SPONSORSHIP OPPORTUNITIES

• ACS CONFERENCE & COMPETITION •

SACRAMENTO, CA • JULY 29–AUGUST 1, 2014

American Cheese Society

Sponsorship Levels and Benefits may be subject to change at any time.

WHO WE ARE

The American Cheese Society (ACS) is the world's leading organization supporting the understanding, appreciation, and promotion of farmstead, artisan, and specialty cheeses produced in the Americas.

Our members look to us to find the most valuable industry resources, advocacy, education, business tools, goods and service providers, and networking opportunities. Our diverse group of members is made up of:

- Cheesemakers and buttermakers (43%)
- Retailers (19%)
- Distributors and brokers (15%)
- Academics and students (6%)
- Enthusiasts (4%)
- Cheese guilds and supporting organizations (3%)
- Trade equipment suppliers (3%)
- Media (2%)
- Other (5%)

ACS SPONSORSHIP

- Showcases your brand, product, or service to the entire ACS membership of some 1,500 professionals, buyers, influencers, and enthusiasts through web, social media, and print communications
- Builds powerful consumer and B2B relationships
- Secures your brand's visibility in key ACS materials
- Aligns your company with signature ACS events

MAXIMIZE YOUR VISIBILITY & INFLUENCE

Align your brand with the best in the industry – and gain exclusive access to the world's most recognized and respected cheese professionals and enthusiasts. Our sponsors build long-lasting relationships with ACS members and their customers and constituents.

MAKE AN IMPRESSION

96% of our members tell us that they notice ACS sponsors! Getting noticed means getting business—at ACS events, and throughout the year.

There are many different ways to sponsor ACS in 2014, at every price point. Customized packages are also available. Find the level and benefits that are right for you, or contact us to create your custom package!

2014 OPPORTUNITIES

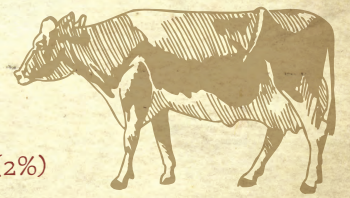
2014 ACS CONFERENCE & COMPETITION

Each year, ACS hosts the foremost educational conference and world-renowned cheese competition in North America. The most respected professionals, purchasers, and influencers from throughout the United States, Canada, and Europe attend to network, sample products, and learn from one another.

We are pleased to bring *ACS 2014: Celebrating the American Cheese Plate* to Sacramento, California from July 29-August 1, 2014. With a conference sponsorship, you will not only reach the targeted audience of industry decision-makers that you count on each year, but you'll also have a chance to explore new opportunities in Northern California's thriving market for artisan, farmstead, and specialty cheeses.

Here's who you'll meet at the ACS Conference in Sacramento:

- Retailers (32%)
- Cheesemakers and buttermakers (26%)
- Brokers and distributors (16%)
- Media (4%)
- Enthusiasts (2%)
- Foodservice and restaurant professionals (2%)
- Other industry professionals (18%)



There are many ways to sponsor the ACS conference. Find the level and benefits that are right for you, and lock in your sponsorship today!

"Sartori is proud to be a sponsor of the American Cheese Society. In addition to the networking and educational opportunities the ACS has to offer, there is a very diverse group of retailers, food specialists, and cheese manufacturers who are very passionate about artisan cheese. The learnings from formal presentations and informal conversations with the best minds in the industry are an invaluable and unique element of being a part of the ACS."

–Pat Mugan, Sartori Company

MARQUEE

$50,000

Marquee sponsorship is the premier sponsor level of the American Cheese Society's Annual Conference. The Marquee Sponsor will have their logo included on all key conference printed materials and signage.

BENEFITS INCLUDE:

- Recognition as a Marquee sponsor with logo inclusion in printed materials, signage, tote bags, etc., as well as on the ACS website
- Two-page spread recognizing your Marquee sponsorship in the Conference Event Guide
- Recognition in a special conference edition of our e-newsletter
- The opportunity to serve product at a selected conference event
- One complimentary 2014 ACS Corporate Membership
- Six complimentary conference registrations
- Ten complimentary tickets to the Festival of Cheese
- Unlimited ACS membership mailing labels upon request, for up to 12 months
- A table at the Festival of Cheese for product display and sampling
- A benefits package customized to fit your needs can be considered.

SOLD

At the Diamond Level, you may sponsor one of the three crowning events at the annual conference which draw media and journalists from across North America, as well as conference attendees and the public:

- Opening Reception
- Awards Reception
- ACS Judging & Competition and Awards Ceremony

BENEFITS INCLUDE:

- Top recognition in conference printed materials and signage
- Full-page recognition in the Conference Event Guide
- Full-page recognition in the Competition Awards Brochure (Awards Reception and Judging & Competition sponsors only)
- The opportunity to serve your product at your sponsored event
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary 2014 ACS Corporate Membership
- One complimentary set of ACS membership mailing labels upon request
- Five complimentary conference registrations
- Five additional complimentary tickets to the Festival of Cheese

*For an additional $1,000 in support, sponsor logo will be included on the official t-shirt worn by all conference volunteers.

At the Platinum level, you may sponsor one of the following events:

- Opening Keynote Address
- Conference Bookstore
- Welcome gift for conference attendees at hotel check-in
- Wi-Fi access for all conference attendees throughout conference, with customized log-in page featuring your brand
- Conference Mobile App (includes splash screen & banner ads)
- Reusable water bottles for all attendees
- USB Flash Drives Pre-Loaded with Conference Material

BENEFITS INCLUDE:

- Recognition in conference printed materials and signage
- Full-page recognition in the Conference Event Guide
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary 2014 ACS Corporate Membership
- Three complimentary conference registrations
- Three additional complimentary tickets to the Festival of Cheese

*For an additional $1,000 in support, sponsor logo will be included on the official t-shirt worn by all conference volunteers.

plus product donation
(exclusive to specific events)

At the Gold Level, you may sponsor one of the following events or items:

- Meet the Cheesemaker
- Scholar-in-Residence
- Conference tote bags
- Festival of Cheese cocktail plates
- Festival of Cheese wine glasses
- Gift in attendee hotel rooms

BENEFITS INCLUDE:

- Recognition in conference printed materials and signage
- Half-page recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary 2014 ACS Corporate Membership
- Two complimentary conference registrations
- Two additional complimentary tickets to the Festival of Cheese

*For an additional $1,000 in support, sponsor logo will be included on the official t-shirt worn by all conference volunteers.

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plus product donation
(exclusive to specific events)

At the Silver Level, you may sponsor one of the following events:

- New Member/First-Time Attendee Reception
- Networking Break
- Town Hall Meeting
- Business Luncheon
- Thursday or Friday Breakfast or Lunch (with product samples)
- Breakfast of Champions

BENEFITS INCLUDE:

- Recognition in conference printed materials and signage
- Half-page recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- The opportunity to donate product to be served at your event (excluding Town Hall Meeting)
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary 2014 ACS Corporate Membership
- Two complimentary conference registrations
- Two additional complimentary tickets to the Festival of Cheese

*For an additional $1,000 in support, sponsor logo will be included on the official t-shirt worn by all conference volunteers.

plus product donation
(exclusive to specific events/items)

At the Bronze level, you may choose to sponsor one of the following items or events:

- Promotional item or product sample in conference tote bags
- Thursday or Friday Breakfast or Lunch (without product samples)
- Conference Tours
- Conference Badge Holders (up to 2 sponsors)
- Festival of Cheese Tasting Map
- One-Day Networking Salon (Thursday, Friday, or Saturday) May be filled by up to 3 sponsors per day.

BENEFITS INCLUDE:

- Recognition in conference printed materials and signage
- Quarter-page recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- The opportunity to sample product at your event
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary 2014 ACS Individual Membership
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

*For an additional $1,000 in support, sponsor logo will be included on the official t-shirt worn by all conference volunteers.

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OTHER SPONSORSHIP LEVELS AND BENEFITS:

Supporting Trade Sponsor: $2,500

BENEFITS INCLUDE:

- The opportunity to display your products throughout the conference
- Recognition in conference printed materials and signage
- Quarter-page recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary listing in the ACS Online Marketplace for 12 months
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

Wine and Beer Trade:

- Available exclusively to members of the wine and beer trade
- ACS will make every attempt to acquire and serve sponsor product*

Grand Cru Flight - $7,500

All of the benefits listed below, plus:

- Half-page recognition in the Conference Program

Reserve Flight - $5,000

All of the benefits listed below, plus:

- The opportunity to serve product at a second conference event
- One complimentary 2014 ACS Individual Membership

Premium Flight - $2,500

- A table at the Festival of Cheese for product display and sampling
- Recognition in conference printed materials and signage
- Quarter-page recognition in the Conference Event Guide*
- Recognition in the Competition Awards Brochure
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary listing in the ACS Online Marketplace for 12 mo.
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

*Local regulations may affect how we honor sponsors.

Festival Marketplace Sponsor: $1,500 plus product donation*

This sponsorship provides the opportunity to display and sample your products, such as condiments, snacks, crackers, and other foods that may be served with cheese, at the Festival of Cheese on Saturday evening. This sponsorship level is not available to cheesemakers, and product donation may only include non-cheese items.

BENEFITS INCLUDE:

- A table at the Festival of Cheese for product display and sampling
- The opportunity to donate additional product to be served at the Festival of Cheese
- Recognition in conference printed materials and signage
- Recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary listing in the ACS Online Marketplace for 6 mo.

*First-time Festival Marketplace sponsors may take advantage of a special 10% discount in their initial year supporting the Conference.

EXCLUSIVELY FOR CHEESEMAKERS

NEW! Cheese Slate: $5,000

- Recognition in conference printed materials and signage
- Quarter-page recognition in the Conference Event Guide
- Recognition on the ACS Website
- Recognition in a special conference edition of our e-newsletter
- One complimentary product listing in the ACS Online Marketplace for 12 months
- Priority product placement at consumer-oriented tasting events throughout the year
- One complimentary 2014 ACS Individual Membership

Cheese Board I: $2,000 / Cheese Board II - $1,000

These sponsors are collectively recognized at the Opening Keynote and the Business Luncheon.

- Recognition in conference printed materials and signage
- Recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- Recognition on the ACS Website
- Recognition in a special conference edition of our e-newsletter
- One complimentary listing in the ACS Online Marketplace for 6 months

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Friends of ACS: Less than $1,000

This level is designed for anyone who wishes to financially support the conference with a contribution that does not fall within the categories outlined above. Companies or individuals contributing at any level will be listed on conference printed materials and signage.

Conference Media Partner: (In-Kind Sponsorship)

Media Partners exchange advertising space and creative print or web marketing opportunities (with a minimum value of $6,000) for visibility as sponsors at the ACS Conference. Media Partners receive:

- A table at the Festival of Cheese for product display and sampling
- The opportunity to donate product for conference tote bags
- Recognition in conference printed materials and signage
- Recognition in the Conference Event Guide
- Recognition in the Competition Awards Brochure
- Recognition on the ACS website
- Recognition in a special conference edition of our e-newsletter

Additional benefits of sponsorship at the Media Partner level are determined on a case-by-case basis with ACS staff to reflect the cash value of the partnership.

SECURE YOUR ACS SPONSORSHIP NOW!

GET NOTICED by ACS's 1,500 cheese industry members

REACH NEW CUSTOMERS by showcasing your brand, product, or service to a targeted audience

BUILD RELATIONSHIPS AND CREDIBILITY by showing your commitment to ACS and its members

MAKE A DIFFERENCE: Every sponsorship dollar directly impacts quality and quantity of programs available to the cheese community

STAY TOP-OF-MIND throughout the year with recognition in ACS communications

INTERESTED IN SPONSORSHIP? CONTACT US TODAY!

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DID YOU KNOW? In addition to your sponsorship of ACS, you can make a tax-deductible donation to the American Cheese Education (ACE) Foundation to support and grow ACS educational offerings throughout the year! ACS is developing new programs and initiatives to reach and educate the cheese community and the cheese-loving public. Consider showing your support with a tax-deductible donation to the ACE Foundation. For more information, please visit www.cheesefoundation.org or email info@cheesefoundation.org.