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.

Wine Sponsorship Opportunities

All sponsorships include standard recognition on our conference website, event signage, and social media and some include speaking opportunities and attendee tickets as outlined below.
Questions: (*888) 297-9070 / memberservice@americanwinesociety.org*

Premier Sponsor Package 2026 TAKEN

Eight different wines, 5 cases of each

The Premier Sponsor Package is geared toward a larger AVA, consortium, winery, state, or country interested in partnering with the AWS on a bigger scale. Your organization will be featured in all publications and communication throughout the calendar year, building up the excitement to the national conference and post-event to reinforce your brand. You will be acknowledged as the primary sponsor of the event.

Targeted marketing to reach nearly 7,000 educated wine consumers through print, email, social media, and at the annual conference.

- Recognition in the American Wine Society Journal
- Recognition in the American Wine Society News
- Social media recognition leading up to and throughout the conference
- Full-page ad in the conference brochure
- Literature insert in conference welcome tote bag
- Sponsor tables at the Friday and Saturday Wine Showcases
- Two complimentary conference registrations
- Allocated time slot at educational conference seminars
- Allocated time slot at the conference luncheon to promote your winery/region

- Eight complimentary entries in the **American Wine Society Commercial Competition.**

There is no monetary charge to the sponsor for participation.

Wine Sponsorship Opportunities

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Sponsorship Packages INCLUDE

	PREMIER	GALA	LUNCHES	BREAKFAST	PROFESSIONAL
SPEAKING ROLE AT MEAL	✓ 15 MINS + SESSION		✓ 15 MINS		
LITERATURE INSERT IN TOTE BAG	✓	✓	✓	✓	✓
SOCIAL MEDIA RECOGNITION	✓ + JOURNAL & NEWS	✓	✓	✓	✓
LISTED ON WEBSITE & SIGNAGE AND IN PROGRAM	✓	✓	✓	✓	✓
CONFERENCE REGISTATIONS	2 + SHOWCASE TABLES	1	2	1	
COMPETITION ENTRIES	8	1	4	3	

Friday Night Showcase Exhibitor 2026 TAKEN

6 bottles of each wine to be presented
Limited to 40 wineries, distributors, consortiums

The Friday Night Wine Showcase is a two-hour, walk-around tasting of domestic and international wines. The American Wine Society provides heavy hors d'oeuvres to attendees during the reception.

All wine sponsors are provided with a skirted exhibit table, water, dump bucket, and ice (if needed). As a sponsor, you are responsible for providing the wine you will be pouring (6 bottles of each wine is recommended) and any literature you wish to distribute. If you are unable to have a representative present, a wine educator can be provided by AWS.

There is no monetary charge for this sponsorship opportunity. On-site sales are not generally permitted in most states due to local ABC laws, but QR codes for buying online or providing tasting sheets and pricing information is permitted.

Wine Sponsorship Opportunities

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Friday Sparkling Breakfast

5 cases each of 3 different sparkling wines

The sparkling breakfast starts the day on the first day of sessions.

- Sponsor logo in conference brochure and on website
- One complimentary conference registration
- Literature insert in conference welcome tote bag
- Social media and signage recognition throughout conference

- Three complimentary entries in the **American Wine Society Commercial Competition.**

There is no monetary charge for this sponsorship opportunity.

Friday/Saturday Luncheon 2026 BOTH TAKEN

5 cases each of 4-5 different wines

The luncheons provide the opportunity for members to gather for key events.
- Friday, the Annual Business Meeting during which election results, key reports, and updates are given, as well as
- Saturday, the Awards Luncheon during which the amateur and commercial competition awards and National Tasting Project (NTP) results are announced.

- Sponsor logo in conference brochure and on website
- Two complimentary conference registrations
- Literature insert in conference welcome tote bag
- Social media and signage recognition throughout conference
- Educational presentation time at the lunch to promote your business.

- Four complimentary entries in the **American Wine Society Commercial Competition**

There is no monetary charge for this sponsorship opportunity.

Wine Sponsorship Opportunities

All sponsorships include standard recognition on our conference website, event signage, and social media and some include speaking opportunities and attendee tickets as outlined below.
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Saturday Night Banquet Contributor

5 cases of a premium wine
Limited to 8 contributors **(2026 ALL TAKEN)**

The banquet gala is a culmination of three days of wine education and comradery. Leadership and Merit awards are given, newly certified wine judges are announced, and society officers as well as wine industry notables in attendance are recognized.

- Sponsor logo in conference brochure and on website
- One complimentary conference registration
- Literature insert in conference welcome tote bag
- Social media and signage recognition throughout conference

- One complimentary entry in the **American Wine Society Commercial Competition**

There is no monetary charge to the sponsor for participation.

Advertising
Print Media

The Wine Journal

Put your brand in front of educated wine consumers.

With more than 6,500 members who are focused on exploring new wines and new wine regions, the American Wine Society can be a key target in your wine and travel advertising and marketing strategy.

American Wine Society members love wine, make wine, buy wine, and enjoy learning about wine.

Here are a few stats about American Wine Society members:

- 78% enjoy a glass of wine at least four days per week; 53% enjoy wine every day
- 58% purchase at least ten cases of wine per year; 65% pay over $15 per bottle for these wines
- 66% order wine at a restaurant at least twice per month; 55% pay over $30 per bottle for these wines
- One-third of American Wine Society members are amateur winemakers
- 60% of the winemakers make at least 20 gallons per year; 32% make over 50 gallons – serious winemakers who buy a lot of supplies!
- 51% subscribe to at least two wine publications
- 61% travel to wine regions at least once each year
- 40% follow wine blogs or other internet wine-related sites
- 30% have been members of American Wine Society for over 15 years, but 33% joined in the last five years – a significant indication of the growth American Wine Society continues to see

Interested in reaching this wine audience with your message?
We offer numerous, innovative ways to reach our members and are always open to new ideas.

Advertise in the American Wine Society Journal magazine
Align your brand with the oldest and largest consumer-based wine appreciation organization in North America. Our articles are fresh, creative, educational, and are delivered to members in 180+ chapters across the United States. American Wine Society Wine Journal ad rates are very affordable, and we offer discounts for multiple issues and to American Wine Society Professional Members.

THE AMERICAN WINE SOCIETY

WINE JOURNAL

Date: _____

AWS WINE JOURNAL Magazine Advertising Contract

Email completed form to: memberservice@americanwinesociety.org

We hereby authorize the American Wine Society to publish the advertisement of:

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Primary contact person: _____

E-mail of contact person: _____

Please insert our ad in the following issues of the AWS Wine Journal:

Year: _____	Year: _____	Year: _____
Publishing Issue	Publishing Issue	Publishing Issue
Spring: _____	Spring: _____	Spring: _____
Summer: _____	Summer: _____	Summer: _____
Fall: _____	Fall: _____	Fall: _____
Winter: _____	Winter: _____	Winter: _____

Ad size and rate per insertion:

☐ Full Page **$549**	8.5 x 11
☐ Full Page Inside Front Cover **$599**	8.5 x 11
☐ 1/3 Page (horizontal only) **$199**	4.78 x 4.78
☐ 1/6 Page (vertical only) **$99**	2.16 x 4.75
☐ 1/2 Page (horizontal only) **$299**	8.5 x 5.5

All ads must be submitted with an 1/8in (.125″) bleed and 300dpi .pdf file or .jpeg

Discounts:

☐ 10% for placing your ad in three consecutive issues

☐ 10% for being a Professional Member of the AWS (Not an AWS Professional Member? Contact us today at memberservice@americanwinesociety.org to see how easy it is to become one.)

_____ **Net total for all insertions**

Billing:

☐ Invoice us after each issue is published (ad will not be placed in future issue if invoice is open).

☐ Invoice us for _____ issues in advance.

Ad Submission Guidelines:

- Ads may be submitted via email to memberservice@americanwinesociety.org
- Submit via high resolution (300 dpi minimum) PDF file or .jpeg file. Any other format are not accepted.
- All ads must be submitted no later than thirty (30) days prior to publishing month.
- We are not responsible for any errors in the ad or cropping of ad if not sent in the correct size.
- Ad placement cannot be guaranteed unless inside front cover ad is requested.
- Publishing dates are targets, but not guaranteed.
- For multiple insertions, it is the advertiser's responsibility to submit updated copy by the deadline. If a new copy is not received, the existing ad will be repeated.
- Publisher reserves the right to refuse any advertising we consider inappropriate for the AWS Wine Journal.

Authorized by: _____

Date: _____

Contact The American Wine Society to place your ad in the *Wine Journal* today!

Natalie Dippenaar
888.297.9070
executivedirector@americanwinesociety.org

Colleen Reardon
888.297.9070
memberservice@americanwinesociety.org

American wine society

Year Round Partnerships

AWS 365

Year Round Partnerships allow sponsors to engage with AWS members at the annual conference and through in-person and virtual experiences throughout the year.

AWS continually develops national and global partnerships to educate our members throughout the year, beyond the annual national conference. Recent partnerships have included Banfi Vintners, the Wines of Franciacorta, and more recently, Riedel, promoting their brands, consortiums, and regions to our educated wine consumers.

With 180+ local chapters meeting monthly, AWS hosts, on average, more than **45 independent chapter meetings and wine tastings every week** across the United States. These gatherings provide ongoing opportunities for sponsors to connect directly with engaged wine enthusiasts. AWS welcomes wine industry speakers to lead in-person tastings at chapters ranging in size from 25 to 150 members. Winery, importer, and distributor representatives can coordinate their visits to trade shows or tours to promote their products directly to AWS members. These visits can be coordinated with a single chapter or with a regional ambassador for multiple chapters.

Although our focus is on in-person tastings, AWS has successfully facilitated online tastings featuring winemakers and wine industry representatives to provide more diverse opportunities for members.
The 365 program offers partners:

- a written article or full-page advertisement in the AWS Journal
- a virtual or recorded tasting for members.

In return, the partner provides and ships 10-25 cases of six identical wines to be tasted and discussed during the virtual event. AWS will then work with chapters to coordinate shipping.

Welcome Here

AWS Welcome Here is a nationwide “wine trail” program connecting wineries with AWS members. Upon presentation of a valid membership card, participating wineries offer members professional consideration such as complimentary tastings, discounts, cellar tours, or shipping incentives.

Participation is simple: complete a form on the AWS website and provide your location details and logo for inclusion on the member page. There is no monetary cost to participate in AWS Welcome Here and wineries are periodically mentioned on social media and in emails to the entire membership.

For more information or to customize a program for your company, contact the AWS National Office at 888-297-9070.

Donations

AWS & CRU 100

The American Wine Society is a non-profit organization and is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Service Code. All donations are tax deductible. By donating to the American Wine Society, you support all programs benefiting American Wine Society chapters and members across the country. You can donate generally or for a specific program like creating a one-off or recurring scholarship for the certified wine judge program (WJCP) or WineSmarts offered annually at the national conference.

CRU 100 is the fundraising committee of AWS focused on supporting the development of relevant, quality wine education resources for American Wine Society chapters and members across the country. Some of these are made available through our YouTube channel for public wine education, and some are reserved for chapters or conference attendees.

If you are interested in donating wine or other items for auction, or for more information on cash or legacy gifts, contact us at executivedirector@americanwinesociety.org.

AWSEF

Sponsorship of the American Wine Society Educational Foundation (AWSEF) allows partners to align their brand with education, research, and the future of the North American wine industry.

Incorporated in May 1993, AWSEF is a nonprofit organization and is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Service Code. A Board of Trustees elected by AWS membership governs the Foundation.

The Foundation's mission is to support educational and research activities that advance viticultural and enological sciences and strengthen a world-class North American wine industry.

AWSEF provides academic scholarships and research grants to graduate students based on academic excellence and demonstrated interest in careers in enology, viticulture, health aspects of wine, and the economics of wine, wineries, and vineyards.

Although membership in AWS automatically grants membership in AWSEF, AWSEF operates independently. AWS supports fundraising efforts during the annual AWS conference with

- a breakfast meeting dedicated to announcing scholarship recipients and sharing financial updates, and
- floor space at the conference for fundraising activities.

Additionally, many AWS chapters make supporting donations at the end of the year.

For more information, visit **awsef.org**.