

ROTTERDAM COCKTAIL WEEK 2025

Essential information for sponsor brands
JUNE 2025

Following the success of The Hague Cocktail Week – entering its 7th edition in 2025 – we're heading to Rotterdam to work alongside the city's finest to bring mixed up, mashed up, shaking and making to the city in June 2025

FORMAT

- ★ Premium bars in Rotterdam showcasing the best of the city's cocktail scene for 10 days in June 2025 (dates TBC)
- ★ There is no cost for bars to participate in the event as costs are covered by brand sponsorship
- ★ Menus featuring cocktails at a promotional price of 9,50 plus opportunity to host consumer tastings, masterclasses and parties
- ★ Industry networking & showcase event for partner brands and local bartenders in March/April
- ★ Printed menus, supporting website, social media and product/bartender photography, plus printed flyers, maps and posters

CATEGORIES*

Every menu to include:

- ★ Cocktail #1: headline spirit brand with a drink on every menu: 3,500
- ★ Cocktail #2: headline spirit brand with a drink on every menu: 3,500
- ★ Cocktail #3: independent spirit brands with a drink on one menu: 300 per venue
- ★ Cocktail #4: independent spirit brands with a drink on one menu: 300 per venue
- ★ Liqueurs: a liqueur brand with a product on every menu: 500
- ★ Softs/mixers: two brands with a product on every menu: 1,000 per brand

An additional option for venues to include:

- ★ Cocktail #5: a local spirit brand from the province with a drink on one menu: 300 per venue
- ★ Cocktail #6: a 0%-0.5% brand with a drink on one menu: 300 per venue
- ★ Cocktail #7: a sustainable/circular/eco credential brand with a drink on one menu: 300 per venue



Nick | +31 6 36 53 03 39 | nick@sharpmediagroup.co.uk
Tom | +31 6 43 53 92 82 | tom@sharpmediagroup.co.uk
[@rotterdamcocktailweek](https://twitter.com/rotterdamcocktailweek) #RCW25 | www.rotterdamcocktailweek.com

NIX18

*Every menu must include at least one '1 Unit' cocktail featuring 30ml of 40% ABV spirit or less.
Category sponsorship / allocation is available on a first come, first served basis