



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