

New For 2021... By Invitation Only...

Your Exclusive Chance To Connect With
Florida Rum Enthusiasts And Influencers

INTRODUCING FLORIDA RUM SOCIETY'S "FEATURED RUM OF THE MONTH" PROGRAM

This is a rare opportunity to gain exposure and direct access to the “super customers” your brand is searching for. The **Florida Rum Society (FRS)** is an active group of connoisseurs, bartenders, collectors, liquor store owners, hospitality staff, designers, tiki enthusiasts, social media influencers, and many other rum lovers. Membership in Florida Rum Society is free for members, and the program is made possible by sponsorships from brands like yours.

As a Florida Rum Society “Featured Rum Of The Month” you will receive the following benefits (during the month you are being featured)...

- Prominent banner ad placement inside of the **Florida Rum Society** Facebook Group (example below)
- Featured guest on a **Florida Rum Society** Virtual Happy Hour (hosted online via Zoom), with one hour to share your brand’s story, present slides, conduct a guided tasting, do a live question and answer session, etc.
- A written Q&A interview on Trader Jay’s Tiki Blog
- An opportunity to physically mail a sample/intro package to a cross section of key **Florida Rum Society** members
- An opportunity to host a contest (e.g. “cocktail recipe contest”) that is featured inside of the **Florida Rum Society** Facebook Group
- Six total posts across **Florida Rum Society** social media platforms as the featured sponsor and supporter of the group including inside the **Florida Rum Society** Facebook Group, as well as Instagram and Twitter
- A Persistent banner ad on www.floridarumsociety.com for the duration of the month
- First chance to elect to sponsor face-to-face events (once they can safely resume)
- Membership in the **Florida Rum Society** Facebook Group, which gives you ongoing, direct access to the members so you can continue contributing, making connections, and spreading goodwill

Available months are going fast. Please contact Jay Cocorullo at floridarumsociety@gmail.com or on Facebook to secure your spot. Be sure to let me know if there is a specific month you hope to claim because of an upcoming product launch or seasonal release.

Investment: \$499

Limit 12 brands per year.

About the Florida Rum Society: We believe there is a rum out there for everyone! Our mission is to make Florida the “GO TO” place for rum by working to bring quality products, options, events, and information to the many rum lovers of florida and beyond.

Important: Supporting the FRS through the Rum Of The Month program doesn't guarantee that your product(s) will be included in the FRS Online Rum Shop. The Rum Shop is operated by an independent, third-party retailer, and FRS does not control their inventory selections.

Facebook Banner Example

The image shows a Facebook group page for the Florida Rum Society. At the top is a banner with a teal background on the left containing the text "Florida Rum SOCIETY" in white. On the right, a map graphic is overlaid with the text "SPONSORED BY A BOTTLE OF RUM DISTILLERY". Below the banner, the group name "Florida Rum Society" is displayed, along with "Private group · 488 members" and a row of member profile pictures. Navigation tabs include "About", "Discussion", "Announcements", "Rooms", "Members", "Events", and "Media". A search bar and a "+ Invite" button are also visible. The main content area shows a post by "Jay Cocorullo" (Admin) from "Five Star Liquor & Wine" in Longwood, FL, announcing a "New FRS Rum Alert!!!". The post text mentions confusion about the date of a "FRS Plantation Single Cast" rum landing and provides details about the availability of 140 bottles. To the right, the "About" section describes the group as a "judgement free Rum Society" and lists settings: "Private" (only members can see who's in the group), "Visible" (anyone can find this group), "Orlando, Florida", and "General Group".