

ANNUAL CONVENTION SPONSORSHIP OPPORTUNITIES

2021 DISTILLERS' CONVENTION AND VENDOR TRADE SHOW



ANNUAL CONVENTION
DECEMBER 4-6, 2021

AMERICANCRAFTSPIRITS.ORG



ABOUT ACSA:

The American Craft Spirits Association is the only national, registered nonprofit trade group representing the U.S. craft spirits industry. Its 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).



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

ACSA is back on track after almost two years of virtual-only meetings. We are ready to bring our industry family together again, to visit with each other in-person. Come impress business owners, distillers, decision makers, and critical DSP members who are eager to learn new trends, better practices, and hot manufacturing items. Come conduct business. Come help ACSA blend business, networking, and celebration after experiencing the pandemic's life-altering event.

8TH ANNUAL ACSA DISTILLERS' CONVENTION & VENDOR TRADE SHOW

DECEMBER 4-6, 2021

**KENTUCKY INTERNATIONAL CONVENTION CENTER
LOUISVILLE, KENTUCKY**

ACSA OFFERS AN UNPARALLELED OPPORTUNITY TO REACH YOUR TARGET AUDIENCE:

- » Amplify your presence and further establish your credibility as a thought leader in the craft spirits industry
- » Enhance your brand image and industry position
- » Build new relationships with prospective customers and strengthen relationships with existing ones
- » Expand your business opportunities

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: Teresa McDaniel, Operations Administrator at teresa@americancraftspirits.org or call her at 502.807.4249.

DID YOU KNOW?

ACSA has members in all 50 states!

750 ml SPONSOR LEVEL

Batch #1 **\$13,000**

AWARDS DINNER

Be recognized as the official sponsor of ACSA's Craft Spirits Awards Dinner, the highlight of the convention. Position your company in front of craft spirits producers as a champion of their hard work.

- » 10 minute opening and introduction of final medalist – Best in Show
- » Invite your team of four to attend annual tasting
- » Table tent recognition for each dinner round
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

Batch #2 **\$12,500**

COMMEMORATIVE CRAFT SPIRITS YEARBOOK

NEW
THIS
YEAR

The Craft Spirits Yearbook will be a special bonus print publication including a directory of industry vendors and suppliers, the ACSA annual report and a curated collection of features from the pages of *CRAFT SPIRITS* magazine. It will be distributed to all convention attendees and be available for sale to everyone in the industry after the convention.

- » Cover wrap, prominent full-page ad placement, enhanced directory listing and sponsored content in printed publication, to be distributed to each registrant
- » One additional full-page ad in issue of *CRAFT SPIRITS* magazine of sponsor's choosing
- » (1) Mention on *CRAFT SPIRITS* magazine's website
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » (1) Mention on The Craft Spirits Podcast
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

Batch #3 **\$10,000**

VIRTUAL PLATFORM & APP

Your company will have exclusive advertising in the mobile app available to all attendees. We will highlight your company as a top sponsor in the app and in materials promoting the app to attendees. Reach both on-site attendees and attendees unable to attend in-person. ACSA plans to livestream a selection of concurrent educational sessions. In addition, all in-person and off-site attendees will have access to the video recordings post-conference.

- » Sponsor logo will be displayed as part of the streaming template
- » Sponsor logo within the mobile app
- » (1) Mention in Twitter updates
- » (1) Mention in Facebook updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

DID YOU KNOW?

Now over 2,265 craft spirits producers are operating in the U.S.



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750 ml SPONSOR LEVEL (CONTINUED)

Batch #4 **\$10,000** **ENTERTAINMENT SPONSORSHIP**

Enhance social events and showcase your business's upbeat tempo as the official band sponsor.

- » (2) Mention in Twitter updates
- » (1) Mention in Facebook updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

Batch #5 **\$10,000** **CRAFT SPIRITS LIVE STAGE** **(ASK ME ANYTHING)**

**NEW
THIS
YEAR**

We will be bringing our weekly Instagram Live show, Craft Spirits Live, to Louisville for a series of one-on-one interviews with some of the most prominent craft spirits pioneers before an audience of ACSA convention attendees. The Craft Spirits Live stage will feature a packed schedule of 30-minute interviews—presented for the first time before a live, in-person audience.

- » Sponsor logo and mention in all pre-convention communication related to the Craft Spirits Live stage
- » Sponsor mention in social media promotion for the Craft Spirits Live stage
- » Sponsor mentions in every session on Craft Spirits Live stage, which will be simulcast and archived on Instagram for all followers of ACSA to see
- » Sponsor logo in full-page ad promoting the Craft Spirits Live stage in issues of *CRAFT SPIRITS* magazine prior to the convention
- » Opportunity for sponsor to speak for 5 minutes each day on Craft Spirits Live stage
- » (1) Mention in Facebook updates
- » (1) Mention in Instagram updates

Batch #6 **\$10,000** **BELLE OF LOUISVILLE** **RIVERBOAT CRUISE**

**NEW
THIS
YEAR**

Sponsor an evening on a national historic landmark and an icon of the Louisville waterfront. The Belle of Louisville is the only remaining authentic steamboat from the great American packet boat era. Enjoy networking with your colleagues while listening to the history behind the iconic boat and the Ohio River.

- » (2) Mention in Twitter updates
- » (1) Mention in Facebook updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

DID YOU KNOW?

The craft spirits market grew at an annual rate of 24% in 2019.

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375 ml SPONSOR LEVEL

Batch #1 **\$7,000**

WI-FI

Sponsor the tradeshow floor Wi-Fi! Everyone needs the access and they start with your home screen first!

- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$4,500**

BOOTH ASSIGNMENT PLATFORM

Be seen every time people look at the tradeshow floor! Your logo will be on the floorplan in the convention mobile app and on our website.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #3 **\$4,500 (each)**

LUNCH STATIONS

2 AVAILABLE

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

- » Napkins with logo
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

DID YOU KNOW?

Since the enactment of the Craft Beverage Modernization and Tax Reform Act, investments by craft producers have continued to increase.



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200 ml SPONSOR LEVEL

Batch #1 **\$3,000** **LOCAL WATER**

Locally sourced purified bottled water for all attendees' to stay hydrated.

- » Water will be labeled with your logo
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$3,000** **CONVENTION PROGRAM**

This official quick-reference guide to all sessions and special events is given to every convention attendee in their registration bag.

- » Included is a four-color ad on the back cover of the onsite convention program
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #3 **\$2,500** **WATER STATIONS & BOTTLES** (Sale Merchandise) + Production

Quench attendees' thirst and be the official sponsor of the water stations with your business's name throughout the convention center. Attendees will refill their water bottle that has your logo and ACSA's on it. Let's go H2O!

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #4 **\$2,500** **VENDOR SHOW RIBBON CUTTING**

Be recognized as the official sponsor of the 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 and printed convention program

Batch #5 **\$2,500** **MOBILE CHARGING STATION**

Get your brand noticed while attendees power up their devices for the day! Logos will be placed on all sides of the charging station to ensure maximum visibility.

- » Unique ad on mobile app
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #6 **\$2,500** **BRANDED FACE MASK** (Sale Merchandise) + Production

ACSA will be providing complimentary branded face masks for all attendees and exhibitors. You can sponsor these masks with your logo for \$2,500.

- » Logo on face masks
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

DID YOU KNOW?

Total investment in the craft spirits industry has increased by 2.8% from \$679m in 2018 to \$698m in 2019.



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50 ml SPONSOR LEVEL

Batch #1 **\$1,500** **PROMOTIONAL CLEANING CLOTH** (Sale Merchandise) + Production

Keep attendees eyewear, cell phones, computer screens, and more clean by becoming the official sponsor of a branded lint-free cloth with your logo.

- » Logo on each cloth, distributed to each attendee
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$500** **CONVENTION T-SHIRTS** (Sale Merchandise) + Production

You will be the official ACSA T-shirt sponsor with your business name and logo on the sleeve of premium T-shirt with ACSA's logo on the front. Let's create together the ACSA "uniform" for Louisville.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

**NEW
THIS
YEAR**

Batch #3 **\$250** **REGISTRATION BAG INSERTS** 15 AVAILABLE

Sponsors can place a one-page flyer in the registration bag distributed to all convention attendees. This is ideal to highlight your booth location or supply all attendees with your product brochure. Inserts must be 8-1/2" x 11" size or smaller. Flyers must be in hand for ACSA approval by Monday, November 22nd, 2021. There are also opportunities to purchase "swag" for the bags with your logo affixed thereto (complete list available upon request).

- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program



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DERBY IN DECEMBER

Batch #1 **\$750** **CHURCHILL DOWNS BUGLER**

It may not be Derby Day but you can officially meet the Kentucky Derby's Bugler, Steve Buttleman. As the official sponsor, you'll introduce the bugler during happy hour in the exhibit hall and be first in line to snap a picture with him. The bugler will be in his iconic red jacket and playing Call to the Post and My Old Kentucky Home.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$400** **ROAMING PHOTO BOOTH**

Call this booth baby because nobody puts it in the corner! They will roam the exhibit hall and hunt down all the wallflowers and make sure they've had their chance to snap a photo, GIF, or Boomerang! This attention grabbing booth is sure to impress, without taking up any floor space! You will have several roamers going with all the images going into one consolidated album. Snap, send, share, DONE. After capturing their photo or GIF (tastefully branded with your company's info) you'll have guests feeling like they're influencers while sharing their photos out to social media.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

HOLIDAY CELEBRATION OPPORTUNITIES

Batch #1 **\$2,000** **REPEAL DAY**

Sunday, December 5th marks the 88th anniversary of the Repeal of Prohibition. We're going to party like it's 1933 with classic, Speakeasy-style cocktails, bite-sized hors d'oeuvres and Prohibition-era costumes and imagery. Help us celebrate and enhance this social event as the official sponsor. You'll be able to showcase your business with your company logo on napkins that will be in the hands of all attendees!

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$1,245** **HOLIDAY PIANIST**

Kick-off the holiday party by sponsoring a high energy solo pianist/DJ to play music and entertain attendees during the opening event. Imagine live cocktail music, or ending the night with sing-alongs, after rocking the dance floor with a great DJ set. Give attendees a reason to stick around and network on and off the dance floor!

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #3 **\$1,000** **EXHIBIT HALL HOLIDAY PARTY**

Be recognized on Saturday night as the official sponsor of the exhibit hall holiday party. You'll bring together attendees and exhibitors who will mix and mingle on the trade show floor while dressed in festive holiday apparel. You'll keep attendees fueled and hydrated for an evening filled with fun! There will be an ugly sweater contest for the most creative outfit of the evening.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #4 **\$500** **CAROLERS**

The best way to spread holiday cheer is singing loud for all to hear! Help bring attendees together by sponsoring the local award-winning carolers, The iTones. They will be singing festive songs and spreading joy throughout the exhibit hall during the holiday party. It will be a fa-la-la-fantastic time for all!

- » Sign with sponsor logo
- » Recognition on ACSA's website
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YOU BRING YOUR BRAND

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



WHY SPONSOR ACSA?

Credible positioning before a rapidly growing industry.

