



ORIGINAL CREW

September 2024

*A new approach to a loyalty program for a
spirit brand...*

Owning the “experience” is the currency



Hook Hand Rum was created as an experience brand. This will be lived out in several iterations within events, sponsorships and collaborations. However all of this will specifically be expressed in a premium membership within the brand where superfans of the brand will get to experience the brand on its best day everyday!

**ORIGINAL
CREW**



Our Membership Plans

NAVIGATOR

This is our elite group
with the best benefits

\$1000.00

For Life

As a coin carrying member
you will receive benefits
exclusive to this group

FIRST MATE

The perfect experience for
an active life

\$240.00

Annually

Get access to everything
Hook Hand Rum with
Special discounts and offers

SWABBIE

This is our army of fun who
are ready to go

\$120.00

Annually

Access to events and special
discounts on merchandise
from Hook Hand Rum



NAVIGATOR

HOOK HAND RUM

Established 2021

ORIGINAL
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Navigator

As an Original Crew Navigator, you're the true north of the Hook Hand Rum brand

As a Navigator, you're part of a select group of individuals who have the unique opportunity to be a part of the future of Hook Hand Rum. Your voice matters, and your contributions will be rewarded. Join us on this exciting journey and experience the thrill of adventure, the satisfaction of making a difference, and the rewards of being part of something truly extraordinary.

- ✘ **VIP Status** at HHR hosted events
- ✘ Gifts of **Rum & Merchandise** every year
- ✘ Go on **Adventures** and attend **Events** with your crew
- ✘ Each year a lucky few will go on amazing **Trips** hosted by HHR
- ✘ Receive **Perks & Benefits** at partnered bars and restaurants
- ✘ Weekly, Monthly, and Annual **GIVEAWAYS**



FIRST MATE

HOOK HAND RUM

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First Mate

Join the Original Crew as a First Mate and experience the ultimate rum lifestyle

Become a First Mate and unlock a world of rum-filled adventures. Exclusive events, insider access, and personalized perks await. An Annual Fee provides you with a year of benefits. Join our Original Crew and experience the Hook Hand Rum difference.

- ✕ Similar **Access** as The Original Crew, but to a lesser extent
- ✕ **Free Shipping** in the HHR store
- ✕ Access to monthly **Giveaways** that include cocktail kits
- ✕ Ticket to the annual **Original Crew Party**
- ✕ This group will level up to a coin holder after four years of membership



SWABBIE

HOOK HAND RUM

Established 2021

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Swabbie

As an Original Crew Swabbie, you are more than just a customer

As a Swabbie, you'll enjoy a variety of exclusive benefits throughout the year, including access to special events, limited-edition rums, and insider knowledge. Experience the fun side of our business and be part of a crew that values camaraderie, great rum, and unforgettable stories. Join today and embark on an adventure filled with excitement and reward.

- ✕ Become an **Insider** on all things HHR
- ✕ Receive special **Discounts** in the HHR Store
- ✕ **Annual Giveaway** - lesser extent of OC and First Mates


*Everyone that buys a ticket to the annual Original Crew party will be gifted an annual Bilge Rat membership



A Special Portal and APP only for Members

Hook & Hand
Where Blue Ain't Blue


Original Crew Events Contact Us Log Out



Welcome to the Crew's Quarters

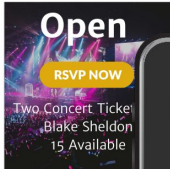
Live the life of a pirate and choose from any of these fantastic event. They are all on a first come first serve basis. So check back here often. If you want to participate and RSVP for an event you must be on this page when RSVPs go live and click the image. If you get in you form will automatically be populated as a having secured an RSVP. You will receive an email to confirm and then you will be asked to complete the details of the offer to redeem. Good Luck.

Upcoming Events




RSVP Opens in
10D 4H 20M

A luxury weekend on a private catamaran for two
3 available



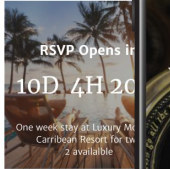
Open
RSVP NOW

Two Concert Tickets
Blake Sheldon
15 Available



RSVP Opens in
10D 4H 20M




Tickets to Final Game of NCAA Tournament
3 available




RSVP Opens in
10D 4H 20M

One week stay at Luxury M Caribbean Resort for two
2 available


Stay Connected with





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Privacy Policy
Cookie Policy (EU)
Contact Us

Please Drink Responsibly



ORIGINAL CREW

Welcome to
Crew's
Quarters

Open

What's in Store for Members

Just to name a few

✘ Hook Hand Rum events where we are hosts or sponsors

- Coachella / Stagecoach
- Gasparilla Pirate Fest
- Annual Original Crew Party

✘ Access / Discounts

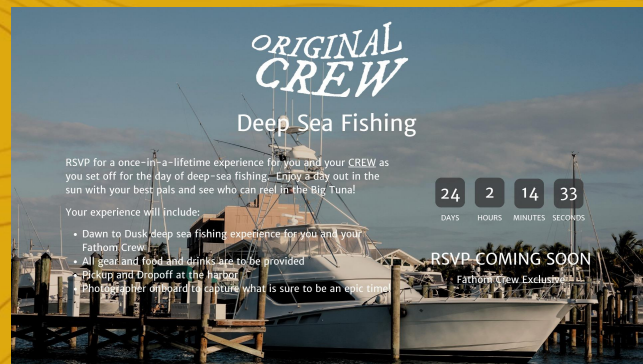
- iHeart Theater LA / NY
- Mammoth Black Pass / IKON Passes
- Hot Rods & Handguns Club Passes

✘ Special Adventures / RSVP

- Deep Sea Fishing
- Porsche Experience
- Sailboat Vacations
- Mixology Classes

✘ Merchandise / Free & Discounts

- Collabs with other brands
- Seasonal Releases
- Collectables



A large, dark sailing ship with multiple masts and sails is silhouetted against a dark, cloudy night sky. A full moon is visible in the upper right corner, casting a soft glow. The ship is positioned on the left side of the frame, with its hull and lower decks visible. The ocean is dark and calm, reflecting the moonlight. The text "WHERE TALES ARE BORN" is written in a stylized, white, serif font, tilted slightly to the right, and is surrounded by several short, white, radiating lines that give it a glowing or dramatic appearance. The overall mood is mysterious and evocative, suggesting a story or legend associated with the sea and the night.

WHERE
TALES
ARE BORN

