Note: 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 (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 2013, 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!
2013 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.

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 market for artisan, farmstead, and specialty cheeses.

Here’s who you’ll meet at the ACS Conference in Madison, WI:

- 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!

“...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 2013 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.
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 *(SOLD)*
- 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 2013 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.*

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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

**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 2013 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.*
**GOLD**

$12,000

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
- 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 in the ACS website
- Recognition in a special conference edition of our e-newsletter
- One complimentary 2013 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.

**SILVER**

$10,000

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
- Thursday, Friday, or Saturday Networking Break
- Town Hall Meeting
- Business Luncheon
- Breakfast of Champions (Saturday)

**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 conference registration
- 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.

**BRONZE**

$6,000

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 lunch; Thursday or Friday breakfast
- Conference Tours
- Conference Badge Holders (up to 2 sponsors)
- 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 2013 ACS Individual Membership
- One complimentary conference registration
- One additional complimentary ticket to the Festival of Cheese

**MORE SPONSORSHIP LEVELS AND BENEFITS:**

**One-Day Networking Salon - $4,000**

*Networking Salons may be filled by up to 2 sponsors per day.

- **Thursday Salon**
- **Friday Salon**
- **Saturday Salon**

**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 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
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
- One complimentary listing in the ACS Online Marketplace for 12 months

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.

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 2013 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 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.