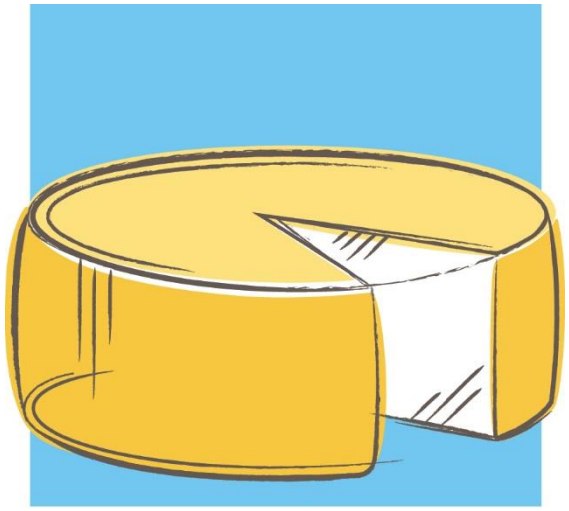


AMERICAN CHEESE SOCIETY

2020 Actively Responding

During this tumultuous time, it is more important than ever to stay connected and united. We know that members like you are handling daily financial, operational, and safety challenges that can't wait. To provide relevant support, ACS must evolve. Effectiveness is a must.

Like you, the American Cheese Society is navigating troubled waters, charting a path for our members and the cheese community to deliver on our mission to provide **education and connection** within a framework of sustainability.

And the community needs your support now more than ever.

In response to the financial challenges imposed by having to cancel our conference, we have cut staff and expenses, resizing the organization with the expectation to bring our mission to life. Moving forward, our focus is to offer our services and support year-round, exploring how and when to bring back our in-person events while creating valuable virtual experiences and new resources.

All of our decisions are driven with our members at heart.

Delivering Impact

Based on overwhelming response to our member survey, we prioritized
the following impactful actions.

1. *Convening members on July 23 – at no cost – to offer member news, networking, and insights that generate energy, heart, and hope.*
2. *Holding the first-ever Certified Cheese Professional® Exam online. We've had exceptional response, including new interest, and have scheduled the test for September 16, 2020.*
3. *Offering educational content is underway, focusing on business, food safety, diversity, and equity – and cheesemaking, of course!*
4. *Hosting regular member meetups, to offer the types of connections we find at conference combined with insights and education.*
5. *Providing updated COVID-19 resources through our weekly emails and website.*

Appeals

We know you have experienced all ACS and our members have done to grow artisan, farmstead, and specialty cheesemaking.

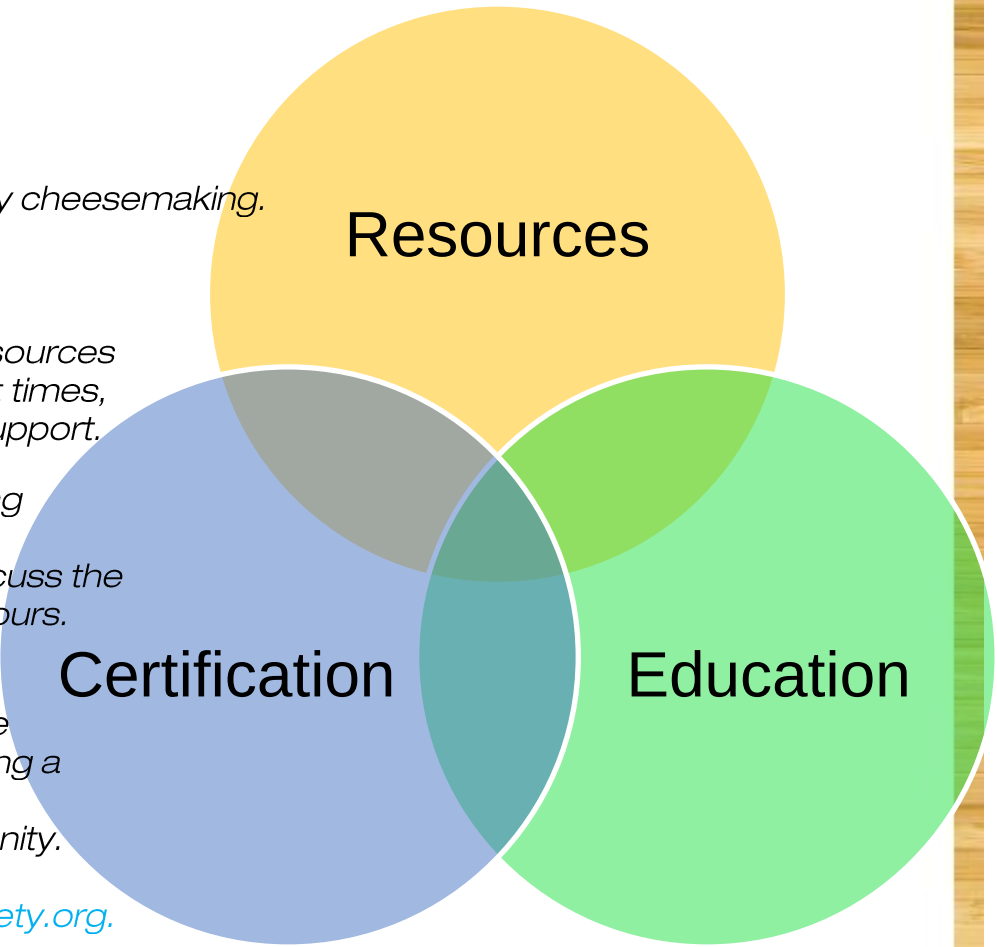
Now, we need you more than ever.

For us to continue providing relevant resources and opportunities during these turbulent times, we are asking you to provide financial support.

Whether you are interested in sponsoring a specific effort or starting a sustaining sponsorship, we would be happy to discuss the intersection between your mission and ours.

Today, renewing your membership is a generous way to sustain the support the American Cheese Society offers, ensuring a powerfully unified voice that speaks for the future of our cheesemaking community.

To renew today, email info@cheesesociety.org.



AMERICAN CHEESE SOCIETY

www.cheesesociety.org

ACS Program Sponsorship

ACS Programming continues to impact the cheese community, even without in-person events. If your organization values education, quality, and instilling skills in cheesemakers and mongers, please consider direct support of one of the following programs.

1. *July 23 Member Meeting Sponsor* *$5,000*
   Recognition includes your logo prominently featured during the event, in event promotion, and the opportunity to have ACS share your message of thanks with the attendees.

2. *Series of Four Webinars* *$5,000*
   Recognition includes your logo prominently featured during the webinar, in event promotion, and the opportunity to have ACS share your message of thanks to the attendees.

3. *CCP™ Exam* *$5,000*
   This non-exclusive support will help fund the technology and preparation needed to hold the test in a secure online environment.

4. *Member Sponsorship* *$2,500*
   This sponsorship ensures that people who have indicated that they cannot afford memberships will still have access to the resources that can help drive success.

ACS Mission Sponsors

With nearly 2,300 ACS members and many more supporters, your corporate sponsorship demonstrates a commitment to education and networking to infuse cheesemaking with quality products and processes. In addition to specific benefits, ACS sees your decision as a memorable commitment that sustains ACS members and the community of specialty cheesemakers during these difficult times.

All Mission Sponsorships include the Sustaining Member benefits plus and the recognition of every previous level. For example, Gold would include sustaining, silver and gold benefits..

Sustaining Member: $3,000

- Logo on website
- ACS virtual events and webinars open to all employees
- Included in social media feature of Sustaining Members
- Included in Cheesebytes feature of Sustaining Members
- Access for all employees to all ACS member benefits

Platinum Mission $25,000

- Logo & company description on website
- Logo & company description displayed during virtual member meetings
- Two features on social media
- One 2-3 minute video hosted during a member event
- Two Member-2-Member Marketing email
- Opportunity to send marketing materials to ACS members

Gold Mission $15,000

- Silver and Sustaining Membership Benefits PLUS
- Contact information on website
- Logo displayed during virtual member meetings
- Verbal recognition during July 23 event main session
- Feature in Cheesebytes
- Logo inclusion in member emails
- One Member-2-Member Marketing email

Silver Mission $7,500

- Sustaining Membership Benefits PLUS
- ACS virtual events and webinars are no charge and open to all employees
- One solo feature on social media
- Joint press release
- Logo and link included in each issue of Cheesebytes
- Logo included in recognition slide at all virtual events

ACE Foundation

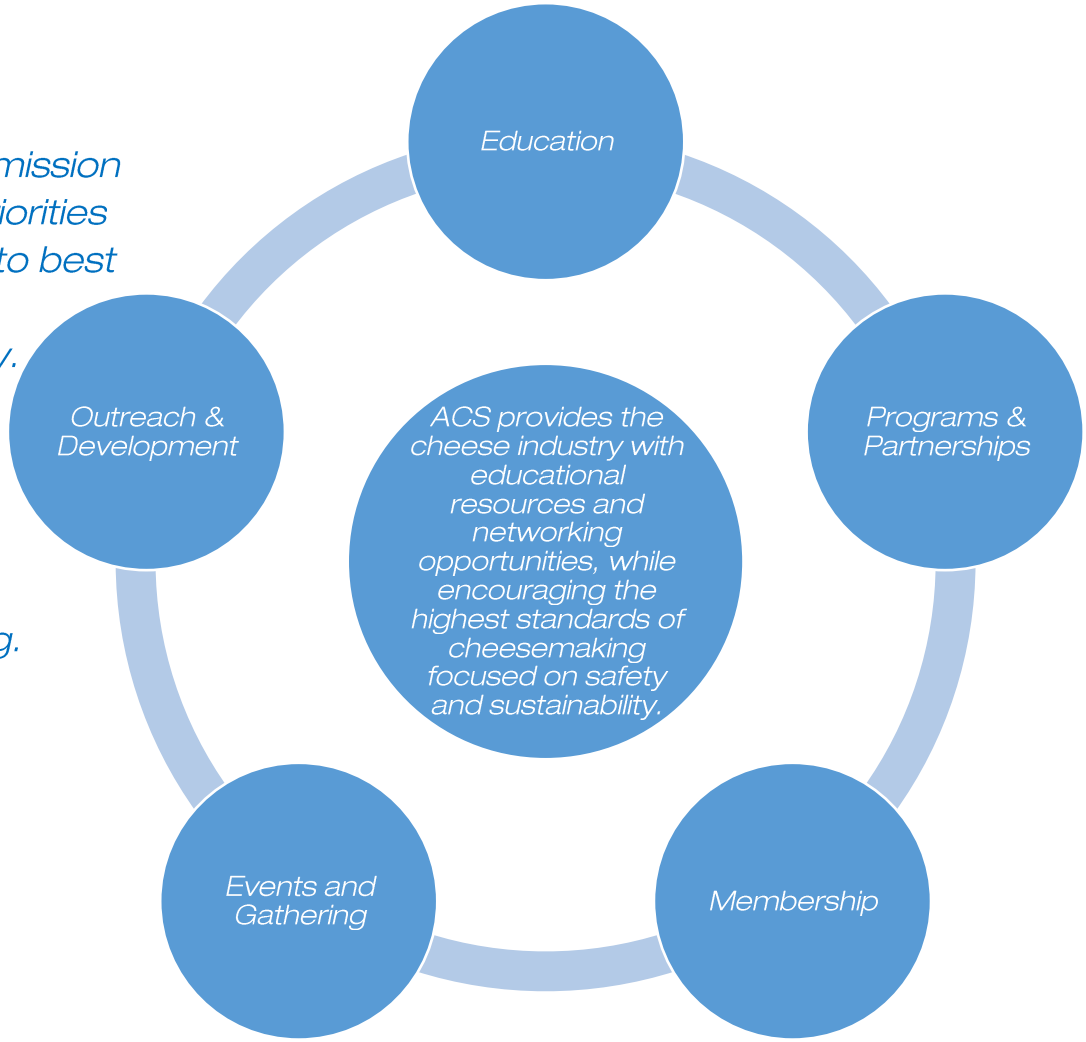
The American Cheese Education Foundation has a long history of complementary missions and work with the American Cheese Society. Although the two organizations are distinct, they share the vision of a thriving artisan and specialty cheese making community.

Because of this synergy, ACE Foundation is able to accept donations that are earmarked to support the American Cheese Society's work. To ensure that your intent is followed, simply utilize the donation link at https://www.cheesesociety.org/ace-foundation/ or send a check made out to ACE Foundation with the memo or a letter directing the donation to benefit ACS.

Finally, if you have any questions, please reach out to ACS at info@cheesesociety.org or call 720.328.2788.

ACS remains focused on our mission and our members, with our priorities circling how we actively work to best serve the cheesemaking community.

Please contact our Executive Director, Karen Lundquist, at 612-644-7409 or Klundquist@cheesesociety.org.



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