National Conference & Other Sponsorship Opportunities

Annual Conference Sponsorship

Help us welcome more than 400 members of the American Wine Society to the 2026 Conference in Jacksonville, FL.

The **American Wine Society** is the largest wine consumer organization in North America. Our annual conference is attended by our members, wine enthusiasts, from all over the country and space permitting, non-members from the local area. Whatever your budget, we can offer your business, winery, or regional consortium maximum exposure to wine-savvy consumers.
For **wineries**, our attendees invest in their wine education experiences and are eager to learn more about your winery, story, wine, wine region, and production methods.
For **wine regions and travel-related businesses**, our attendees travel for wine experiences, both to the annual conference and other opportunities. Consider the benefit of reaching that audience.

As a registered 501(c)3 non-profit corporation, we understand the importance of maximizing return on investment. Some of our past sponsors include Domaine Bousquet Quality Wines, the Garden State Wine Growers Association, Visit Missouri, WSET Wine & Spirit Education Trust, Caesars Entertainment, Balzac Communications and Marketing, Coravin, Dare Foods for Bremner Wafers, WTSO Wines 'Til Sold Out, and Union Des Grands Crus de Bordeaux, as well as the many cities we have visited.

Take advantage of our gathering to showcase your products to this enthusiastic audience by becoming a 2026 AWS Conference sponsor or showcase exhibitor!

Interested? We welcome the opportunity to work with you to create a sponsorship experience that aligns with your brand and connects you with our engaged community of wine enthusiasts. Please contact the AWS National Office at 888-297-9070 or email ExecutiveDirector@AmericanWineSociety.org to begin the conversation.

Eric Feldhake, President & Natalie Dippenaar, Executive Director
American Wine Society

The American Wine Society is a 501(c)3 registered in the state of Michigan with the mission of ***Promoting Appreciation of Wine through Education.***

Why Partner with AWS?

- Reach 6,500+ highly engaged wine consumers
- National exposure before, during, and after the conference
- Align your brand with education and credibility
- Flexible options: in-kind, branded, or monetary
- Direct engagement with members at events

Monetary Sponsorship Opportunities

All product sponsorships are available as branded or unbranded, partial sponsor, or in-kind donations. All sponsorships include recognition on our conference website, event signage, and social media. Questions: (*888) 297-9070 / memberservice@americanwinesociety.org*

ATTENDEE GIVEAWAYS

Tote Bags Company name/logo can be imprinted on each tote bag.
A tote bag is given to each conference attendee to carry giveaways, program, and marketing items.
Priced from $400 for single use plastic to $1,800 for reusable tote bags.
In-kind donation accepted, approximately 550-600. **TOTE BAGS SPONSORED**

Tasting Glasses Company name/logo can be etched on each glass.
A souvenir glass is given to each conference attendee with any excess retained indefinitely for use during conference sessions each year.
Priced from $1,000 for co-sponsor to $2,500 for full sponsorship.
In-kind donation accepted, approximately 550-600. **GLASSES SPONSORED**

Corkscrews Company name/logo imprinted on each corkscrew.
A corkscrew is given to each conference attendee with any excess retained indefinitely for use during conference sessions each year.
Priced from $1,000 for co-sponsor to $2,500 for full sponsorship.
In-kind donation accepted, approximately 550-600. **CORKSCREWS SPONSORED**

Conference Program Company name/logo imprinted on front of program and full-page ad.
Each conference attendee receives a full program either digitally or printed, and a digital copy is available on the website. In addition, each attendee receives a personalized agenda.
Priced from $250 for personalized agendas (logo/name only), $500 for digital program, $6,000 for printed program sponsorship.

Tote Inserts Provide branded marketing items e.g. destination guide, brochure, menu, maps, pens, notepads, pouring foils, pins, hand sanitizer to be given to each attendee as a giveaway or marketing item. Smaller than 9”x12” to fit in the tote bag.
Included with all above sponsorships or priced individually at $20 + provide 550-600 items.

CONFERENCE SERVICES

Services used at the conference that can be sponsored at $2,500 each.
Event Photographer
Banquet DJ
Glass Washing
Internet
Audio Visual

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RECEPTIONS

President's Reception Sponsor
This premier fundraising event is limited to 75 attendees. Proceeds from ticket sales support educational projects. There are 2 sponsorship opportunities – event and wine.
Price: $2,000
Provide: **6 bottles of each of 12 different premium ($80+/bottle) wines.**

Thursday or Friday Night Showcase Reception Sponsor
Attendees stroll through wine showcase exhibitor tables for approximately two hours.
Priced from $5,000 to $20,000. **THURSDAY & FRIDAY SPONSORED**

Amateur or Commercial Competition Sponsor
Sponsorship can include backroom costs, postage, consumables like tasting sheets, crackers.
Priced from $1,000 to $10,000.
Benefits vary with sponsorship level but include signage, social media, logo in marketing emails, and insert with mailed medals.

CONFERENCE NEEDS

Name Badges or Lanyards
An event lanyard and name badge with company name or logo is given to each attendee to wear for the duration of the conference.
Priced at $500 each.

Wine Score Sheets or Wine Placemats **TASTING SHEETS & PLACEMATS SPONSORED**
Approximately 4,000 printed tasting sheets and 1,200 printed 11"x17" placemats are used during conference sessions. Company name/logo will be prominently displayed.
Priced from $250 for score sheets, to $1,000 for placemats ($500 co-sponsor available).

Crackers, Water or Spit Cups
Distributed for palate cleansing, wafers or crackers are a favorite for attendees. No wine tasting can happen without water and spit cups. Company name/logo will be prominently displayed on an acknowledgement insert in the tote bag.
Price: $300 each.

Table Menus **TABLE MENUS SPONSORED**
For each meal, 3-4 tent style menu cards or individual menu cards are placed at the table.
Price: $200.