



WomenLeadingRum.com



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ABOUT US?

Women Leading Rum is an exclusive platform, part of The Rum Lab, to recognize women involved in the rum industry and establish connections between them, regardless of their position in the industry. This initiative arises as an educational and professional exchange where women will be able to support each other through executive training, workshops and mentoring to enhance the value that each of them brings to the world of rum.



ABOUT THE RUM LAB



- An educational platform about rum, B2B and B2C.
- Online magazine: +5,000 unique monthly visitors
- Over 9 years sharing a weekly industry newsletter that reaches 3,860 registered readers.
- More than 300 published interviews
- Social Media: 11K IG – 7,300 FB
- Organizer of the most important educational rum events in the US.
- Database of 10,000 emails in key cities.



ABOUT THE RUM LAB

OUR RUM FESTS IN THE UNITED STATES



- Average attendance: 400+
- Event Type: Education
- Date: February, 2024



- Average attendance: 200+
- Event type: Education
- Date: March, 2024



- Average attendance: 400+
- Event Type: Education
- Date: April, 2024



- Average attendance: 400+
- Event Type: Education
- Date: June, 2024



- Average attendance: 250+
- Event Type: Education
- Date: September, 2024



- Average attendance: 400+
- Event Type: Education
- Date: September, 2024

ABOUT THE RUM LAB

OUR PROGRAMS

Women Leading Rum



Website showcasing amazing and notable women in the industry.

Here we talk about Ron



Recently launched as a Facebook page to unite rum fans in Spanish.

The Ultimate Awards



Awards in various categories of the rum industry.

Noble Cane



Website that promotes products about rum brands.

Zavvy



Online educational platform with more than 350 videos and exclusive content.

ABOUT THE PRESIDENT

Larissa Arjona is Panamanian with Spanish nationality. She has lived in Spain for more than 15 years. She is a lawyer with a master's degree in law, and for a few years she has been directing communications for the Ron Abuelo brand in international markets.

In addition to being a proactive person in the rum industry, she is dedicated to empowering other women in this industry, women who have the desire to work in an equal opportunity environment.



MISSION

Raise awareness about the role of women within this industry, through the exchange of ideas and networking opportunities with other active members, to guarantee plans and training that can improve their professional growth and future in the rum sector.

VISION

Empower women in the rum industry and those involved in it, no matter what their position. We are motivated by the unique connection that they can build together, to create change initiatives that guarantee a key role for women in decision-making, in one of the most important alcoholic beverage industries in the world.



GOALS



- ▶ Promote confidence in women so that they can develop their skills and their active participation in the decision-making of their company.
- ▶ Empower and train women in the rum industry so that they have more opportunities for growth.
- ▶ Share networking and our knowledge of rum culture.
- ▶ Promote equality, diversity, inclusion, executive sisterhood and women's education.
- ▶ Develop a community through projects that encourage women's leadership in the rum industry.

PILLARS

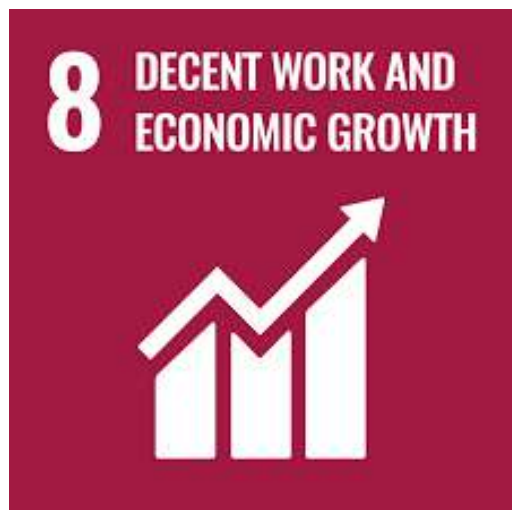
ACCORDING TO THE 2030 AGENDA



- Develop a calendar of online trainings taught by prominent women in the rum industry, exclusively for WLR members.
- Organize two (2) conferences for WLR members worldwide and encourage the active participation of women in leadership roles to convey the message of inclusion, equality and diversity in the rum industry.
- Create the first rum competition where the judges are prominent women in the rum industry, WLR Global Awards.



- Create campaigns to raise awareness about the importance of gender diversity in the industry, highlighting the benefits of having an inclusive environment.
- Highlight the achievements of WLR women on our platforms for greater visibility and encourage their professional development with equal opportunities and pay equity.



- Establish scholarships for women interested in careers related to the rum industry and thus have their first work experience.
- Develop specialized mentoring programs by experienced professionals.
- Create a professional network for women in the rum industry (Premium Networking), where they can exchange knowledge, experiences and job opportunities.



- Form strategic alliances with companies in the rum sector that are committed to gender diversity: financial support, mentoring programs and employment opportunities.
- Create a community of WLR partner brands and distilleries, where the message of equality and inclusion of women in the rum industry is prioritized and thus together have strength in the future to make alliances of greater impact with government agencies, universities, schools of businesses, female empowerment NGOs, etc.

TARGET

- CEOs, VPs, Directors, Brand Managers and Commercial Managers
- Master Blenders
- Brand ambassadors
- Bartenders
- Rum enthusiasts
- Professional women in the Wine and Spirits industry.
- Educational institutions
- Industry associations and trade groups
- Cultural and heritage organizations
- Brands and companies in the sector or related



STRUCTURE AND CONTENT OF THE PROGRAM





Exclusive access to the Women Leading Rum platform

- Program description:

1. Exclusive Events:

- Organization of exclusive events for members, including conferences, round tables and rum tastings, with prominent industry leaders at the WLR conference and Rum Fest.

2. Mentorías y premium networking:

- Establishment of a mentoring and training program to connect women leaders with experienced professionals.
- Networking sessions (table-talk) to encourage collaboration and exchange of ideas and experiences.

3. Educational resources:

- Access to exclusive educational resources, such as webinars, courses and educational materials related to the rum industry. In addition to access to employment opportunities and scholarships with brands and distilleries.

4. Recognition and awards:

- Annual recognition of outstanding achievements of members.
- Awards for those who have significantly contributed to the advancement of women in the industry.
- Participation as judges in WLR Global Awards
- Visibility on our digital platforms (interviews, publications, etc.)

PHASE 1: MEMBERSHIPS



TYPES OF MEMBERSHIPS

- **Subscription (Individual):**

Physical person:

- monthly: 25 USD
- annual: 240 USD

- **Sponsor (Legal entity):**

1. WLR Platinum: 6000 USD per year
2. WLR Gold: 3000 USD per year

(*) Legal entity: Up to 5 members per Distillery/Brand

PHASE 1: TYPES OF MEMBERSHIPS



WLR (NATURAL PERSON)

25 USD MENSUAL | 240 USD ANUAL

- Become part of the Women Leading Rum (WLR) platform, officially.
- Access to our calendar of seminars, training, tastings, premium networking, MasterClass, activities, events, etc.
- Discounts on Festivals and Congresses of The Rum Lab and WLR.
- Discounts in our online store.

PHASE 1: NATURAL PERSON



WLR PLATINUM

6000 USD per year.

- Logo in graphic and digital material as “Platinum Sponsor” in all communications, press releases, RRSS, website, videos, events, WLR calendar activities, congresses and The Rum Lab rumfest.
- All women who are part of the brand can register **(with authorization)**
- **Priority in our activities calendar.**
- Priority access to teach/participate in **high-profile** industry events, bootcamps and conferences.
- Personalized mentoring sessions with **established female leaders** in the rum industry. Masterclass or product launch.
- Invitations to teach/participate in networking dinners and events with the possibility of sampling and brand activation.
- Featured interviews and profiles in the organization's publications.

WLR GOLD

3000 USD per year.

- Logo in graphic and digital material as “Gold Sponsor” in all communications, press releases, RRSS, website, videos, events, WLR calendar activities, congresses and The Rum Lab rumfest.
- 5 women who are part of the brand can register **(with authorization)**
- Access to teach/participate in high-profile industry events, bootcamps and conferences.
- Personalized mentoring sessions with **established female leaders** in the rum industry. Masterclass or product launch.
- Invitations to teach/participate in networking dinners and events with the possibility of sampling and brand activation.

PHASE 1: SPONSOR (LEGAL ENTITY)



January 2024:

- WLR formalization
- Promotion and Press/RRSS
- Activities Calendar
- Invitation to become a member of WLR
- Features 2024 (Networking)
- Interview of the month
- Monthly report (Newsletter)

February 2024

- Activities Calendar
- WLR Press Tour in Panama
- New members and sponsors
- Interview of the month
- Miami Rum Congress 2024 (Presentation)
- WLR Master Blender of the Year Award
- Monthly report (Newsletter)

March 2024

- Activities Calendar
- Women's Day (Global Report + Video)
- Interview of the month
- Taste of Rum - Puerto Rico 2024
- Texas Rum Fest 2024
- Monthly report (Newsletter)

April 2024:

- Activities Calendar
- Interview of the month
- Chicago Rum Fest 2024
- Spain Rum & Gin 2024
- WLR Congress 2024 (Spain)
- Monthly report (Newsletter)

Mayo 2024

- Activities Calendar
- Interview of the month
- Monthly report (Newsletter)

June 2024

- Activities Calendar
- Interview of the month
- New York Rum Fest 2024
- Monthly report (Newsletter)

PHASE 2: CALENDAR



- Average attendance: 400+
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- Event Type: Education
- Date: April, 2024



- Average attendance: 400+
- Event Type: Education
- Date: June, 2024



- Average attendance: 250+
- Event Type: Education
- Date: September, 2024



- Average attendance: 400+
- Event Type: Education
- Date: September, 2024



- Average attendance: 250 thousand
- Type of Event: Tourism
- Date: January, 2024

PHASE 3: 2024 EVENTS



Would you like to know more?

CONTACT US!

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