



National Conference Sponsorship Opportunities





Join more than 600 members of the American Wine Society at the 2024 Annual Conference in Winston-Salem, NC.

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

Our annual conference is attended by our members, wine enthusiasts from all over the country. 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 pay their own way 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 maximizing return on investment.

Some of our past major sponsors included: 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.

Take advantage of this impressive gathering to showcase your products to this enthusiastic audience by becoming a 2024 AWS Conference sponsor or showcase exhibitor!

Interested? Our National Office is ready to discuss more opportunities custom-suited for your company and budget.

Call **888-297-9070**, or email at **executivedirector@americanwinesociety.org** to get started.

Sincerely,

Bill Stefan, President and 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.



Conference Sponsorship Packages

Professional Opportunities

Have your company name printed on materials given away at or used throughout the conference. All sponsorships include recognition on our conference website, event signage, and conference program.
Call our National Office for pricing. (888) 297-9070.

Tasting Glasses Company name/logo is etched on the foot of each glass. Souvenir glasses are given to each conference attendee with any excess retained for conference use annually.

Corkscrews Company name/logo will be imprinted on each corkscrew. One corkscrew is given to each attendee and any excess are used for opening bottles throughout the event.

Tote Bags Company name/logo will be imprinted on each tote bag. Good quality tote bags are used long after the event. Preferably, sponsor can **donate 650 own design tote bags**.

Tote Inserts Provide 650 branded items e.g. brochures, maps, pens, notepads, pouring foils.

President's Reception

This premier fundraising event is limited to 50 attendees. Sponsoring this function ensures all proceeds from ticket sales can be used to support future educational projects of AWS. Alternatively, sponsor can **provide 4 cases of different premium (\$80+/bottle) wines**.

Name Badges with Lanyard

A custom event lanyard with company name will be given to each attendee to wear for the duration of the conference.

Tasting Placemats

Approximately 5,000 printed tasting sheets or placemats are used during conference sessions. Sponsor name/logo will be prominently displayed on each.

Wafers

Distributed for palate cleansing, wafers are a favorite for attendees. Company name/logo will be prominently displayed on an acknowledgement insert in the tote bag.

Other Opportunities

Let us know your ideas and budget. We can accommodate any sponsorship budget. We also offer advertising in our journal which reaches 7,200 wine consumers bi-monthly.

Friday or Saturday Night Showcase Receptions

Attendees stroll through wine showcase exhibitor tables for approximately two hours. Sponsor the reception and be highlighted as the showcase reception sponsor.



Wine Sponsorship Packages

Premier Sponsor Package

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 7,200 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
- Four complimentary conference registrations
- Eight complimentary entries in the **American Wine Society Commercial Competition**
- Allocated time slot at educational conference seminars
- Allocated time slot (15 minutes) at the conference luncheon to promote your winery/region

Wine Sponsorship Packages

Sponsorship Packages

INCLUDE

	PREMIER	GALA	LUNCHES	BREAKFAST	PROFESSIONAL
SPEAKING ROLE AT MEAL	✓ 15 MINS + SESSION	✓ 5 MINS	✓ 15 MINS		
LITERATURE INSERT IN TOTE BAG	✓	✓	✓	✓	
SOCIAL MEDIA RECOGNITION	✓ + JOURNAL & NEWS	✓	✓	✓	✓
LISTED ON WEBSITE & SIGNAGE AND IN PROGRAM	✓	✓	✓	✓	✓
CONFERENCE REGISTRATIONS	4 + SHOWCASE TABLES	2	2	1	
COMPETITION ENTRIES	8	1	4	3	

Saturday Night Showcase

Exhibiting Sponsor

**6 bottles of each wine to be presented
(Limited to first 40 sponsors)**

The Saturday 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.

Sunday Night Gala

Meal Wine Sponsor Option #1 5-6 cases of a premium wine (Limited to 8 sponsors)

The Gala is a culmination of three days of wine education and comradery. Leadership and Merit awards are given, and Society Officers and Leadership as well as wine industry notables in attendance are recognized.

- Sponsor Logo in Conference brochure and on website
- Two complimentary conference registrations
- Literature insert in conference welcome tote bag
- Social media recognition throughout conference
- Educational presentation time (5 min.) at lunch to promote your business / region / consortium
- One complimentary entry in the **American Wine Society Commercial Wine Competition**

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



Conference Sponsor Packages

Saturday/Sunday Luncheon

Meal Wine Sponsor Option #2

5 cases each of 4-5 different wines

The Luncheons provide the opportunity for members to gather for the Annual Business Meeting during which election results, key reports, and updates are given, as well as an Awards Luncheon during which competition awards and 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 recognition throughout conference
- Educational presentation time (15 min.) at lunch to promote your business / region / consortium
- Four complimentary entries in the **American Wine Society Commercial Wine Competition**

There is no monetary charge for this sponsorship opportunity.

Saturday Breakfast

Meal Wine Sponsor Option #3

5 cases each of 3 different sparkling wines

- Sponsor Logo in Conference brochure and on website
- One complimentary conference registrations
- Literature insert in conference welcome tote bag
- Social media recognition throughout conference
- Three complimentary entries in the **American Wine Society Commercial Wine Competition**

There is no monetary charge for this sponsorship opportunity.



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 190 local chapters meet monthly, it's fair to say that, on average, there are more than 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 online tastings between our members and winemakers, or other representatives of the wine industry. With this program we can offer you a written article or advertisement in our educational periodical, the **AWS Journal**, followed by a virtual tasting within 30 days. In return, the partner will provide and ship 25 boxes of six identical wines to be tasted and discussed.

The **AWS** has a presence in many metro 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, cellar tour, free shipping etc. Most frequently, they receive the same benefits your club members receive; however, this is not required. Signup is simple form on the website and email us your logo for our member page. There is no monetary cost to participate in **AWS Welcome Here**.

Contact our National Office at **888-297-9070** and we 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