

**ACS 2022**



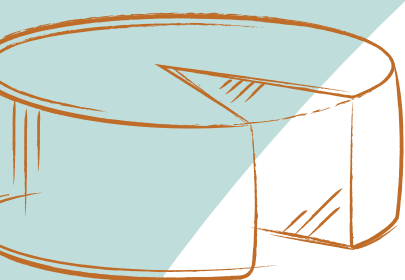
**SPONSORSHIP  
OPPORTUNITIES**

# 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 (48%)**
- **Retailers (20%)**
- **Distributors and brokers (15%)**
- **Academics and students (4%)**
- **Enthusiasts (4%)**
- **Cheese guilds and supporting organizations (2%)**
- **Trade equipment suppliers (3%)**
- **Media (2%)**
- **Other (2%)**



## ACS SPONSORSHIP

- **Showcases your brand, product, or service to the entire ACS membership of more than 1,800 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 at every price point. Customized packages are also available. Find the level and benefits that are right for you, or contact us to discuss your options!



**AMERICAN  
CHEESE**  
SOCIETY

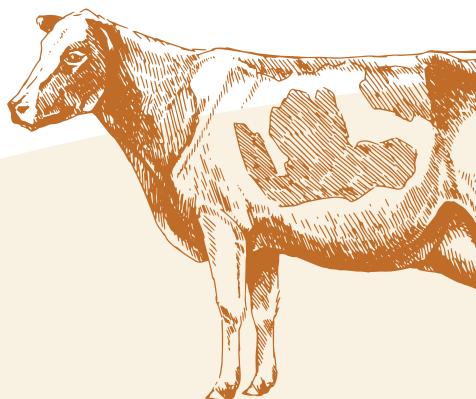


**OPPORTUNITIES**

# SPONSORSHIP OPTIONS

- **Conference Sponsorship**
- **Judging and Competition Sponsorship**
- **American Cheese Education Foundation Tax-Deductible Donation**
- **General Fund Giving**

There are many ways to support ACS. Find the option that's right for you and lock in your sponsorship today!



## ACS CONFERENCE

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, Europe, and beyond attend to network, sample products, and learn from one another.

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 the thriving market for artisan, farmstead, and specialty cheeses.

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

- **Retailers (30%)**
- **Cheesemakers and Buttermakers (25%)**
- **Brokers, Importers, and Distributors (14%)**
- **Supporting Trade and Suppliers (7%)**
- **Academics and Consultants (3%)**
- **Media and Food Writers (2%)**
- **Foodservice and Restaurant Professionals (1%)**
- **Other Industry Professionals (18%)**

## ACS Judging & Competition

For the first time ever, Judging and Competition will be separate from Conference, which has provided new opportunities for sponsors to have an impact!





*SOLD*

# MARQUEE SPONSORSHIP



**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 and is the exclusive host of the ACS Conference Welcome Reception.

## BENEFITS INCLUDE

- 6 Conference registrations
- Two-page spread in Conference Event Guide
- Recognition in printed and electronic materials and signage
- First opportunity to register for the conference
- First opportunity to book conference hotel rooms
- Access to VIP Room at the conference
- Recognition in an ACS ad in a major industry publication
- Exclusive sponsor of Conference Welcome Reception
- Recognition in special conference edition of CheeseBytes
- Opportunity to serve product at a select conference event
- Opportunity to speak at a media briefing to kick off the conference
- Opportunity to provide branded conference tote bags
- Recognition in post-conference social media post
- Opportunity to provide a promotional item or product sample in conference tote bags



# DIAMOND SPONSORSHIP

At the **DIAMOND LEVEL**, you may sponsor one of the following events or items:

- Judging and Competition Awards Reception
- Judging and Competition Awards Ceremony
- Meet the Cheesemaker

## BENEFITS INCLUDE

- 5 Conference registrations
- Full-page recognition in Conference Event Guide
- Recognition in select printed and electronic materials and signage
- First opportunity to register for the conference
- First opportunity to book conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Opportunity to provide a promotional item or product sample in conference tote bags





# PLATINUM SPONSORSHIP

At the **PLATINUM LEVEL**, you may sponsor one of the following events or items:

- Certified Cheese Professional® Exam Reception
- Welcome gift for attendees in host hotel room
- Conference Bookstore
- Wi-Fi Access for all conference attendees throughout conference
- Conference Mobile App
- Branded reusable water bottles for all attendees
- Branded hotel key cards
- Branded padfolios for conference attendees

## BENEFITS INCLUDE

- 4 Conference registrations
- Full-page recognition in Conference Event Guide
- Recognition in select printed and electronic materials and signage
- First opportunity to register for the conference
- First opportunity to book conference hotel rooms
- Opportunity to provide a promotional item or product sample in conference tote bags





# GOLD

## BENEFITS INCLUDE

- 3 Conference registrations
- Half-page recognition in the Conference Event Guide
- Recognition in select printed and electronic materials and signage
- First opportunity to register for the conference
- First opportunity to book conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Opportunity to provide a promotional item or product sample in conference tote bags

At the **GOLD LEVEL**, you may sponsor one of the following events or items:

- Welcome gift for attendees at host hotel check in
- Opening or Closing keynote address
- Business Luncheon
- President's Reception



# SILVER

## BENEFITS INCLUDE

- 2 Conference registrations
- Half-page recognition in the Conference Event Guide
- Recognition in select printed and electronic materials and signage
- First opportunity to register for the conference
- First opportunity to book conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Opportunity to provide a promotional flyer in conference tote bags

At the **SILVER LEVEL**, you may sponsor one of the following events:

- New Member/First-Time Attendee Reception
- Town Hall Meeting
- Breakfast or Lunch (excludes Business Luncheon)
- Cheese Crawl
- Rest & Recharge area in Convention Center
- Off-site Conference "After Party"





# BRONZE

## BENEFITS INCLUDE

- 1 Conference registration
- Quarter-page recognition in Conference Event Guide
- Recognition in select printed and electronic materials and signage
- First opportunity to register for the conference
- First opportunity to book conference hotel rooms
- Opportunity to provide a promotional flyer in conference tote bags

\* Networking Salon sponsors are provided with 16' of draped tabletop space to showcase and sample products to Conference attendees.

*Please note: Networking Salons are the only spaces where international products may be sampled to Conference attendees.*

At the **BRONZE LEVEL**, you may sponsor one of the following events or items:

- Promotional item or product sample in conference tote bags
- Pre-Conference Tour (3 available)
- Conference Lanyards (2 available)
- Coffee break for attendees
- Morning activity (yoga, Zumba, or other)
- One-Day Networking Salon\*

## OTHER SPONSORSHIP LEVELS AND BENEFITS

### SUPPORTING TRADE SPONSORS | \$2,500

#### BENEFITS INCLUDE

- Opportunity to display your products at a table in the exhibitor area throughout the Conference  
*Please note: no product sampling will be allowed at supporting trade tables*
- Recognition in select Conference print and electronic materials
- Quarter-page recognition in Conference Event Guide
- First opportunity to register for the Conference
- First opportunity to book Conference hotel rooms
- Two Networking Passes providing access to conference meals and special events (educational sessions not included)

## BEVERAGE AND FOOD PRODUCT TRADE

Opportunity to serve donated product at a Conference event, including but not limited to wine, beer, spirits, and other accompaniments. If interested in donating product to be served at a Conference event, please contact us directly. Opportunities are extremely limited and must be approved.



## MEET THE CHEESEMAKER MARKETPLACE SPONSOR | \$1,500

Opportunity for non-cheese product display and sampling at Meet the Cheesemaker. Participation in Meet the Cheesemaker is limited to ACS Members only.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Conference sponsors at any level may choose to add on any of these additional options:

- Sponsor logo on the official conference volunteer t-shirt: \$1250
- Convention Center branding opportunities: (please contact us for details)
  - Spire and Crescent Lighting: \$650-\$1250
  - Branded window clings in key conference locations: \$1500-\$5000
  - Escalator Decals: \$1500-\$5000
  - Elevator Decals: \$2500 per elevator (1 available)

# JUDGING AND COMPETITION SPONSORSHIP

## J&C BANNER SPONSOR

### BENEFITS INCLUDE

- Recognition in J&C and Conference print and electronic materials
- Dedicated social media post before and after J&C
- Recognition in J&C digital awards brochure
- Recognition in an ACS ad in a major industry publication
- 4 Conference registrations
- Full-page recognition in Conference Event Guide

The J&C Banner Sponsor will be the exclusive sponsor of both the Judging and Competition in Minneapolis, MN and the J&C Awards Ceremony at Conference in Portland, OR.



## J&C PREMIUM SPONSOR

### BENEFITS INCLUDE

- Recognition in J&C and select Conference print and electronic materials
- Dedicated social media post before and after J&C
- Recognition in J&C digital awards brochure
- 2 Conference registrations
- Full-page recognition in Conference Event Guide

At the Premium level, you may sponsor one of the following events or items:

- J&C Judges Reception



## J&C TIER 2 SPONSOR

### BENEFITS INCLUDE

- Recognition in select J&C and Conference print and electronic materials
- Group social media post before and after J&C
- Recognition in J&C digital awards brochure
- 1 Conference registration
- Half-page recognition in Conference Event Guide

At the Tier 2 level, you may sponsor one of the following events or items:

- Technology sponsor of the J&C entry platform
- Technology sponsor of the judges' tablets and devices
- Food sponsorship for meals and palate cleansers



# J&C TIER 3 SPONSOR | \$5,000

## BENEFITS INCLUDE

- Recognition in select J&C print and electronic materials
- Group social media post before and after J&C
- Recognition in J&C digital awards brochure
- Opportunity for one Supporting Trade table at Conference

At the Tier 3 level, you may sponsor one of the following events or items:

- Judge Training
- Judge Round
- Décor/Linen
- T-shirt/Pin (logo recognition on committee and volunteer t-shirt)

## AMERICAN CHEESE EDUCATION FOUNDATION (ACEF) TAX-DEDUCTIBLE DONATION

You may also elect to support both ACS and our non-profit 501(c)(3), the ACE Foundation. In lieu of or in addition to your traditional sponsorship support, you may increase your impact and presence through your tax-deductible gift of any amount. Your donation could be utilized by your PR team to promote your philanthropic support in the community by demonstrating how you've made a difference through charitable giving to improve ACS education, research and scholarships for cheesemakers and the cheese industry as a whole.

## GENERAL FUND GIVING

You may also choose to make a donation to our ACS general fund, which provides ongoing support for resources such as:

- Safe Cheesemaking Hub
- Lexicon & Glossary
- Body of Knowledge
- Best Practices Guide for Cheesemakers
- Certification Program

General Mission Sponsors of \$10,000 or more will be recognized on our monthly ACS Cheese Chats on Facebook live and on our website.

## INTERESTED IN SPONSORSHIP? CONTACT US

(720) 328-2788

[info@cheesesociety.org](mailto:info@cheesesociety.org)

[www.cheesesociety.org/conference/sponsorship](http://www.cheesesociety.org/conference/sponsorship)

