



# National Conference Sponsorship Schedule

October 31-November 2, 2020

Bellevue, Washington





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JOIN US IN THE SCENIC EVERGREEN STATE

*Bellevue, Washington*



Thank you for your interest in becoming a sponsor at the annual conference of the **American Wine Society (AWS)**. Now in our 53rd year, the **AWS** is the largest wine consumer organization in North America.

Historically, our annual conference is attended by 600 to 750 of our members, who are wine enthusiasts from all over the country. Bellevue, a lovely suburb of Seattle, was selected for 2020 due to its travel accessibility and impact imparted on the wine industry, and it is an attractive destination to allure members and professionals. Notable, regular, presenters include Joel Peterson, Sharron McCarthy (Banfi), Peter Mondavi (Charles Krug), and Jim Bernau (Willamette Valley Vineyards), among others. As always, we expect a sold-out conference in 2020.

Whatever your budget, we can offer your winery, company, or consortium maximum exposure to wine-savvy consumers. Attendees to our conference are educated wine consumers who invest in their wine education experiences and have paid their own way there to learn more about your story, wine and production methods. Our experienced wine procurement and logistics officer can work with you to facilitate your wine shipment through any unforeseen regulatory hurdles.

As a registered 501(c)3 non-profit corporation, we understand the importance of staying within a budget and getting the maximum return on investment. Some of our major sponsors in 2019 included: Wines 'Til Sold Out (WTSO), Asociación Garnacha Origen, The Rhone Rangers, Livermore Valley / Wente Vineyards, and Bodegas Luzón.

Interested? Our Executive Director, David Falchek, is ready to discuss more opportunities custom-suited for your company. You can reach him via phone, **888-297-9070**, or email at [executivedirector@americanwinesociety.org](mailto:executivedirector@americanwinesociety.org)

Sincerely,  
Joseph Broski, President  
**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.*

# Conference Professional Sponsor Categories

*Have your company name printed on materials given away at or used throughout the conference. Call David Falchek at the National Office for pricing. (888) 297-9070.*

## **T** Tasting Glass Sponsor

Includes a half-page color ad in the Conference Brochure. Your company name will appear on the foot of each glass. Two souvenir glasses are given to each conference attendee, with hundreds kept in stock and used annually at **AWS** tastings.

## **T** Corkscrew Sponsor

Includes a quarter-page color ad in the Conference Brochure. As the sponsor, your company name will be imprinted on each corkscrew. One corkscrew is given to each attendee.

## **T** Friday Night Showcase of Wine Sponsor

Includes a quarter-page color ad in the Conference Brochure. As the “Named” sponsor, your company info will be prominently displayed throughout the event as Principle Sponsor.

## **T** Name Badge Sponsor

A custom made lanyard with your company name will be given to each attendee and worn the duration of the conference.

## **T** Placemat Sponsor

Approximately 5,000, 11' X 17", placemats are used during the conference sessions. Your company name, logo, and other information will be prominently displayed as a valued sponsor.

## **T** President's Reception

**Sponsor Provides Four cases of different premium wines** – The President's Reception is an elite fund-raising effort, limited to 50 members, the proceeds of which support future educational endeavors of the **AWS**.



# Conference Sponsor Packages

## Year of Wine Premiere Sponsor Package

Eight different wines, 5 cases of each

The Year of Wine Premiere Sponsor Promotion is geared toward a larger AVA, consortium, winery, state, or country interested in partnering with the AWS for a year-round promotion. Your organization will be the focus of all publications and communication during the calendar year, building up the excitement to the national conference in October. Your brand will be reinforced in the attendees' minds after conference with still more media.

- Targeted marketing with your budget in mind to reach 7,000 educated wine consumers by print, email, social media, and at the annual conference
- Full-year recognition in the **American Wine Society Journal** (four issues)
- Full-year recognition in the **American Wine Society News** (six issues)
- Full-page ad in the annual conference brochure
- Literature insertion in conference welcome tote
- Two sponsor tables at the Showcase of Wine
- Social media recognition throughout the year, conference included
- Four complimentary conference registrations
- Ten complimentary entries in the **American Wine Society Commercial Competition**
- Allocated time slots (75 minutes each) at two-educational conference seminars
- Allocated time slot (15 minutes) at the conference luncheon on Friday to promote your business / region / consortium

# Conference Sponsor Packages



## 2020 Sponsor Package

### Friday Night Showcase of Wine Sponsor (Limited to the first 40 sponsors.)

The Friday night Showcase of Wine is a two-hour, walk-around tasting of domestic and international wines. All sponsors are provided with a skirted exhibit table, water, dump bucket, and ice (if needed).

As a sponsor, you are responsible for all wine to be poured and any literature you wish to distribute. If you are unable to have a representative present, a wine educator will be provided by the AWS at no extra charge to pour your wine and distribute literature.

Sponsor will need to provide six (6) bottles of each wine to be poured. The American Wine Society will provide 'heavy' hors d'oeuvres to pair with the wine.

There is no monetary charge to the sponsor for participation at this event.

# 2020 Sponsor Package

## Meal Wine Sponsor- Option #1

Saturday Night Gala (5 cases of any premium wine)

(Limited to the first 8 sponsors)

- Two complimentary conference registrations
- Sponsor Logo in Conference brochure
- Exhibit table for duration of conference
- Social media recognition
- One complimentary entry in the **American Wine Society Commercial Wine Competition** for every 12 bottles donated

The Saturday night gala is a culmination of three days of wine education and comradery. Awards are given and Society officers are recognized as well as appointed, and wine industry notables in attendance are recognized. All Gala wine sponsors are verbally recognized for their donation.

There is no monetary charge to the sponsor for participation at this event.



# Conference Sponsor Packages

## 2020 Sponsor Package

### Meal Wine Sponsor- Option #2 Friday or Saturday Luncheon (5 cases each of 4-5 different wines)

- Sponsor Logo in Conference brochure
- Two complimentary conference registrations
- Exhibit table for duration of conference
- Social media recognition throughout conference
- Educational presentation time (15 min.) at lunch to promote your business / region / consortium
- One complimentary entry in the **American Wine Society Commercial Wine Competition** for every 12 bottles donated

The **AWS** Annual Business Luncheon will be on Friday, October 30, and the Awards Luncheon recognizing winners of the Amateur and Commercial Wine Competitions will be on October 31.

There is no monetary charge to the sponsor for participation at this event.

## 2020 Sponsor Package

### Meal Wine Sponsor- Option #3 Friday or Saturday Sparkling Breakfast (5 cases each of 3 different sparkling wines)

- Sponsor Logo in Conference brochure
- Two complimentary conference registrations
- Exhibit table for duration of conference
- Social media recognition
- One complimentary entry in the **American Wine Society Commercial Wine Competition** for every 12 bottles donated

There is no monetary charge to the sponsor for participation at this event.



# Expose Your Brand with “AWS 365” PROGRAMMING

The World of Wine never sleeps, it functions 365 days a year, and the **AWS** is always looking to develop new national and global partners in an effort to continually educate our members outside the national conference. In recent years, such relationships were established with Banfi Vintners and the Wines of Franciacorta to promote their brand, consortium, and regions with our educated consumers. As our 180 local chapters meet on a monthly basis, it's fair to say that, on the average, there are 45 **AWS** meetings and wine tastings every week in the United States.

In this age of fast-paced, innovative, technology, the **AWS** has realized excellent results with Skype tastings between our members and winemakers or other representatives of the wine industry. With this program we can offer you a written article in our educational periodical, the *AWS Journal*, followed up with a Skype tasting within 30 days. In return, the partner will need to provide and ship 25 boxes of six identical wines to be tasted and discussed.

The **AWS** has a presence in many metro areas and suburban areas. Wine industry speakers are always needed to lead monthly tastings of chapters in size from 25–100 members. Representatives from wineries, importers, and distributors can coincide their presence at trade shows or tours to promote their products to our members.

“**AWS Welcome Here**” is a nationwide “wine trail” program that connects wineries to our members. Upon presentation of a valid membership card, the winery recognizes the credibility of our members and usually gives them some form of professional consideration. This can include a free tasting, discounted purchase, etc. Most frequently, they receive the same benefits your club members receive. Note: **There is no hard-and-fast expectation of a free benefit.** There is no monetary cost to participate in **AWS Welcome Here**.

Contact our Executive Director, David Falchek, at **888-297-9070** and he will gladly customize a program for your company.

## American Wine Society Educational Foundation



The **American Wine Society Educational Foundation (AWSEF)** is a complementary charity to the **AWS**, but operates independently from it; however, membership in the **AWS** automatically grants membership in the **AWSEF**.

The **AWSEF's** mission is to support educational and research activities that advance the viticultural and enological sciences and support a world-class North American wine industry. To that end, the **AWSEF** provides academic scholarships and research grants to graduate students based on academic excellence and demonstrated interest in pursuing careers in enology, viticulture, health aspects of wine, and the economics of wine, wineries and vineyards.

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

The **AWS** supports the mission of the **AWSEF** and its ability to raise funds, much of which are generated at the **AWS** annual conference. To promote awareness of the **AWSEF**, the **AWS** dedicates its Friday breakfast meeting to announce new scholarship recipients, give financial reporting, and fundraising solicitation. In addition, the **AWSEF** receives time and floor space to conduct other types of fundraising at the conference.

For more information visit their website: [awsef.org](http://awsef.org)

# American Wine Society

**7,230**

members of the  
American Wine Society  
on December 31, 2017



**76%**

purchase their wine from a  
store that specializes in wine



**51%**

purchase 10 cases  
or less each year

**9%**

purchase more than  
30 cases each year

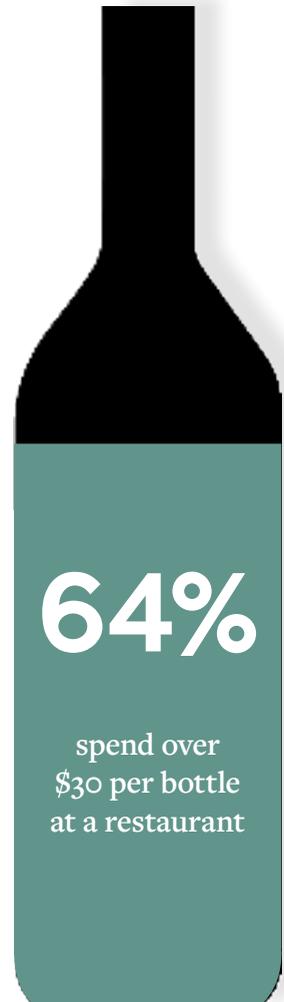
**180**

chapters of the  
American Wine Society  
in North America



**63%**

look for wines  
at a price point  
around \$20  
at a retail store



**64%**

spend over  
\$30 per bottle  
at a restaurant

# BY THE NUMBERS

**750**

attendees at the  
annual Conference  
in November 2017



**104**

average number of bottles  
of wine purchased  
per member annually



**73%**

enjoy a glass of  
wine at least four  
days each week

**42%**

have a glass of wine  
at a restaurant at  
least once a week

**21%**

spend over \$300  
on wine each month





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