

2012

SPONSORSHIP OPPORTUNITIES

ANNUAL CONFERENCE • AMERICAN CHEESE MONTH
CERTIFIED CHEESE PROFESSIONAL™ EXAM



American
Cheese Society

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 (35%)
- Retailers (20%)
- Distributors and brokers (11%)
- Writers, authors, and communications specialists (11%)
- Academic and technical affiliates (7%)
- Enthusiasts (4%)
- Restaurant and foodservice professionals (2%)
- Other professionals (10%)

ACS SPONSORSHIP

- Showcases your brand, product, or service to the entire ACS membership of nearly 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.

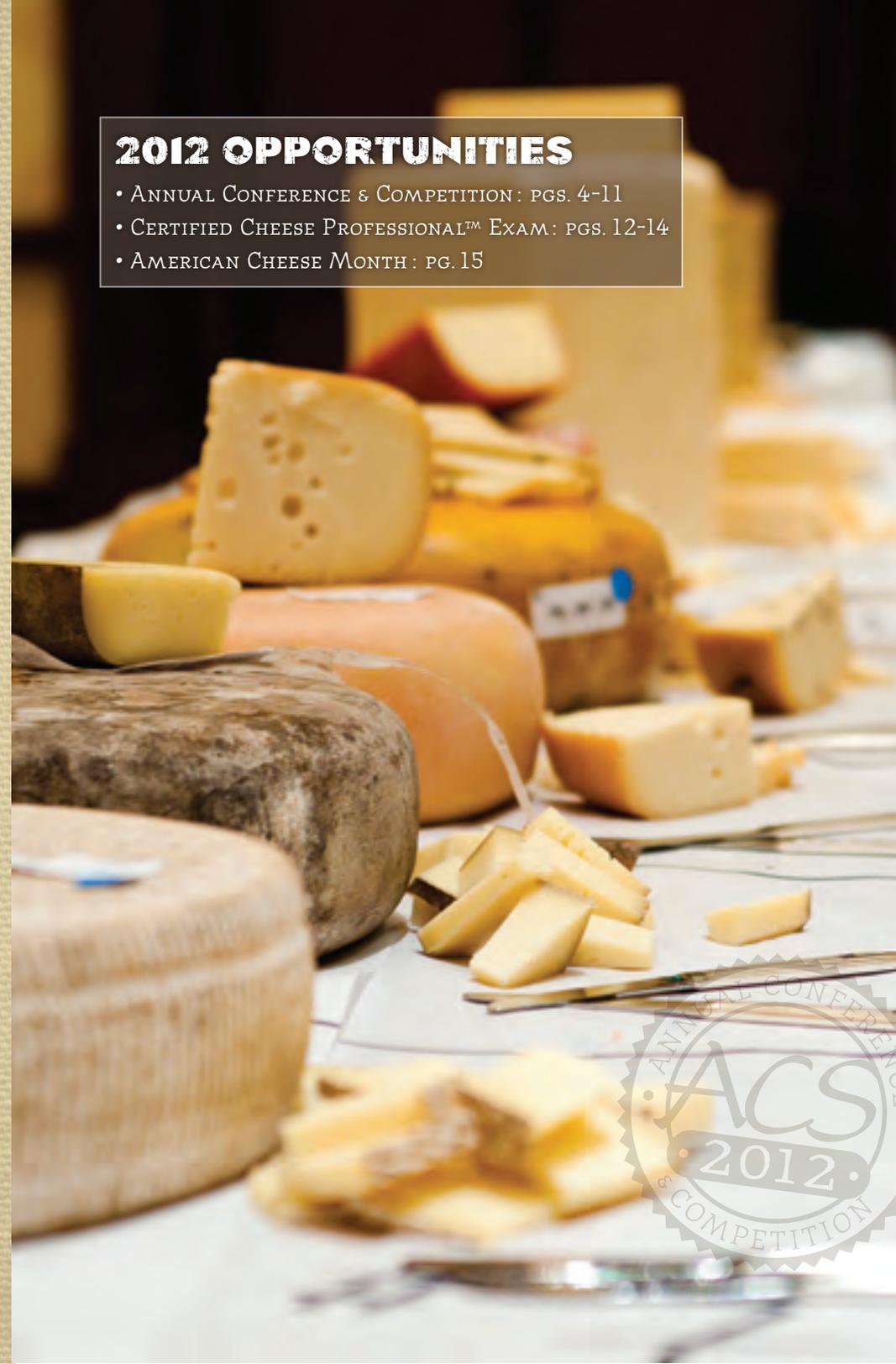
MAKE AN IMPRESSION

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 2012, 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!

2012 OPPORTUNITIES

- ANNUAL CONFERENCE & COMPETITION: PGS. 4-11
- CERTIFIED CHEESE PROFESSIONAL™ EXAM: PGS. 12-14
- AMERICAN CHEESE MONTH: PG. 15



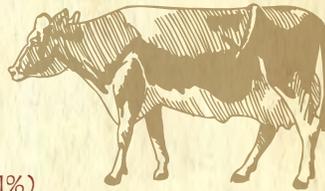
2012 ACS CONFERENCE & COMPETITION

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.

ACS is pleased to bring the 29th Annual Conference to Raleigh, North Carolina from August 1-4, 2012. With a conference sponsorship, you will not only reach the targeted audience of cheese industry decision-makers that you count on each year, but you'll also have a chance to explore new opportunities within the burgeoning southern market for artisan, farmstead, and specialty cheeses.

We expect to draw more than 800 attendees to Raleigh. Here's who you'll meet:

- Cheesemakers and buttermakers (25%)
- Retailers (25%)
- Brokers and distributors (12%)
- Enthusiasts (6%)
- Press, media, or food writers (5%)
- Foodservice and restaurant professionals (1%)
- Other professionals, students, and academics (26%)



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!



"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... 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



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

BENEFITS INCLUDE:

- Recognition as a Marquee sponsor with logo inclusion in all printed materials, on 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 2012 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.



Plus product donation
(exclusive to signature events)

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 (SOLD)

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 2012 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.



Plus product donation
(exclusive to specific events)

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

- Opening Keynote Address: Temple Grandin (SOLD)
- Conference Bookstore (SOLD)
- 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

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 2012 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 (SOLD)
- Scholar-in-Residence
- Conference tote bags (SOLD)
- Festival of Cheese cocktail plates
- Festival of Cheese wine glasses
- Gift in attendee hotel rooms
- Logo portfolio/pad

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 2012 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)

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

- New Member/First-Time Attendee Reception (SOLD)
- Thursday, Friday, or Saturday Networking Break
- Town Hall Meeting (SOLD)
- Business Luncheon (SOLD)

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 2012 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, Friday, or Saturday breakfast or lunch (Note: Saturday breakfast will feature winning competition butters, yogurts, and some fresh cheeses)
- Conference Tours
- Conference Badge Holders (up to 2 sponsors) (SOLD)
- Festival of Cheese Tasting Map
- Logo pen distributed in tote bags, and at registration desk

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 2012 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.



MORE SPONSORSHIP LEVELS AND BENEFITS :

One-Day Networking Salon - \$4,000

*Networking Salons may be filled by up to 3 sponsors per day.

- Thursday Salon (ONE Remaining)
- Friday Salon (SOLD)
- Saturday Salon (SOLD)

- 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 ACS Member-2-Member marketing email within 12 months of the conference
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

MORE SPONSORSHIP LEVELS AND BENEFITS:

SUPPORTING TRADE:

Trade Equipment Suppliers: \$2,500

- The opportunity to display your products throughout the duration of 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 a period of 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 2012 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 a period of 12 months
- 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, breads, crackers, and other foods that may be served with cheese. The Festival Marketplace is held in conjunction with the Festival of Cheese on Saturday evening. This sponsorship level is not available to cheesemakers, and product donation may only include non-cheese items.

- 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 months

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 12 months

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.

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.



CERTIFIED CHEESE PROFESSIONAL™ EXAM

The first Certified Cheese Professional™ Exam (CCPE) will launch in Raleigh, North Carolina immediately prior to the 2012 ACS Conference & Competition. The CCPE, the only exam of its kind, was created by ACS to encourage improved standards of comprehensive knowledge and service in the cheese industry.

The CCPE offers professionals in the cheese industry the opportunity to earn the distinguished title of ACS Certified Cheese Professional™ (ACS CCP™). The designation of ACS CCP™ is a mark of professional excellence, indicating that an individual has acquired the level of knowledge and expertise that is demanded throughout the cheese industry.

ACS is seeking partners to support the creation and launch of the exam, scheduled for August 1, 2012. This is a one-time opportunity to align your company or brand with this first-of-its-kind professional industry certification.

Certification Exam Sponsorship:

- Aligns your brand with a truly ground-breaking industry program
- Builds credibility for your brand among a highly qualified audience of international cheese professionals
- Reaches a wide audience of media outlets and food industry professionals, including the entire American Cheese Society membership of some 1,500 professionals, buyers, and influencers, through print and electronic communications

Don't miss this one-time-only opportunity to make a difference in the growth and professionalism of North America's cheese industry! Opportunities for sponsorship are only available for a limited time: secure your sponsorship now to stay top-of-mind with industry members, reach new customers, and build credibility and visibility for your brand.

CERTIFICATION EXAM SPONSORSHIP OPPORTUNITIES:

CHARTER SPONSOR: \$20,000

This is the premier sponsor level of the Certified Cheese Professional™ Exam.

All of the benefits listed below, plus:

- One (1) additional complimentary exam registration for company staff
- Opportunity to send one email or traditional mailing to the group of individuals who pass the first exam, congratulating them on their successful induction into the inaugural class of ACS CCP™s

PATRON: \$10,000

All of the benefits listed below, plus:

- Website link included in all electronic materials promoting the Certification Exam for the period leading up to the launch of the exam, and for 24 months afterward
- Opportunity to send one (1) marketing email to the entire American Cheese Society membership

BENEFACTOR: \$5,000

All of the benefits listed below, plus:

- One (1) complimentary exam registration for company staff
- Opportunity to serve as a resource for ACS media communications leading up to the first exam

STEWARD: \$2,500

All of the benefits listed below, plus:

- Logo recognition in at least one ACS-partnered trade publication prior to, or within 6 months after, the launch of the exam

CHAMPION: \$1,000

- Logo recognition in all print and electronic materials promoting the Certification Exam for the period leading up to the launch of the exam, and for 12 months afterward

sponsorships continued ...

FRIEND: GIFTS OF LESS THAN \$1,000

This level is designed for any company or individual wishing to support the CCPE™ with a contribution that does not fall within the categories outlined above. Companies or individuals contributing at this level will be given name recognition as Friends of Certification on the American Cheese Society website for the period leading up to the launch of the first exam, and for 12 months afterward.

Would you prefer to make a tax-deductible donation rather than sponsor the exam? Donations can be made through the American Cheese Education Foundation (ACEF), and your donation will be recognized at the Charter Supporter (\$20,000), Supporting Patron (\$10,000), Supporting Benefactor (\$5,000) or Supporting Friend (\$1,000 or below) level. Unlike sponsorships, donations are not eligible for benefits. However, donations are tax deductible, and donors will be recognized with their name and logo in ACEF and American Cheese Society materials pertaining to the CCPE™.



AMERICAN CHEESE MONTH

In October 2012, the American Cheese Society will hold the 2nd Annual American Cheese Month – a celebration of North America’s diverse artisan, farmstead, and specialty cheeses, and the farmers, cheesemakers, distributors, retailers, cheesemongers, chefs, and educators who bring them to the table.

The 2nd Annual American Cheese Month will build upon the overwhelming success of the first celebration, in which more than 100 events were held in more than 50 cities around the United States, raising awareness of the quality and diversity of North American cheeses among thousands of consumers.

If you would like to align your brand with this consumer-oriented celebration with national reach, contact the ACS office to learn about available opportunities, or for a customized sponsorship package.

“THE GROWING LIST OF FESTIVALS, TASTINGS, AND CHEESE-HAPPENINGS THAT NOW TAKE PLACE EACH OCTOBER REPRESENT THE INGENUITY AND PASSION OF THE CHEESE COMMUNITY. IT’S ABOUT CONNECTING PEOPLE WITH THEIR LOCAL AND REGIONAL PRODUCERS. ONCE PEOPLE DISCOVER OUR INCREDIBLE AMERICAN-MADE CHEESES, I KNOW THAT AMERICAN PRODUCERS WILL WIN OVER MANY NEW FANS.”

— Christine Hyatt, ACS President

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.



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