



2009

Sponsorship Opportunities

Annual Conference

Austin, Texas

August 5-8, 2009



American
Cheese Society

Maximize your visibility and influence...

Facts for Sponsors

Our Purpose – The American Cheese Society (ACS) is a not-for-profit professional trade association that encourages the understanding, production, appreciation and consumption of America’s farmstead, artisanal, and specialty cheeses.

Our Demographics – Our 1,200+ members represent a diverse mix of industry professionals (ranked by number of members):

- Cheesemakers and buttermakers
- Retailers
- Distributors and brokers
- Enthusiasts
- Academic and technical affiliates
- Writers, authors, and communications specialists
- Suppliers and/or dairies
- Restaurant and foodservice professionals
- Other professionals

“The ACS conference has become a **major industry event**, and many specialty cheeses have debuted as a result ... I leave every conference more impressed than the last!”

Kate Sander, Editorial Director – Cheese Market News

“This is the place to be... a conference centered around learning, tasting, **sharing and networking** with cheesemakers, retailers, importers, and distributors... as well as editors and **passionate consumers** to discuss what’s happening in the world of cheese...It would be difficult for me to believe anyone really interested in specialty cheese would miss it. **I just love this event.**”

Lee Smith, Publisher & Editorial Director – Deli Business

Who Attends Our Conference – Professionals, purchasers, and influencers from all over the United States, Canada, and Europe attend our ACS conferences. We have averaged 770 attendees over the last several years, with nearly 1,000 attending our signature event, the Festival of Cheese. Last year’s attendees represented the following categories:

- Professionals and enthusiasts at large – 22%
- Retailers – 21%
- Cheesemakers – 19%
- Distributors – 16%
- Press, media, or food-writers – 8%
- Technical and academic specialists – 8%
- Suppliers – 3%
- Specific enthusiasts – 2%
- Restaurant and foodservice professionals – 1%

...with affordable access to hundreds of professionals!



Reach Engaged Consumers at the Event They Value Most

Present your company, your product, or your service to some of the most recognized, respected, and dedicated cheese professionals in the world. When you sponsor the ACS Conference, you lay the groundwork for powerful, long-lasting consumer relationships.

ACS members reach an engaged audience through media print articles, television shows, and retail experiences—influencing the buying habits of countless consumers. Your sponsorship gives you exclusive access to this membership and supports our mission to *provide American cheesemakers with educational resources and networking opportunities, while encouraging the highest standards of cheesemaking.*

We look forward to seeing you at our fun and dynamic 2009 conference, hosted at the Hilton Austin in the heart of Texas!

Diamond Sponsor (SOLD)

\$30,000 plus product donation* (exclusive to signature events)

Diamond sponsors may exclusively sponsor one of three signature conference events—the Festival of Cheese, the Opening Reception, or the American Cheese Society Awards Reception. These are the crowning events of the 2009 annual conference and competition, drawing media and journalists from all over the U.S., as well as conference attendees and the public—often totaling over 1,000 people. Media impressions for 2008 were measured in the millions.

The Festival of Cheese features a marketplace environment and includes Supporting Trade Sponsors (beer, wine and spirits) and Festival Marketplace Sponsors, manufacturers of foods that are traditionally served with cheese. Benefits include:

- Top recognition in conference printed materials and signage
- Shared sponsorship of networking breaks
- Name and logo on the back of Festival tickets (for Festival sponsor)
- Full page advertisement in conference program
- Full page advertisement in post-conference newsletter
- Major recognition in the Competition Awards brochure
- Opportunity to serve your product at your sponsored event
- Special recognition on the ACS website
- One complimentary one-year corporate membership (a \$955 value)
- One complimentary set of ACS membership mailing labels upon request
- Five complimentary conference registrations
- Five additional complimentary tickets to the Festival of Cheese

** Diamond and platinum level sponsors who commit as a multi-year sponsor have the option of locking in the 2009 sponsorship price for two years.*

Platinum Sponsor

\$20,000 plus product donation* (exclusive to specific events)

Platinum sponsors may exclusively sponsor the ACS Judging & Competition (sorry, not open to sponsors in the cheese industry) or Merchandising Display Competition. Benefits include:

- Recognition in conference printed materials and signage
- Full page advertisement in official conference program
- Full page advertisement in post-conference newsletter
- Full page advertisement in the Competition Awards brochure (judging and competition only)
- Opportunity to donate product to be served at Festival Marketplace (judging and competition only)
- Special recognition on the ACS website
- One complimentary one-year Corporate membership (a \$955 value)
- Three complimentary conference registrations
- Three additional complimentary tickets to the Festival of Cheese

** Diamond and platinum level sponsors who commit as a multi-year sponsor have the option of locking in the 2009 sponsorship price for two years.*



Gold Sponsor

\$12,000 plus product donation (exclusive to specific events/items)

Gold sponsors may sponsor one of three specific conference events or items—the Meet the Cheesemaker Event, the Three-Day Networking Salon, or the conference totebag. Benefits include:

- Recognition in conference printed materials and signage
- Half-page advertisement in official conference program
- Half-page advertisement in post-conference newsletter
- Recognition in the Competition Awards brochure
- Opportunity to donate product to be served at your event
- Special recognition on the ACS website
- One complimentary one-year Corporate membership (a \$955 value)
- Three complimentary conference registrations
- Three additional complimentary tickets to the Festival of Cheese

** Networking salon includes – lounge area set with tables and chairs, snacks and donated product, three laptop computers with internet connection.*





Silver Sponsor

\$10,000 plus product donation (exclusive to specific events)

Silver sponsors may sponsor one of several specific conference events—the New Member/First-Time Attendee Reception, the Thursday, Friday, or Saturday Networking Breaks, or the General Sessions. Benefits include:

- Recognition in conference printed materials and signage
- Half-page advertisement in official conference program
- Half-page advertisement in post-conference newsletter
- Recognition in the Competition Awards brochure
- Opportunity to donate product to be served at your event
- Special recognition on the ACS website
- One complimentary one-year Corporate membership (a \$955 value)
- Two complimentary conference registrations
- Two additional complimentary tickets to the Festival of Cheese

Bronze Sponsor

\$6,000 plus product donation (exclusive to specific events/items)

Bronze sponsors may sponsor one of several specific conference events or items—the Thursday, Friday, or Saturday Breakfast or Lunch, the Conference Tours, Conference Badge Holders or Tasting Notes Journal for use at the Festival of Cheese.

Entertainment Sponsorship* (provide entertainment for the Festival of Cheese and Opening Reception). Benefits include:

- Recognition in conference printed materials and signage
- One-Quarter page advertisement in official conference program
- One-Quarter page advertisement in post-conference newsletter
- Recognition in the Competition Awards brochure
- Opportunity to donate product to be served at your event
- Special recognition on the ACS website
- One complimentary one-year Individual membership (a \$190 value)
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

* \$6,000 plus the cost of entertainment.

Other Sponsorships and Benefits

One-Day Networking Salon - \$4,000

- Recognition as a Networking Salon Sponsor in conference printed materials and signage
- One-quarter page advertisement in official conference program
- One-quarter page advertisement in post-conference newsletter
- Recognition as a Networking Salon Sponsor in the Competition Awards brochure
- Opportunity to donate product to be served at your event
- Special recognition on the ACS website
- One complimentary one-year Individual membership (a \$190 value)
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

Supporting Trade - \$2,500

(available to Trade Equipment Suppliers)

- Sponsors have the opportunity to display their equipment throughout the duration of the conference
- Recognition as a Supporting Trade Sponsor in printed materials and signage
- One-quarter page advertisement in the official conference program
- One-quarter page advertisement in the post-conference newsletter
- Recognition as a Supporting Trade Sponsor in the Competition Awards brochure
- Special recognition on the ACS website
- One complimentary one-year Individual membership (a \$190 value)
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

Wine and Spirits Trade

- Available exclusively to the wine and spirits trade
- ACS will make every attempt to acquire and serve sponsor product

Grand Cru Flight - \$7,500

- Additional benefits may include a sponsored event, plus benefits listed below
- Banner ad on ACS website for one year.

Reserve Flight - \$5,000

- Additional benefits may include a sponsored event, plus benefits listed below

Premium Flight - \$2,500

- Table at the Festival Marketplace for product sampling and/or display
- Recognition as a Supporting Trade Sponsor in printed materials and signage
- One-quarter page advertisement in the official conference program*
- One-quarter page advertisement in the post-conference newsletter*
- Recognition as a Supporting Trade Sponsor in the Competition Awards brochure
- Special recognition on the ACS website

- One complimentary one-year Individual membership (a \$190 value)
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

**State regulations may affect how we honor sponsors*

Festival Marketplace Sponsor - \$1,500 plus product donation

This sponsorship provides the opportunity to display and sample products, such as condiments, snacks and foods that may be served with cheese. The Festival Marketplace is held in conjunction with the Festival of Cheese on Saturday evening. This sponsorship is not available to cheesemakers.

- Display table at the Festival Marketplace for product sampling and display
- Opportunity to donate product to be served at the Festival Marketplace
- Recognition as a Festival Marketplace sponsor in the conference printed materials and signage
- Recognition in the official conference program
- Recognition in the post-conference newsletter
- Recognition in the Competition Awards brochure
- Special recognition on the ACS website
- One complimentary ticket to the Festival of Cheese

Conference Cheesemaker Sponsor: Cheese Board I - \$2,000 / Cheese Board II - \$1,000

These sponsors are collectively recognized at the Opening Breakfast and General Session.

- Recognition in conference printed materials and signage
- Recognition in the Official Conference Program
- Recognition in the Post-Conference Report
- Recognition in the Judging Competition Results brochure
- Special recognition on the ACS Website

Want another level of exposure? Cheesemakers entered into the competition may include their logo in the Tasting Notes Journal for an additional \$50.

Friends of ACS

This is for anyone who wishes to financially sponsor the ACS, but is not within the above outlined categories. Companies or individuals contributing at any level will be listed on conference printed materials and signage.

For more information about how you can become an ACS Sponsor, please contact ACS Headquarters or a Sponsorship Committee Member listed on the last page of this booklet.

Thank you for your interest!

Annual Sponsorships – *engage our members all year long!*

Benefits for each of these recently-added sponsorships include special recognition on the ACS website and one complimentary one-year Individual membership (a \$190 value).

Banner Ads on ACS Website/e-Newsletter - \$1,000 per quarter

Get your ad noticed by consumers and members of the press with premium banner ad placement on the home page of the ACS website—which receives 4,300 visits each month!

Webinars (one per quarter) - **\$2,500 per webinar**

Sponsor top-notch educational sessions developed from the top four sessions at the ACS annual conference.

ACS Annual Membership Directory - \$5,000 (one year limit)

Place a full-page ad in the ACS annual membership directory and get instant visibility for our circulation of 1,200+ members.

Interested in Sponsorships? Contact Us Today!

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