

**AMERICAN
CHEESE
SOCIETY**



**SPONSORSHIP
OPPORTUNITIES**

TABLE OF CONTENTS

WHO WE ARE	2-3
WHO YOU'LL MEET AT ACS	4
MEDIA REACH	5
GENERIC SPONSORSHIP INFORMATION	6-7
ANNUAL CONFERENCE SPONSORSHIPS	8-17
ADDITIONAL WAYS TO GET INVOLVED	18
JUDGING & COMPETITION SPONSORSHIPS	19-20
SPONSORED WEBINARS & THOUGHT LEADERSHIP	21-22



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.

1,178

CONFERENCE ATTENDEES



305

VOLUNTEERS



1,454

COMPETITION ENTRIES



370

MEDALS AWARDED



As a sponsor, you will 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



743

CERTIFIED CHEESE PROFESSIONALS®



53

CERTIFIED CHEESE SENSORY EVALUATORS®



2,300+

ACS MEMBERS



18,000+

SOCIAL MEDIA FOLLOWERS



**96% OF
MEMBERS
NOTICE ACS
SPONSORS**

**Who
you'll
meet at
ACS**

**cheesemakers
41%**

**retailers
22%**

**brokers, importers, and distributors
12%**

**supporting trades, suppliers, media and
academics
15%**

WHY ACS?

Meaningful INTERACTIONS

- premier conference and competition in the industry
- exclusive events and promotional experiences
- join or renew early for success

MEDIA REACH

Forbes

173M

total earned impressions

DELI BUSINESS

237

total earned placements

the word on cheese
culture

1.0B

total potential audience

GOURMET NEWS
THE AUTHORITY ON THE LATEST TRENDS

1,200+

total media mentions

The New York Times 37

media attendees

The Washington Post

Cheese
CONNOISSEUR



deli

MARKET

NEWS

Diverse SPONSORSHIPS

- items for all budgets
- you are creative, so are we

Focus on EDUCATION

- innovative speakers
- forward-thinking audience
- commitment to industry growth



SPONSORING IS EASY AS 1-2-3!

1

Review our enclosed options to match your attendee, marketing, and activation goals

2

Where indicated, select one activation item from the list of options for each sponsorship level

3

Contact our team to finalize your agreement today - sponsorships fill up quickly!

What registration benefits are included in my package? What if I need more?

Regular conference registrations are included with most conference sponsorship packages, with the number indicated in the sponsor level list of benefits. You may purchase additional registrations at a reduced rate and add this on to your package at any time.

Networking Passes for conference exhibitors exclude conference educational sessions and may be upgraded to a full registration at a discounted rate.



The amount of effort ACS puts into education is priceless...I'm so proud of what ACS does and represents.

-Susan Rigg

founder and owner, River Whey Creamery



ACS ANNUAL CONFERENCE SPONSORSHIPS

KEY EVENT DESCRIPTIONS

PRE-AWARDS RECEPTION

Before the awards have been handed out, you can feel the energy and excitement in the air! Product placement, menu incorporation, and custom branding available.

OPENING RECEPTION

Kick off the opening night of Conference with a bang! Welcome attendees with a custom brand showcase with product menu incorporation and speaking opportunities.

MEET THE CHEESEMAKER

A gem of the Conference, Meet the Cheesemaker is identified as our most beneficial industry-facing event. Hundreds of producers showcase their products to buyers, retailers, members, and more--surrounded by the finest in cheese-adjacent specialty foods.

MARKETPLACE

For our non-cheese specialty food industry partners--sample your product for producers, retailers, buyers and more during our Meet the Cheesemaker event at Conference.

CHEESE CRAWL

A pre-Conference pub-crawl event, ACS style! We'll have pre-arranged stops at 3-4 local joints, where Conference attendees can enjoy a beverage, some cheese (of course!) and hang out with each other. Sponsors will have the opportunity to take ownership of the food, theme, and entertainment--your only limits are your imagination..

\$50,000

MARQUEE SPONSORSHIP

3 AVAILABLE

DISTRIBUTOR : SOLD

CHEESEMAKER: SOLD

RETAILER: SOLD



LACTALIS
AMERICAN GROUP, INC.

Wegmans

Marquee Sponsorship is the premier sponsor level of the American Cheese Society. Marquee sponsors will have their logo included on all key printed materials and signage and will have their choice to be the exclusive host of one of our premier events:

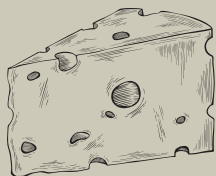
- ACS Welcome Reception at Conference
- Judging & Competition Awards Reception and Ceremony at Conference
- President's Reception

BENEFITS INCLUDE:

- 6 Conference registrations
- Two-page spread in Conference Event Guide
- Recognition in Conference printed and electronic materials and signage
- Access to Conference VIP Room
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Recognition in special Conference edition of CheeseBytes
- Opportunity to serve product at a select Conference event
- Opportunity to speak at Conference media briefing
- Logo recognition on Conference tote bags
- Logo recognition in post-Conference social media post
- Opportunity to provide a promotional item or product sample in Conference tote bags
- Push Notification in Conference mobile app
- Year-round recognition on ACS website

DIAMOND SPONSORSHIP

\$35,000



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

- Headline Sponsor of Meet the Cheesemaker
- Friday Evening Reception at Conference

BENEFITS INCLUDE:

- 5 Conference registrations
- Full-page recognition in Conference Event Guide
- Recognition in Conference printed and electronic materials and signage
- Access to Conference VIP Room
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Recognition in special Conference edition of CheeseBytes
- Opportunity to serve product at a select Conference event
- Logo recognition in post-Conference social media post
- Opportunity to provide a promotional item or product sample in Conference tote bags
- Push Notification in Conference mobile app
- Year-round recognition on ACS website

\$25,000

PLATINUM SPONSORSHIP



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

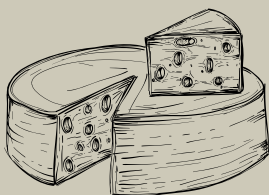
- Conference Lanyards (2 available)
- Certification Exam Reception
- Welcome gift for attendees in host hotel room
- Conference bookstore
- Wi-fi access for all Conference attendees
- Branded reusable water bottles for all attendees
- Branded hotel key cards
- Branded padfolios for conference attendees
- Badge Holder (2 available)
- Conference tote bags (2 available)

BENEFITS INCLUDE:

- 4 Conference registrations
- Full-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Recognition in special Conference edition of CheeseBytes
- Logo recognition in post-Conference social media post
- Opportunity to provide a promotional item or product sample in Conference tote bags
- Push Notification in Conference mobile app
- Year-round recognition on ACS website

GOLD SPONSORSHIP

\$15,000



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

- Welcome gift for attendees at host hotel check-in
- Thursday Welcome Breakfast and Keynote
- Thursday Business Meeting Luncheon
- Friday Lunch and Keynote
- Conference Ribbon Wall
- Midnite Mongers Karaoke Night
- Pavilion sponsor for Meet the Cheesemaker

BENEFITS INCLUDE:

- 3 Conference registrations
- Half-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- Recognition in an ACS ad in a major industry publication
- Recognition in special Conference edition of CheeseBytes
- Opportunity to provide a promotional item or product sample in Conference tote bags
- Push Notification in Conference mobile app
- Year-round recognition on ACS website

\$10,000

SILVER

BENEFITS INCLUDE:

- 2 Conference registrations
- Half-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- Recognition in special Conference edition of CheeseByte
- Opportunity to provide a promotional item or product sample in Conference tote bags
- Push Notification in Conference mobile app
- Year-round recognition on ACS website

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

- New member/first-time attendee reception at Conference
- Conference Recognition Breakfast
- Conference Brunch and Closing Keynote
- Conference Cheese Crawl stop (4 available)
- Conference rest & recharge area
- Off-site Conference "After Party"

\$5,000

BRONZE

BENEFITS INCLUDE:

- 1 Conference registration
- Quarter-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- Push Notification in Conference mobile app

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 (2 available)
- Post-conference tour (1 available)
- Conference coffee break
- Conference morning activity (yoga, Zumba, or other)

NETWORKING SALON SPONSOR

Networking Salons are the only spaces where international products may be sampled to conference attendees. Networking Salon sponsors are provided with 16' of draped tabletop space to showcase and sample products to attendees in the Conference exhibit area.

2-Days | \$10,000

1 Day | \$6,000

BENEFITS INCLUDE:

- 2 Networking Passes providing access to Conference meals and special events (educational sessions not included)
- Quarter-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms

SUPPORTING TRADE SPONSORSHIP | \$2,500

BENEFITS INCLUDE:

- Opportunity to display your products at a table in the exhibit area throughout the Conference
(Please note: no product sampling will be allowed at Supporting Trade Tables)
- Quarter-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage
- Exclusive sponsor portal registration access
- First opportunity to book Conference hotel rooms
- 2 Networking Passes providing access to Conference meals and special events (educational sessions not included)

MARKETPLACE SPONSOR | \$1,500

BENEFITS INCLUDE:

- 1 table for non-cheese product display and sampling at the Meet the Cheesemaker event at Conference
- 1 Networking Pass providing access to conference meals and special events (educational sessions not included)

Participation in Meet the Cheesemaker is limited to ACS Members only.



BEVERAGE PRODUCT TRADE

Opportunity to serve donated product at an ACS event, including but not limited to wine, beer, spirits, and other accompaniments. If interested, please contact us directly.

Opportunities are extremely limited and must be approved.

MISSION SPONSOR | \$1,500

BENEFITS INCLUDE:

- 1 Conference registration
- Quarter-page recognition in Conference Event Guide
- Recognition in select Conference printed and electronic materials and signage

CHEESEMAKER MISSION SPONSOR

CHEESEMAKER MISSION SPONSORS receive a table at the Meet the Cheesemaker event at Conference and may select from the following based on sponsorship level:

- Logo recognition on conference volunteer t-shirt
- Dedicated social media posting
- Recognition in CheeseBytes

LEVEL 1 | \$1,500

Includes a table at Meet the Cheesemaker and the choice of ONE of the three bulleted options above

LEVEL 2 | \$2,500

Includes a table at Meet the Cheesemaker and ALL THREE of the bullet options above



ADD ON SPONSORSHIP OPPORTUNITIES

- **Logo on Conference Volunteer Shirt | \$1,250**
- **VIP Lounge | \$2,500**
 - Need some private space away from the hustle and bustle of the conference to meet with customers or clients? Book a half-day in one of our VIP spaces! Times available on a first-come, first-served basis. (Thursday AM/PM, Friday AM/PM or Saturday AM)
- **Additional Push Notifications through Conference Mobile App | \$500**
- **Additional ad space in Conference Program**
 - Extra ¼ page | \$500
 - Extra ½ page | \$1000
 - Extra 1 page | \$1500
- **Donation to the American Cheese Education Foundation to help support the scholarship program**



ADDITIONAL WAYS TO GET INVOLVED

AMERICAN CHEESE EDUCATION FOUNDATION (ACEF) TAX-DEDUCTIBLE DONATION

In addition to your sponsorship contribution, you may also choose to increase your impact and presence, through your support of the American Cheese Education Foundation - the non-profit 501(c)(3) arm of ACS. Your tax-deductible gift to ACEF helps support the important work of providing scholarships, education and research, which benefits cheesemakers and the cheese industry as a whole. For more information about ACEF, visit www.cheesefoundation.org.

Make a difference with your donation to ACEF today!



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
- Advocacy and Engagement with the FDA
- Certification Program

JUDGING & COMPETITION

Align your brand with one of the premier ACS events and demonstrate your support for cheesemakers in the Americas. There are many expenses associated with putting on an event of this caliber, but you can make a difference by underwriting one of the options below.



32

COMPETITION JUDGES



11,500

POUNDS OF CHEESE RECEIVED



133

COMPETITION CATEGORIES



349

CATEGORY WITH MOST ENTRIES (K- FLAVORED CHEESE)

JUDGING & COMPETITION SPONSORSHIP OPTIONS

TECHNOLOGY SPONSOR (ENTRY PLATFORM) | \$10,000

- Logo recognition on the website and in J&C promotional emails
- 4 tickets to the Judges Reception
- Recognition on J&C signage on-site
- Dedicated social media post
- Logo recognition on volunteer t-shirts

JUDGES RECEPTION (TO KICK OFF JUDGING IN MN) | \$5,000

- Recognition on signage at Judges Reception
- 4 tickets to the Judges Reception
- Logo recognition on the website and in J&C promotional emails

TECHNOLOGY SPONSOR (TABLETS) | \$2,500 (3 AVAILABLE)

- Logo recognition on all tablets at J&C
- Logo recognition on the website and in J&C promotional emails

VOLUNTEER T-SHIRTS | \$1,000 (4 AVAILABLE)

- Logo recognition on volunteer t-shirts
- Logo recognition on the website and in J&C promotional emails

ADDITIONAL ACS SPONSORSHIP OPPORTUNITIES

ACS is excited to introduce sponsored webinars and thought leadership articles, a unique opportunity to deliver content by sharing best practices and expertise directly with our members.

Sponsored Webinar | \$5,000

- Webinar opportunities will be available monthly on a first-come, first-served basis.

These 60-75-minute webinars must meet the following criteria:

- Feature a presentation and include time for audience Q&A
- Define the target ACS audience and identify 2-5 measurable learning objectives that support the professional development and needs of ACS members
- Content must focus on thought leadership, not a sales pitch or product demo
- Slide decks are required to be submitted to ACS at least two weeks prior to the webinar for review and approval

Benefits include:

- Sponsorship is exclusive, and sponsor determines speakers and content
- Logo recognition on emails promoting webinar
- Logo recognition during webinar
- Verbal acknowledgment of sponsor by ACS staff during webinar
- Recordings will be available in the ACS Learning Center for a minimum of one year following the live event.

ADDITIONAL ACS SPONSORSHIP OPPORTUNITIES

ACS is excited to introduce sponsored webinars and thought leadership articles, a unique opportunity to deliver content by sharing best practices and expertise directly with our members.

Thought Leadership (Cheesebytes Article) | \$1,000 (6 available, maximum 2 per sponsor)

- Maximum 200 words, with opportunity to link to your website with additional content
- Content must be approved and focus on thought leadership, not a sales pitch or product demo
- Distributed monthly to all ACS members

Thought Leadership (Standalone Email Article) | \$2,500 (12 available, maximum 2 per sponsor)

- Maximum 600 words, with opportunity to link to your website with additional content
- Content must be approved and focus on thought leadership, not a sales pitch or product demo

GET noticed

REACH new customers

BUILD relationships and credibility

STAY top-of-mind

MAKE a difference



720-328-2788

info@cheesesociety.org

www.cheesesociety.org

