

The logo for Camp Runamok is a red, horizontally-oriented banner with a white, hand-drawn style border. The text "Camp Runamok" is written in a white, cursive script font. The banner is positioned over a background image of a wooden dock extending into a lake, with green hills in the distance.

Camp Runamok

Spring Session 2023
May 27th - June 3rd

Fall Session 2023
August 19th - 26th

OVERVIEW

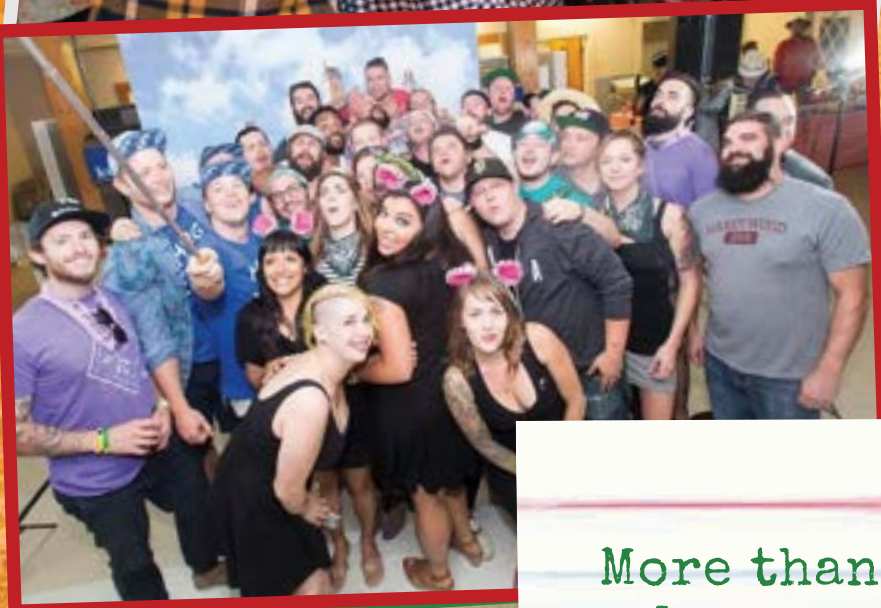


Camp Runamok is back! The first Summer camp designed for bartenders with a focus on education, charity, and community building, Camp Runamok is dedicated to bettering the craft bartending world in an engaging and approachable environment.

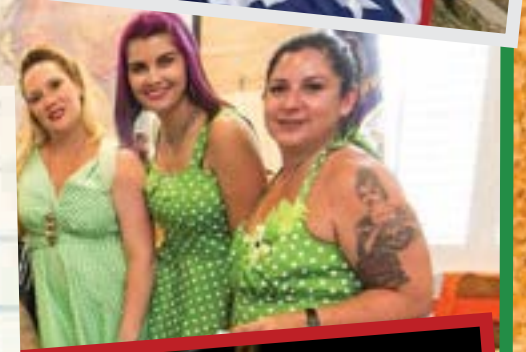


During the day our 150+ influencers will visit distilleries, learn the art of distillation, and participate in community building activities. At night, Campers can look forward to musical performances, talent shows, and other interactive Summer camp activities.

RECRUITING ATTENDEES



More than 3400 bartenders have now attended Camp Runamok, and as our Camp family grows, so do the number and quality of our applicants. In 2019, nearly 3500 bartenders applied from 49 states and eleven other countries. And, we expect that number to grow in 2023 making this the most sought after program in the bar world. Each session of Camp in 2023 will host 220+ bar professionals, 150 of whom will be new Campers selected based primarily on merit and geography from all over the U.S.



STRUCTURE

To ensure Camp Runamok operates at maximum efficiency, we divide the new Campers up into Cabins. These Cabins sleep 6-7 people including one Counselor, a returning Camper, and 5-6 new Campers. These units are each sponsored by a brand partner who helps develop the Cabin theme and outfits the Cabin with supplies for the week.

Additionally, we invite former Campers back to Camp in support roles for the following programs.

A-Team: This elite squad of 7 former Campers is the backbone at Camp Runamok. Throughout the week, they manage trash and recycling, handle logistics, and ensure water is available at all times.

Beverage Team: this team develops all cocktails served at events and executes those drinks. 3-4 Former Campers are invited back to take part in this program. Sponsoring the Beverage Team also means your products are featured at all unsponsored events.

Chef Team: The most beloved squad at Camp Runamok is the Chef Team, who pumps out over 500 meals each day. This year, three former Campers per session will be invited back to help out.

Head Counselors and Colonels: Each session, our most seasoned Campers return to maintain culture and keep Camp safe and focused. These amazing bar professionals hail from all over the US, and serve as the first line of defense at Camp Runamok.



DAILY SCHEDULE

9 am: Breakfast

10 am: Campers Load Busses to
Distilleries

5 pm: Campers Return to Camp

5-7 pm: Pool Party

7-9 pm: Dinner

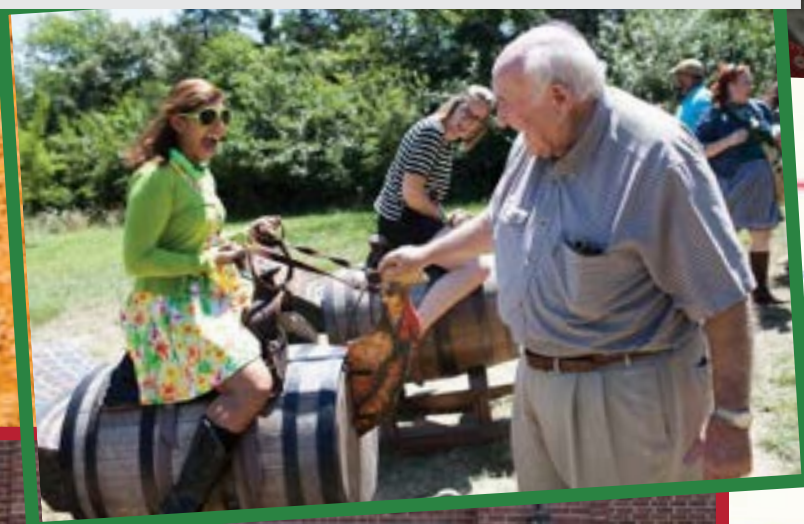
9 pm-Midnight: Evening Event

Midnight-2 am: Campfire





DISTILLERY TOURS



Camp Runamok aims to provide immersive American Whiskey education in the heart of Bourbon Country. To achieve this goal, we offer a series of distillery Tours throughout the week. These tours offer our campers an opportunity to fully experience and understand what makes your brand special.



NIGHTTIME



At night, we offer a full bar alongside planned entertainment -including, but not limited to: themed events, talent shows, live music, crafts, games, our signature slideshow, and more.

POOL SPONSORSHIP

Throughout the week, we will offer the opportunity to host our Campers for a dip in the Camp Runamok swimming pool. These pool parties are often the Campers' favorite time during the week as they cool off after a long day of learning.

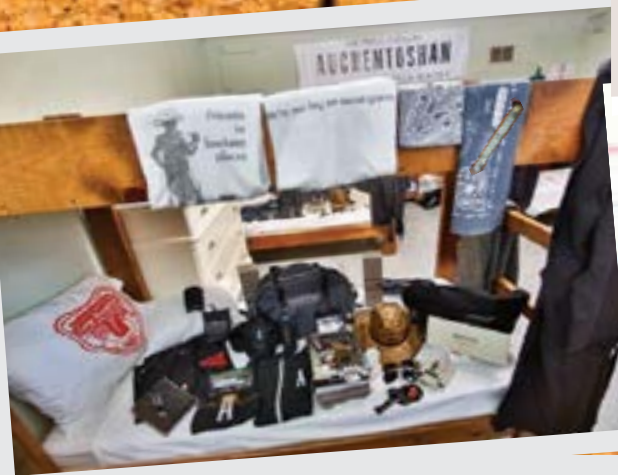


CABINS & DINNERS

Cabin sponsorship is a low cost high impact way to connect with campers. by sponsoring a cabin you are able to provide swag product and decor for your cabin.

We will provide you with a recommendation list including the branded materials we've seen be most successful.

Dinner is when 220 campers come together to share a meal. With the captive attention of the bar business' heaviest hitters, you will be able to provide a dinner experience that connects with campers while they are able to sample your product.



PRICING

Cabins: \$3500/session

A-Team: \$5500/session

Bev Team: \$5000/session

Breakfasts: \$3500/session

Welcome Pool Party: \$12,750/session

Pool Parties: \$11,500/session

All Event Sponsorships include the space, food (movie night excluded), cocktail development (including most mixers and modifiers), photography, and basic sound equipment.

Prices listed valid through 1/9/2023.

1/9/2023 - 2/16/2023
list price + 10%

after 2/16/2023
list price + 25%

Distillery Tours:

2-hour Tour: \$20,000/session

3-hour Tour: \$30,000/session

Full-Day Tour: \$35,000/session

Movie Night: \$9000/Session

Dinners: \$11,500/session

Evening Events: \$11,500/session

Brown & Balanced: \$5000 per bar/session

Small Group Activity: \$2500 per session



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