



CONVENTION SPONSORSHIPS



**GET YOUR BRAND IN FRONT OF
TOP CRAFT SPIRITS PRODUCERS**



American
CRAFT SPIRITS
ASSOCIATION

WE ARE CRAFT SPIRITS

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).

DID YOU KNOW?

ACSA aims to reach 1,000 members this year to commemorate its first decade!

11TH ANNUAL ACSA DISTILLERS' CONVENTION & VENDOR TRADE SHOW

If you're going to invest in and attend only one industry event in 2024, 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!!

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

MAXIMIZE YOUR SALES AND NETWORKING OPPORTUNITIES :





- » 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: Stephanie Sadri, Director of Meetings and Events, stephanie@americancraftspirits.org or 720.312.0350.

SPONSOR BENEFITS

SPONSOR LEVELS

SPONSOR BENEFITS:	750ml	375ml	200ml	50ml
Convention recognition sign with sponsor logo	✓	✓	✓	✓
Recognition in mobile app	✓	✓	✓	✓
Recognition on ACSA's website	✓	✓	✓	✓
Single Mention in Monthly Mash, Craft Spirits Weekly, Podcast	✓	✓	✓	✓
SOCIAL MEDIA RECOGNITIONS:				
 LinkedIn	✓✓	✓	✓	
 Facebook	✓✓	✓		
 Instagram	✓✓	✓	✓	
 Twitter	✓✓	✓✓		
Convention app push	✓			
Pre and post email through the ACSA channel to all attendees	✓			

ACSA approval on all language including but not limited to all social media posts, emails and proofs required.



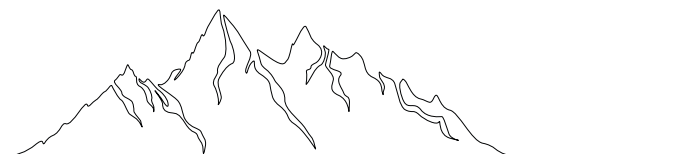
WHO ARE YOU IN FRONT OF?

Over 500 companies attend our convention with over 350 different distilleries from 49 states, and 17 countries/territories. Our shows average over 1,000 of our industry leaders and decision makers.



**11TH ANNUAL ACSA DISTILLERS' CONVENTION
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FEBRUARY 26-28, 2024 • DENVER, COLORADO



750 ml SPONSOR LEVEL

PLEASE SEE CHART FOR ADDITIONAL BENEFITS



\$12,000

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 business education. The happy hour is an unparalleled opportunity to offer specific solutions and thought leadership to these emerging distillers in an intimate setting as they join the community of craft distillers!

- » Logo on class materials
- » You will have an opportunity to address the class about how your business can help craft spirit producers

\$10,000

Daypack

SOLD

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

- » Logo on pack

\$10,000

Wi-Fi

Imagine a world without WiFi. Hard, right? Allow attendees to stay connected as the Official WiFi sponsor.

- » You will have a company branded WiFi network name and password.
- » Users will be directed to your branded "splash page"

\$12,500

Awards Luncheon

Be seen and recognized as an avid supporter of ACSA's Craft Spirits 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.

- » You will have the opportunity for either a few minutes intro or 60 second promotional video before the awards ceremony and your brand will be showcased throughout the presentation.

\$12,000

On-Site Check-In and Badge Printing

The event check-in experience is the first touchpoint for attendees at an in-person event. Your logo will be branded on the software as they check in at the registration kiosks. Your brand will welcome attendees and be one of their first interactions. If you stick the landing at check-in, you're sure to start off on the right foot with attendees at our show.

- » As all attendees register they will see your logo on the registration page
- » Your logo will be branded on the software as they check in at the registration kiosks on site.



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375 ml SPONSOR LEVEL

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\$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. Ample room to store business cards and a hotel room key...and a powerful branding opportunity that is used by every attendee, every day of the event.

- » Logo on badge wallet
- » Logo/name on hotel key card at host hotel

\$6,000

ACSA Convention Mobile App

SOLD

Our attendees see your brand each time they open the customized convention mobile app. To sustain the environment we are limiting our convention program to this digital platform. Agenda, attendees, exhibitors and maps will be available through the app on your own device. Lead retrieval, networking connections, updates, and surveys are some examples of what you will also find. Your logo will shine throughout the app, which earned just under 200,000 engagements at the last convention.

\$5,000 (1 opportunity left)

Distillery Tour Sponsors

Your company can be the official and exclusive sponsor of the distillery tours! You'll have a unique opportunity to extend your reach since this sponsorship and you will be able to spend the day interacting with the group..This event sells out every year and will give you a captive audience of close to 5 dozen spirited attendees.

- » Includes two complimentary distillery tour tickets
- » Logo on disposable water bottles

\$5,000

ACSA Hospitality Suite

SOLD

Elevate your brand and interact with your colleagues in a relaxed yet energized atmosphere by supporting the hospitality suite held when convention attendees wind down after dinner. Comes complete with entertainment (karaoke) and a bevy of tasty treats and sips.

- » A few minutes face time with the audience to speak about your brand

\$4,500

Exhibit Hall Happy Hour

Be an integral part of a truly unique event that honors our exhibitors at our Convention & Trade Show. Complement the Colorado Distillers Guild with small bites paired with their custom created cocktails.

- » Logo on menu signage

\$5,000

Mile Hydration Kits

Packed with the basics to help you recover after a long night of networking, this kit will come in a bag branded with your logo. May include items such as - mints, bandages, anti-bacterial wipe, lip balm, antacid tablets, generic Ibuprofen, and other items to help attendees recover.

\$5,000

Convention Apparel

Brand the apparel for the convention with your logo in conjunction with the unique convention logo. Be memorialized as a supporter of the craft industry on our most popular merchandise options which live on well after the convention.

- » Logo on apparel

\$7,500

Opening Industry Party

Host the Opening night reception welcoming all attendees to the convention.

- » You will have an opportunity to address the group as we celebrate coming together again.

\$7,500

Closing Party

Host the Closing night reception as we all gather for one last opportunity to engage, celebrate, and collaborate.

- » You will have an opportunity to address the group as we cheers goodbye

\$8,000

Elevate Attendees

Elevate Attendees Boost Oxygen is portable 95% pure supplemental oxygen for all-natural respiratory support. We are all about uplifting our industry now help attendees breathe easily a Mile High!



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200 ml SPONSOR LEVEL

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\$2,500 (limited number available)

Exhibit Hall Coffee in your Booth

Keep attendees caffeinated and alert for all the spirited sessions by hosting coffee directly in your booth during the peak times of day. We will alert attendees through the app on your location and direct traffic to your booth for their caffeine pick-me up.

\$2,500 (limited number available)

Exhibit Hall Refreshments in your Booth

Keep attendees from getting hangry for all the spirited sessions by hosting snacks directly in your booth during the peak times of day. We will alert attendees through the app on your location and direct traffic to your booth for their fuel pick-me-up.

\$2,500

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.

- » You will have the opportunity to address the group eagerly waiting to enter the exhibit hall.
- » Please refer to chart for additional benefits



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50 ml SPONSOR LEVEL

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\$1,000

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 to remember you and the show by!

- » Choose from a wide selection of items, such as cocktail ice cube trays, muddlers, local snacks/sweets, barware, and more. You approve the design, we'll take care of the rest!

\$1000 (limited opportunities)

Mobile Charging Units

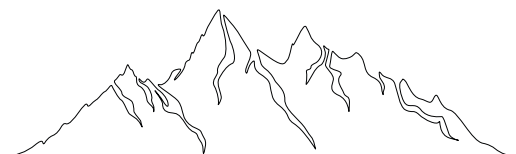
Get your brand noticed as attendees power up for the day. Make their lives easier to leave their chargers in the hotel room. What a service you will be providing!

- » You will have a unique 4 sided branding opportunity to not only interact with attendees but keep people near your booth!



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YOU BRING YOUR BRAND

We bring you our craft spirits community, with access to hundreds of in-person attendees.



WHY SPONSOR ACSA?

Credible positioning before a rapidly growing industry.

American
CRAFT SPIRITS
ASSOCIATION

