

*American*  
**CRAFT SPIRITS**  
ASSOCIATION



**SPONSORSHIP  
OPPORTUNITIES**

## 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).



### DID YOU KNOW?

**ACSA has more than  
700 members!**



## 9<sup>TH</sup> ANNUAL ACSA DISTILLERS' CONVENTION & VENDOR TRADE SHOW

**JULY 21-24, 2022**  
**NEW ORLEANS, LOUISIANA**

**NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER**

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

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 about new trends, best practices, and hot manufacturing items. Come conduct business. Come help ACSA blend business, networking, and celebration!

## 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: Ashley Guillermo, Sales & Development Manager at [ashley@americancraftspirits.org](mailto:ashley@americancraftspirits.org) or (702) 301-7802.

# 750 ml SPONSOR LEVEL

Batch #1

**\$20,000**

## Spirits Soiree: Awards Dinner & Banquet

Be recognized as the official sponsor of ACSA's Spirits Soiree, 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 on ACSA's website
- » Recognition in mobile app

Batch #2

**\$12,500**

## Convention Kick-Off Party\*

Kick-off the convention with a celebration and bring energy to the opening night of the event. Mix and mingle with attendees and suppliers from around the globe while you enjoy live music, craft cocktails, and more! Attendees get a kick start on connecting with old friends and making new ones.

- » Step and repeat with co-branding
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #3

**\$10,000**

## Craft in the Quarter Second Line\*

Attendees will parade around downtown NOLA with live music and dancing while marching towards the convention kick-off party.

- » Custom parade collateral with co-branding
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website

- » Recognition in mobile app

Batch #4

**\$9,500**

## Tote Bags

Place your brand in the hands of all convention attendees upon checking into the convention. You provide your logo, we provide the bags! Also imagine your bags getting used in hometowns across the nation with a reminder of your support.

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

Batch #5

**\$8,000**

## 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 name 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
- » Recognition in mobile app

DID YOU KNOW?

**More than 2,290  
craft spirits  
producers are  
operating in  
the U.S.**



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# 375 ml SPONSOR LEVEL

Batch #1

**\$7,500**

## Badge Wallets

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

- » Logo on all badge wallets
- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #2

**\$7,000**

## Convention Wi-Fi

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

- » Logo on Wi-Fi landing page
- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #3

**\$5,000**

## Branded Water Bottles

This convention will be HOT but you can keep attendees COOL by sponsoring 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 H<sub>2</sub>O!

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

**DID YOU KNOW?**

**Total investment in the craft spirits industry has increased by 8.7% from 698m in 2019 to \$759 in 2020.**

Batch #4

**\$5,000**

## T-Shirts

You will be the official t-shirt 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 create together the ACSA "uniform" for New Orleans.

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

Batch #5

**\$4,200**

## Distillery Tour Sponsor\*

Be the official sponsor of the 2022 distillery tasting and tour. 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.

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

**NEW  
THIS  
YEAR**



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# 200 ml SPONSOR LEVEL

Batch #1

**\$4,000**

## App

Bring attendees the customized ACSA Distillers' Convention & 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 we will load to message attendees.

- » Branded splash page seen by every attendee upon opening app
- » Sign with sponsor logo
- » Recognition on ACSA's website

Batch #2

**\$4,000 (4 Available)**

## Convention Lounge Area\*

Provide a comfortable branded area for attendees to relax in a high traffic location inside the exhibit hall.

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

Batch #3

**\$3,250**

## The Booth Assignment Platform

Be seen every time people look at the tradeshow floor on Expocad! Your logo will be on the floorplan in the convention mobile app and on our website for attendees' to find your assigned booth in the exhibit hall.

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

Batch #4

**\$3,000**

## Photo Booth

The photo booth allows guests to create video boomerangs and still photos over two days at the convention. The guests will be able to share their photo/video instantly via text message or email.

- » Logo on images captured during event
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #5

**\$3,000**

## Mobile Charging Station

Get your brand noticed while attendees recharge their devices! Your logo will be placed on all sides of the charging stations to ensure maximum visibility.

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

Batch #6

**\$2,500 (2 Available)**

## Lunch Stations

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

- » Table tent recognition for each lunch station
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app

NEW  
THIS  
YEAR



DID YOU KNOW?

**In 2020, the top motivation for reinvesting was expanding to meet consumer demand and increasing visitor space.**

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# 50 ml SPONSOR LEVEL

Batch #1

**\$1,500**

## Program Hand Fan\*

Be ACSA's biggest fan by sponsoring the official program hand fans. These personalized fans will have ACSA's convention schedule on the front while your company's logo will be on the back. These won't ever get out of hand!

- » Sign with sponsor logo
- » Sponsor logo on program hand fan
- » Recognition on ACSA's website
- » Recognition in mobile app

Batch #2

**\$1,500**

## Ribbon Cutting

Speaking opportunity to officially open the vendor trade show floor.

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

NEW  
THIS  
YEAR

Batch #3

**\$1,000 (10 Available)**

## Bag Swag\*

Give a "welcome" to attendees at the beginning of the trade show with your customized, promotional item in every tote bag. Give attendees 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

**\$500 (15 Available)**

## Bag Inserts

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, July 11, 2022.

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



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# ADDITIONAL ADVERTISING OPPORTUNITIES



## Crescent City Supporters

**\$2,000**

### **Diamond Level Sponsor**

- » Unique ad on mobile app
- » Sponsor logo on Crescent City Supporters sign
- » Recognition on ACSA's website
- » Recognition in mobile app

**\$1,500**

### **Platinum Level Sponsor**

- » Unique ad on mobile app
- » Sponsor logo on Crescent City Supporters sign
- » Recognition on ACSA's website
- » Recognition in mobile app

**\$1,000**

### **Gold Level Sponsor**

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

**\$500**

### **Silver Level Sponsor**

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

**\$250**

### **Bronze Level Sponsor**

- » Recognition in mobile app

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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.

