)
- 10 General Admission passes to Rockabilly Rye (Saturday, November 11)

Rockabilly Rye Stage Partner - \$5,000

Rockabilly Rye Stage Partners gain recognition as the partner responsible for presenting entertainment at Rockabilly Rye. Stage Partners receive:

- 10' x 10' vendor location at the Rockabilly Rye Festival
- Stage signage (provided by the sponsor) displayed at festival
- Logo placement on printed and digital event marketing materials and collateral
- 2 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 10 General Admission passes to Rockabilly Rye (Saturday, November 11)

Support (cont.)

HOW CAN YOU HELP?



Libations Partner - \$4,000

Libations Partners gain recognition for presenting hospitality bars, pop-up bar events and tasting sessions. Libations Partners receive:

- Named hospitality bar description
- 10' x 10' vendor location at the Rockabilly Rye Festival
- Logo placement on printed and digital event marketing materials and collateral
- 4 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 1 tickets to the Friday Night Rye: Grand Tasting (Friday, November 10)
- 10 General Admission passes to Rockabilly Rye (Saturday, November 11)

Educational Partner - \$2,750/panel

Educational Partners gain recognition as the partner responsible for the event's educational engagements. Educational Partners receive:

- Inclusion in the educational panel/session description, "*A History of Maryland Rye by XYZ*"
- 10' x 10' vendor location at the Rockabilly Rye Festival
- Logo placement on printed and digital event marketing materials and collateral
- 2 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 6 General Admission passes to Rockabilly Rye (Saturday, November 11)

Support (cont.)

HOW CAN YOU HELP?



General Partner - \$1,200

General Partners gain recognition as event partners and receive:

- 10' x 10' vendor location at the Rockabilly Rye Festival
- Logo placement on printed and digital event marketing materials and collateral
- 4 tickets to the Maryland Rye Whiskey Symposium (Friday, November 10)
- 1 tickets to the Friday Night Rye: Grand Tasting (Friday, November 10)
- 10 General Admission passes to Rockabilly Rye (Saturday, November 11)

Supporting Partner - \$500

Supporting Partners gain recognition as event partners and receive:

- Logo placement on printed and digital event marketing materials and collateral
- 2 General Admission passes to Rockabilly Rye (Saturday, November 11)

Official Event Partner - \$500/event

Official Event Partners are invited to host their own branded event at a local venue. Each official event is considered part of the Rye Revival schedule. Each official event will be included in the Rye Revival printed and digital schedule and will be promoted on the event website.

Summary

WHAT'S NEXT?

Thank you for considering supporting the Maryland Distillers Guild and our continued efforts to promote the quality and availability of Maryland spirits. Our industry relies on the continued support of our members, partners, and the enthusiastic distilled spirits consumer. We look forward to working in partnership with you!

If you would like to support this year's **Rye Revival** celebration, simply respond to the Maryland Distillers Guild staff member that provided you with this package.

Cheers!

