

# Rye Revival



**2025 Maryland Rye Whiskey**

**Symposium + Grand Tasting**

March 1, 2025 | The Grand | Baltimore, MD

# INTRODUCTION

Step into a world where history and flavor converge at “Rye Revival,” a unique event celebrating Maryland’s official state spirit, Rye Whiskey. Hosted in the grandeur of The Grand in Baltimore, once the esteemed home of the Stone Masons, this gathering promises an inspiring blend of tradition and innovation.

By day, immerse yourself in the rich tapestry of Rye Whiskey with seminars from industry experts and inspiring talks from passionate small distillers dedicated to reviving this storied spirit.

As the sun sets, embark on a sensory journey through a curated festival of tastings, spotlighting the distinctive flavors of locally crafted rye. Join fellow enthusiasts and newcomers alike in this toast to Maryland’s heritage, and savor the bold spirit that’s making a spirited comeback.

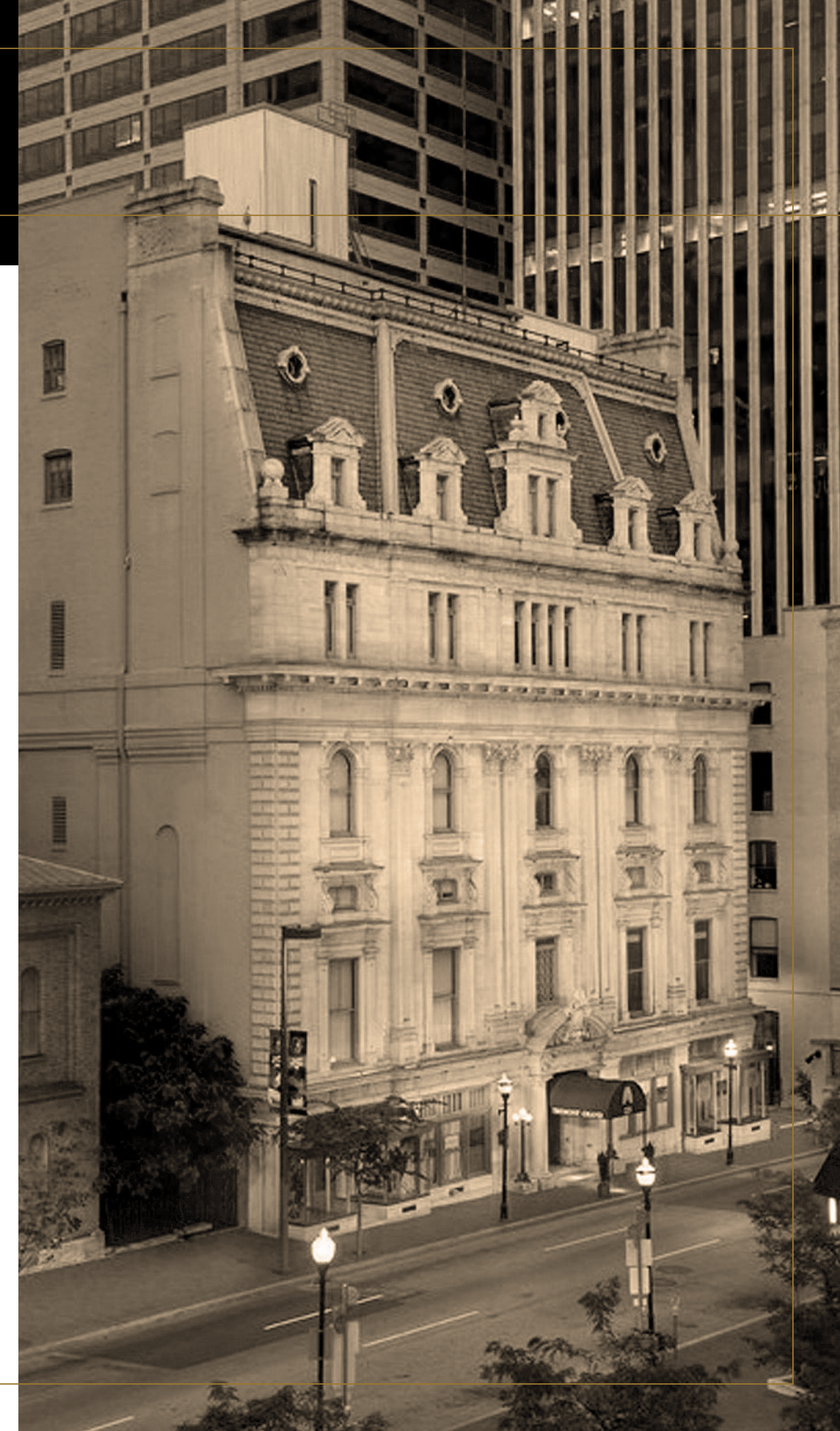
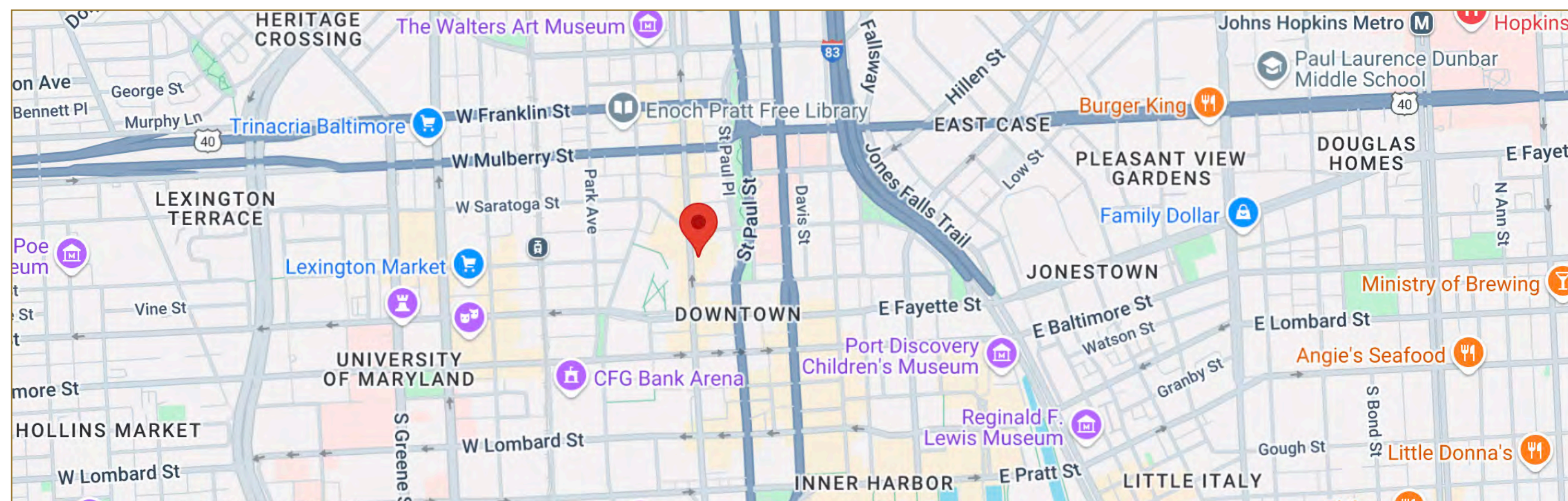
Welcome to “Rye Revival”—where every sip is a story, and every story is a celebration.



# THE GRAND

An event on its own, The Grand is a Masonic temple constructed in 1866 by the Freemasons and served as the headquarters for the Maryland Freemasons for over 130 years.

Steeped in history and heritage The Grand's ornately themed halls provide the perfect backdrop for celebrating Maryland Rye Whiskey.



# MARYLAND'S RYE REVIVAL



1909  
**SAGAMORE SPIRIT**  
◆◆◆



**CM**  
**MEINELSCHMIDT**  
- DISTILLERY -



*Tobacco Barn*  
— DISTILLERY —

**X**  
**TENTH**  
**WARD**  
DISTILLING  
COMPANY



# AUDIENCE INSIGHTS

The demographics of whiskey drinkers have evolved significantly in recent years, revealing a diverse and dynamic consumer base. Here are some insights into their profile:

AGE DISTRIBUTION	GENDER REPRESENTATION	ETHNIC DIVERSITY	ECONOMIC BACKGROUND	EDUCATION LEVEL	INTERESTS AND LIFESTYLE
Remarkably, 39% of whiskey drinkers fall within the vibrant age range of 21 to 35 years, reflecting the spirit's appeal to younger generations. In contrast, only 17% are over the age of 55, indicating a shift towards a younger demographic that is increasingly engaged with whiskey culture.	Notably, women now constitute 36% of whiskey drinkers—a figure that continues to rise—with brands recognizing and catering to this growing market segment by developing products and marketing strategies designed to enhance female engagement.	The ethnic composition within whiskey drinkers is predominantly White, comprising approximately 73% of bourbon enthusiasts. Meanwhile, Hispanics represent about 11%, while African Americans account for a smaller yet impactful percentage, showcasing the diverse backgrounds of whiskey consumers that contribute to the category's growth.	In terms of median income, whiskey drinkers generally fall into a higher income bracket, with many earning between \$75,000 and \$150,000 annually. This financial capacity often enables them to explore premium and craft whiskey options.	The educational attainment of whiskey enthusiasts tends to skew higher, with a significant portion possessing college degrees. This demographic is more likely to appreciate the craftsmanship behind whiskey production and engage in tasting events and educational experiences.	Whiskey lovers often embody a lifestyle rich in social experiences. They tend to have interests in culinary arts, fine dining, and artisanal foods, frequently participating in whiskey tastings, cocktail workshops, and food pairings. This consumer group also shows an affinity for travel, frequently exploring whiskey festivals and distilleries both locally and internationally.

Together, these insights not only provide a glimpse into the age, gender, and ethnicity of whiskey drinkers but also highlight their broader lifestyle and interests, shaping the whiskey landscape in today's market.

# SPONSORSHIP OPPORTUNITIES

Sponsoring “Rye Revival” offers a unique opportunity to align your brand with an event celebrating the rich heritage of Maryland Rye Whiskey. As a sponsor, you gain direct access to a highly engaged, niche audience passionate about craft spirits and local history. By supporting this event, you will not only enhance brand visibility and recognition but also foster community ties and demonstrate a commitment to cultural and historical traditions.

Your brand will benefit from extensive promotion across multiple channels, including targeted social media campaigns, press releases, and event materials, ensuring maximum exposure before, during, and after the event.

By partnering with us, you position your brand at the forefront of a growing market dedicated to discovering and celebrating quality rye whiskey.

# PLATINUM

\$10,000 - ONLY ONE AVAILABLE

- Co-presentation in the event title and press release
- Formal announcement during the event
- Premium table location at the Rye Symposium
- Logo placement on all event materials (print & digital)
- 8 tickets to the Maryland Rye Whiskey Symposium
- 4 tickets to the Grand Tasting
- Featured signature cocktail (or equivalent value)
- List of attendees



# GOLD

\$7,500 - ONLY ONE AVAILABLE

- Larger vendor space at the Grand Tasting
- Logo placement on all event materials (print & digital)
- 4 tickets to the Maryland Rye Whiskey Symposium
- 4 tickets to the Grand Tasting
- List of attendees





# SILVER

\$5,000 - ONLY ONE AVAILABLE

## HOSPITALITY SPONSOR

- Exclusive access to the luxurious Roman Strada lounge for the entire event. This Roman-inspired space features opulent design and high ceilings, creating a perfect environment for guests to relax and enjoy throughout the day.
- Logo placement on all event materials (print & digital)
- 4 tickets to the Maryland Rye Whiskey Symposium
- 2 tickets to the Grand Tasting



# BRONZE

\$2,500 - ONLY ONE AVAILABLE

## THE BOARD ROOM SPONSOR

- Exclusive use of the elegant Boardroom for the day. This intimate, refined space is ideal for fireside chats and exclusive pours.
- Logo placement on all event materials (print & digital)
- 2 tickets to the Maryland Rye Whiskey Symposium
- 2 tickets to the Grand Tasting



# COPPER

\$1,000

- Logo placement on all event materials (print & digital)
- 4 tickets to the Maryland Rye Whiskey Symposium
- 1 ticket to the Grand Tasting



# EXHIBITOR TABLE FOR RYE WHISKEY BRANDS

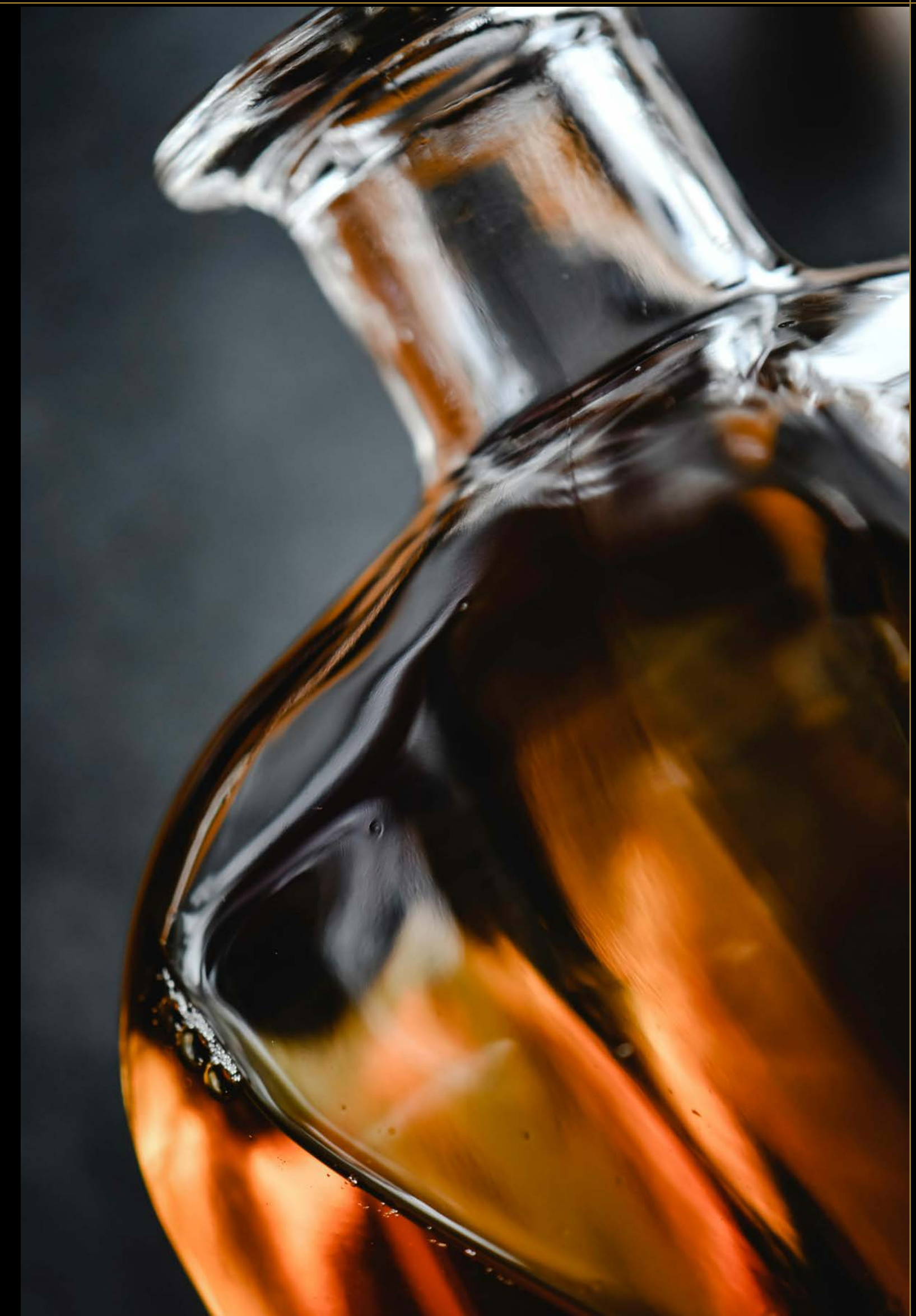
\$750 Per Table

## WHAT YOUR BRAND RECEIVES:

- A 6' x 30" table, complete with a tablecloth and space for small displays
- Ice and cups for 2 oz. sampling
- Opportunity to showcase up to 6 brands or expressions
- 2 General Admission guest passes to both the Symposium, and the Grand Tasting

## WHAT YOU NEED TO BRING:

- Sufficient product for 300-400 attendees over 3 hours
- One special or rare expression to sample during the VIP hour
- A brand representative, ambassador, or bartender
- All necessary supplies if you plan to feature a cocktail with your spirit



# ELEVATED PRIME LOCATION

\$2,995

PERFECT FOR DISPLAYING MULTIPLE WHISKEY BRANDS OR A LARGE PORTFOLIO, THIS PACKAGE INCLUDES AN ELEVATED 12-FOOT BAR IN THE PROMINENT EDINBURGH HALL.

Package Includes:

- Unlimited expressions for sampling
- Ice and cups for 2 oz. samples and 5 oz. cocktails
- 6 General Admission guest passes



# ADD-ON: SIGNATURE COCKTAIL FEATURE

\$1,500

SHOWCASE YOUR PRODUCT AS A KEY INGREDIENT IN ONE OF THE TWO SIGNATURE COCKTAILS OFFERED AT THE GRAND TASTING.

Benefits Include:

- Brand mention in cocktail descriptions on the event menu and signage
- A dedicated social media post and promotional highlight featuring your product in the cocktail



# ABOUT MDG

## MARYLAND DISTILLERS GUILD

Maryland's distilling history dates back as early as the 1500s, when colonists first began producing rum and whiskey. Over the next few hundred years, the number of distilleries surged, solidifying Maryland's place as a leader in the nation's spirits industry. Prior to Prohibition, Maryland was the third largest producer of rye whiskey, with over 100 brands on the market.

The 13 years of Prohibition hurt the entire industry, but Maryland gained its reputation as the "Free State" by refusing to pass any legislation enforcing Prohibition. Not surprisingly, distilling rebounded following the repeal of the 18th Amendment, with distilleries increasing production to satisfy demand of the distinctive & renowned spirit unique to our state: Maryland Rye Whiskey. However, the boom was relatively short-lived, and after WWII a combination of economic changes and decreased demand led to the shuttering of one distillery after another, eventually bringing to a close this highly prosperous era.

Since 2008, new distilleries are opening in Maryland at a record rate, reviving old traditions and developing new, unique spirits that reflect the ever-changing landscape of distilling. Each distillery has its own story: from producers focused on locally-grown, farm-to-bottle spirits, to those experimenting with extremely rare ingredients and exotic recipes. From rums & whiskeys to vodka, gin, brandy, grappa and more, Maryland is becoming a mecca for spirits enthusiasts.

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!



**President:** Eli Breitburg-Smith, *Baltimore Spirits Company*  
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**Secretary:** Lee Rosebush, *Rosie Cheeks Distillery*  
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# THANK YOU

Join us as a sponsor and be a part of an unforgettable celebration of Maryland's rich rye whiskey tradition. Gain unparalleled exposure to a vibrant community of enthusiasts and industry leaders. Don't miss out on this opportunity to connect and engage.

Your support helps us honor Maryland's rich heritage while building a community around the unique story of rye whiskey. We look forward to the possibility of working together to create an extraordinary experience for all our attendees. Cheers to a successful collaboration!

Contact [kelly@cultivateandcraft.com](mailto:kelly@cultivateandcraft.com) to become a sponsor.

Cheers to making history together!

