



Annual Convention

Portland, Oregon

February 10-12, 2023

American
CRAFT SPIRITS
ASSOCIATION

2013

10 YEARS

2023

BETTER WITH AGE



SPONSORSHIP OPPORTUNITIES

ACSA'S 10TH ANNIVERSARY

DISTILLERS' CONVENTION & VENDOR TRADE SHOW

FEBRUARY 10-12, 2023



10TH ANNUAL ACSA DISTILLERS' CONVENTION & VENDOR TRADE SHOW

FEBRUARY 10-12, 2023
PORTLAND, OREGON
OREGON CONVENTION CENTER



ABOUT ACSA'S DISTILLERS' CONVENTION & VENDOR TRADE SHOW:

If you're going to invest in and attend only one industry event in 2023, this is it! ACSA attracts decision makers, business owners, distillers, key DSP team members, and suppliers. This is ACSA's hallmark event, providing you with robust educational opportunities, business connections, networking, and a lot of fun!! This year we are celebrating our 10th anniversary in Portland, OR, with the theme BETTER WITH AGE, a festive event commemorating 10 years of shaping the industry.

The 10th Annual Distillers' Convention & Vendor Trade Show will be held at the Oregon Convention Center in Portland, OR, from February 10-12, 2023.

ACSA OFFERS AN UNPARALLELED OPPORTUNITY TO REACH YOUR TARGET AUDIENCE:

- » Amplify your presence and further establish your credibility as a thought leader in the growing craft spirits industry
- » Enhance your brand image and industry position by being a key part of this community
- » Build new relationships with prospective customers and strengthen relationships with existing ones
- » Expand your business opportunities through exposure and networking

OPPORTUNITY FOR YOU TO INTENSIFY YOUR HIGH-PERFORMANCE SALES CULTURE:

- » Get in front of the crowd: Showcase your thought leadership in supplier-led forums
- » Come out from behind the booth: See and hear how your competitors think in an interactive sponsor-only program

The following opportunities are designed to meet multiple marketing budgets. We can customize a package and work with you to maximize exposure and return on your investment.

For more information or to reserve your opportunity, contact: Kenneth (Ken) Brady, Director of Membership & Marketing at kenneth@americancraftspirits.org or call him directly at 571.455.2164.

ABOUT ACSA:

The American Craft Spirits Association (ACSA) is the only national, registered nonprofit trade group representing the U.S. craft spirits industry. Our mission is to elevate and advocate for the community of craft spirits producers. Membership in ACSA is open to anyone. ACSA is governed by a Board of Directors elected by the eligible voting members of the Association. Voting members must be independent, licensed distillers (DSPs) annually removing fewer than 750,000 proof gallons from bond (the amount on which a Federal Excise Tax is paid). We Are Craft Spirits!

DID YOU KNOW?

**ACSA is reaching for
1,000 members this year!**

750 ml SPONSOR LEVEL

Batch #1 **\$12,500**

Luncheon Packaging Awards / Keynote Speaker Banquet

Be seen and recognized as an avid supporter of ACSA's Craft Spirits Packaging Awards, one of the highlights of the convention. Position your company in front of craft spirits producers and suppliers as a champion of their hard work.

- » 5-minute opening and introduction
- » Invite your team of four to attend luncheon
- » Table tent recognition
- » (2) Mentions in Twitter updates
- » (2) Mentions in Facebook updates
- » (2) Mentions in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app
- » Recognition on ACSA's website

Batch #2 **\$15,000**

McMenamins Crystal Ballroom Concert / 10th Anniversary "In Your Honor" Celebration

We are excited about our 10th anniversary and gratified to be part of the craft spirits community. In honor of the profession, we will celebrate with a concert at the iconic Crystal Ballroom. Known for its vaulted ceilings, grand chandeliers and famous floating dance floor, this is an event that you don't want to miss. As the exclusive sponsor, you can elevate your brand and exposure, while you mix and mingle with attendees and suppliers from around the globe, and enjoy live entertainment, craft cocktails, and more! Be part of this excitement!

- » Invite your team of four to attend this exclusive social event
- » Prominent recognition at this iconic venue
- » (2) Mentions in Twitter updates
- » (2) Mentions in Facebook updates
- » (2) Mentions in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app
- » Recognition on ACSA's website

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Batch #3 **\$5,000**

Distillery Start-Up 101 Package (Pre-Convention Class and Happy Hour)

Be seen as an avid supporter of the craft spirits learning community and elevate your brand presence by sponsoring ACSA's Distillery Start-Up 101 Pre-Convention Class and happy hour. The class helps new distillers learn about the basics of opening and operating a new business, including technical, sales and operational education. The happy hour is an unparalleled opportunity to offer specific solutions and thought leadership to these emerging distillers in a less formal setting as they join the community of craft distillers!

- » Prominent recognition in the classrooms, including acknowledgement for your sponsorship, as well as a 5-minute introduction of your products and services to the class
- » Branding on classroom materials, such as binders, on a flash drive or other materials, to be determined as these are developed
- » Invite your team to attend this exclusive happy hour
- » Prominent recognition at the happy hour venue
- » (2) Mentions in Twitter updates
- » (2) Mentions in Facebook updates
- » (2) Mentions in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app
- » Recognition on ACSA's website

Batch #4 **\$5,000**

Exhibit Hall Industry-Sponsored Content Presentations

Showcase your thought leadership by presenting your special content to attendees within our exhibit hall. This is an exceptional opportunity to showcase your products and services, and their importance to the craft spirits community. As an inaugural industry presenter, your space will be carpeted and you will receive a special show discount on other furnishings.

- » Signage with your logo
- » One mention each in Twitter and Instagram updates
- » Recognition and listing in mobile app

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750 ml SPONSOR LEVEL

Batch #5 **\$4,200 (2 available)**

Distillery and Winery Tour Sponsors

Your company can be the official and exclusive sponsor of the 2022 distillery and winery tasting tours! You'll cover transportation and lunch for attendees at this pre-convention event. Even better, you'll have a unique opportunity to extend your reach since this sponsorship includes two complimentary distillery tour tickets.

- » One mention each in Twitter and Instagram updates
- » Signage with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #6 **\$9,500**

Tote Bags

Get your brand in the hands of all convention attendees when they check into our convention. Provide your logo/design and we provide the bags! Bags are often used around hometowns with a reminder of your support.

- » (2) Mentions in Twitter updates
- » (2) Mentions in Facebook updates
- » (2) Mentions in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app
- » Recognition on ACSA's website

SOLD

Batch #7 **\$9,000**

On-Site Check-In and Badge Printing

The event check-in experience is the first touchpoint for attendees at an in-person event. If you stick the landing at check-in, you're sure to start off on the right foot with attendees.

- » Logo on all badges
- » Branded check in page
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website

Batch #8 **\$6,000**

ACSA Convention Mobile App

Join us in communicating with our attendees through the customized ACSA Distillers' Convention and Vendor Trade Show mobile app! In an effort to be sustainable, we're moving away from printed programs, but don't worry, registrants can easily find event locations, times and more in our custom app. The app will be available to all convention attendees, positioning your company as leading edge. You may provide daily updates that we will send to our attendees.

- » Branded splash page seen by every attendee each time they open the app
- » Sign with sponsor logo
- » Recognition on ACSA's website

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Photo courtesy of Travel Portland



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375 ml SPONSOR LEVEL

Batch #1 **\$7,500**

Badge Wallets

Reach every registrant at the ACSA Distillers' Convention and Vendor Trade Show by sponsoring the wallet that holds each attendee and exhibitor's name badge. Remember, many people bring these home, so your logo/brand lives on.

- » One mention each in Twitter and Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

SOLD

Batch #2 **\$5,000**

Branded Water Bottles

Keep attendees well hydrated in a sustainable way by sponsoring environmentally friendly water bottles. Convention attendees will be greeted at registration with a water bottle with your business's logo alongside ACSA's logo. Let's go H2O!

- » One mention each in Twitter and Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #3 **\$3,000**

Distillers Competition & Super Bowl Party - Pips & Bounce

Be the exclusive sponsor of this exciting event where convention attendees will gather to watch the Super Bowl and compete in a vigorous ping pong tournament. This party is a unique opportunity to elevate your brand recognition and interact in a fun and energetic environment.

- » One mention each in Twitter and Instagram updates
- » Signage with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

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Batch #4 **\$3,000**

Closing Party - Rogue Eastside Pub & Pilot Brewery

Do not miss out on the opportunity to be the face of the ACSA 10th anniversary closing party on Sunday night, where we will convene and celebrate on our final night together with all things craft spirits!

- » One mention each in Twitter and Instagram updates
- » Signage with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

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Batch #5 **\$3,000**

Unipiper Entertainment

Be seen as the exclusive sponsor of Portland's famous Unipiper as he entertains attendees and exhibitors during our trade show. He is well known for playing bagpipes while riding a unicycle, sometimes while wearing a Darth Vader helmet. This is a unique opportunity that you do not want to miss!

- » One mention each in Twitter and Instagram updates
- » Signage with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

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Batch #6 **\$3,500**

Videographer - 10th Anniversary Video

Be an exclusive sponsor and elevate your brand, while capturing memorable moments and archiving the history of ACSA through the filming of this video. You will also be recognized in the video as the sponsor, which will be used multiple times throughout the year.

- » One mention each in Twitter and Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

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Batch #7 **\$4,500**

Exhibit Hall Happy Hour

Be an integral part of a truly unique event that honors our exhibitors at our 10th anniversary convention. You will meet and greet attendees in a casual and festive environment, while enjoying snacks and drinks.

- » One mention each in Twitter and Instagram updates
- » Sign with sponsor logo in multiple locations
- » Recognition on ACSA's website
- » Recognition in mobile app

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200 ml SPONSOR LEVEL

Batch #1 **\$3,500**

ACSA Hospitality Suite

Elevate your brand and interact with your colleagues in a relaxed and informal atmosphere by supporting the hospitality suite on Friday evening.

- » Signage with your logo
- » Social media mention
- » Recognition on ACSA's website
- » Recognition in mobile app

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Batch #2 **\$5,000**

Exhibit Hall Luncheon

Keep attendees fueled for all the spirited sessions by providing a mid-day meal inspired by healthy and wholesome cuisine.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

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Batch #3 **\$5,000**

Convention T-Shirts / Apparel

Elevate your brand by being the official ACSA t-shirt and apparel sponsor with your business name and logo on the sleeve of a premium t-shirt with ACSA's convention logo on the front. Let's collaborate to create the ACSA "uniform" for Portland.

- » One mention each in Twitter and Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #4 **\$5,000 (2 available)**

VIP Convention Lounge Area

Be one of two exclusive Trade Show VIPs by providing a branded and comfortable area for attendees to recharge and meet with your representatives in a high traffic location of the convention center. As an exclusive ACSA lounge area VIP, your space will be carpeted and you will receive a special show discount on other furnishings.

- » Sign with your logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Photo courtesy of Justin Katigbak, Travel Portland



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50 ml SPONSOR LEVEL

Batch #1 **\$1,000 each (2 available)**

Mobile Charging Stations

Get your brand noticed and interact with attendees while they power up their devices for the day! Your logo will be placed on all sides of the charging stations to ensure maximum visibility.

- » Placement of charging station within exhibit booth or in a central location
- » Unique ad on mobile app
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #2 **\$2,000**

Vendor Show Ribbon Cutting

Be seen as the official sponsor of the exhibit hall ribbon cutting. Help us officially open the convention with a ribbon-cutting ceremony to kick off the vendor trade show.

- » Sponsor photo opportunity
- » Speaking opportunity to conclude the town hall and officially open the vendor trade show floor
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #3 **\$1,000 (10 available)**

Registration Bag Swag

Give a special and unique heartfelt welcome to attendees at the beginning of the trade show with your customized, promotional item in every tote bag. Provide attendees with a cool gift they'll take home and remember the fond memories of the event.

- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #4 **\$2,000**

Exhibit Hall Coffee / Refreshments Stations

Keep attendees hydrated and alert for all the spirited sessions by providing coffee and refreshments during the peak times of day.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

SOLD



Photo courtesy of Oregon Convention Center



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YOU BRING YOUR BRAND

We bring our craft spirits community with hundreds of in-person attendees.



WHY SPONSOR ACSA?

Credible positioning before a rapidly growing industry.

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