

**AMERICAN
CHEESE**
SOCIETY

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.

As a conference 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.

1,336
conference attendees



42
judges

273
volunteers



11,500
pounds of cheese received

1,907
competition entries



123
competition categories

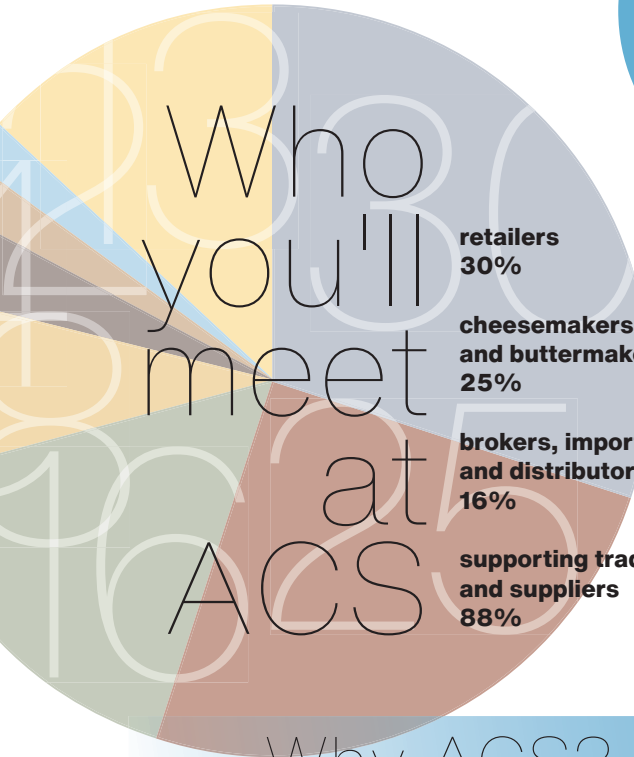
403
medals awarded



146
category with most entries
(Italian, category D, in 2019)



96%
OF MEMBERS NOTICE
ACS SPONSORS



Why ACS?

Meaningful INTERACTIONS

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

FASTCOMPANY

BBC NEWS

Forbes

GOURMET NEWS

rachael ray every day

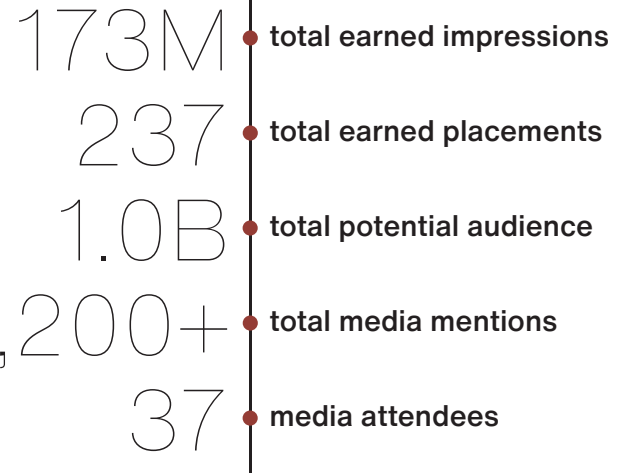
The New York Times



Cheese CONNOISSEUR

planet cheese
JANET FLETCHER'S
SPECIALTY CHEESE

Media reach



Past media attendees have included:

- Janet Fletcher, Planet Cheese
- Lauren Turner, BBC News
- Joe Berkowitz, Fast Company



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 levels to match your attendee, marketing and activation goals
- 2 Where indicated, select one activation item from the list
 - event descriptions: pages 12-13
 - additional information by level: pages 10-11
- 3 Contact our team to finalize your agreement today – sponsorships fill up quickly!

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

Regular conference registrations are included with most packages, with the number indicated on the sponsor levels chart on pages 8-9. You may purchase additional registrations at a reduced rate and add this on to your package at any time.

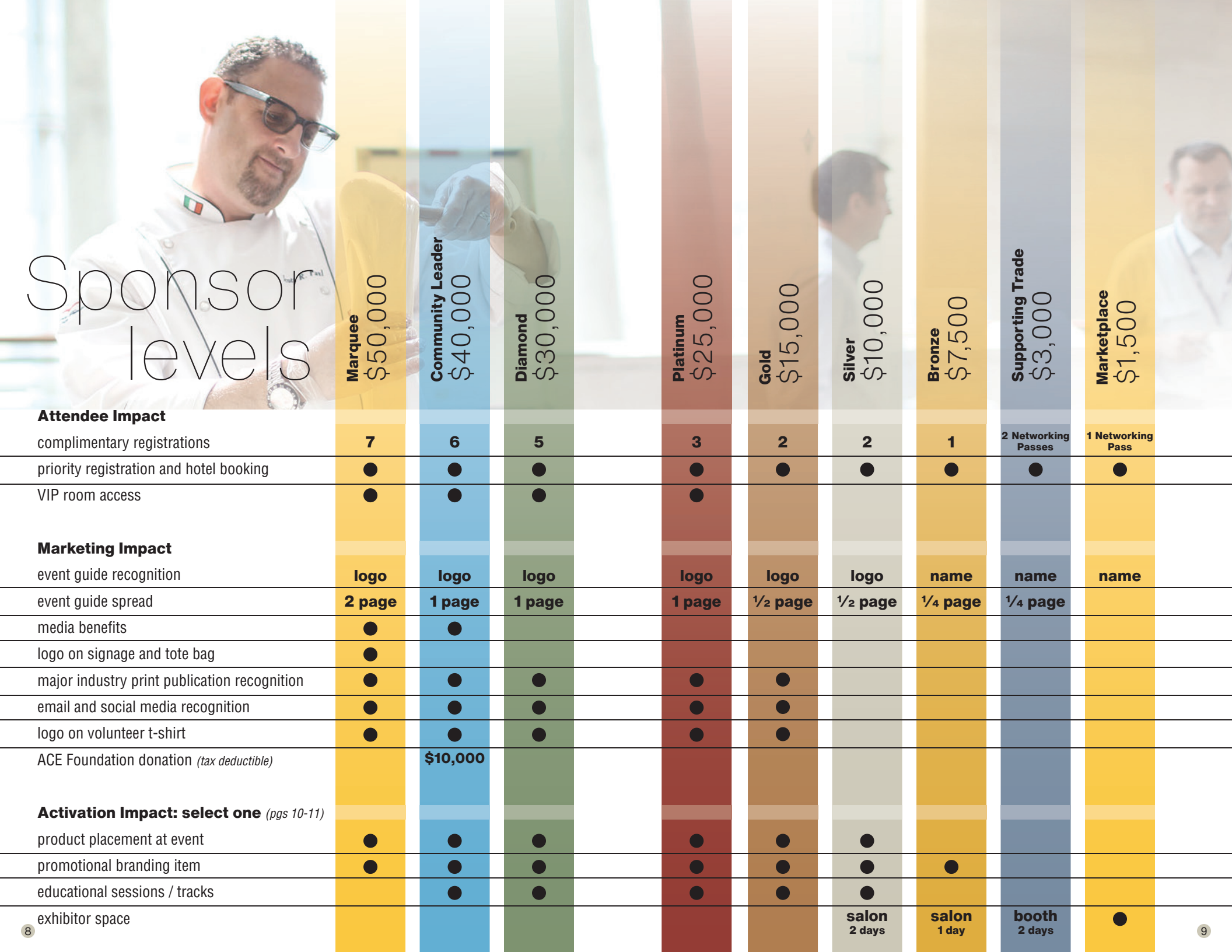
Networking Passes for exhibitors exclude conference educational sessions and may be upgraded to a full registration at a discounted rate.



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

Sponsor levels



Marquee \$50,000
Community Leader \$40,000
Diamond \$30,000
Platinum \$25,000
Gold \$15,000
Silver \$10,000
Bronze \$7,500
Supporting Trade \$3,000
Marketplace \$1,500

Attendee Impact

complimentary registrations	7	6	5	3	2	2	1	2 Networking Passes	1 Networking Pass
priority registration and hotel booking	●	●	●	●	●	●	●	●	●
VIP room access	●	●	●	●					

Marketing Impact

event guide recognition	logo	logo	logo	logo	logo	logo	name	name	name
event guide spread	2 page	1 page	1 page	1 page	1/2 page	1/2 page	1/4 page	1/4 page	
media benefits	●	●							
logo on signage and tote bag	●								
major industry print publication recognition	●	●	●	●	●				
email and social media recognition	●	●	●	●	●				
logo on volunteer t-shirt	●	●	●	●	●				
ACE Foundation donation (tax deductible)		\$10,000							

Activation Impact: select one (pgs 10-11)

product placement at event	●	●	●	●	●	●			
promotional branding item	●	●	●	●	●	●	●		
educational sessions / tracks		●	●	●	●	●			
exhibitor space						salon 2 days	salon 1 day	booth 2 days	●

Activation impact

EDUCATIONAL Impact

EVENT Impact

PROMOTIONAL Impact

\$25,000 & UP

Sponsor an educational track
Conference Leadership Training Program
Opening or closing keynote address
Conference mobile app (\$25,000)

Opening reception (\$50,000)
Judging & Competition awards ceremony
or reception (\$30,000)
Certified Cheese Professional® exam
reception (\$25,000)

Branded hotel key cards
Branded journal
Conference water bottle
WiFi access/charging stations

\$15,000

Conference bookstore
Business luncheon
Farewell lunch

Meet the Cheesemaker
Cheese Crawl
Cheese Sale

Conference tote bags (\$15,000)
Gift at check-in or hotel rooms

\$7,500-\$10,000

Town Hall Meeting (\$10,000)
Conference tours
Tasting sessions

New member/first time attendee
reception (\$10,000)
Breakfast/lunch event (\$10,000)
Coffee break (full day)

Branded promotional item in tote bags
Conference lanyards

Ask our team about customized packages for sponsorships over \$25,000 to meet your goals!

Conference opportunities



OPENING RECEPTION

Welcome attendees in a custom brand showcase with product menu incorporation and speaking opportunities.



JUDGING & COMPETITION AWARDS CEREMONY

Cheers abound, medals are awarded, and the Best of Show makes this an event to remember.



AWARDS RECEPTION

After the awards have been handed out, it's time to honor all of the year's winners! Product placement, menu incorporation, and custom branding available.



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: distribute your product at Meet the Cheesemaker in this sought-after retailer and buyer-facing event!



CHEESE SALE

Positioned as America's biggest cheese sale, this is a great chance for attendees and the general public to purchase cheeses submitted for the ACS Judging & Competition. Proceeds from the Cheese Sale and this sponsorship support the American Cheese Education Foundation (ACEF).



CONFERENCE LEADERSHIP TRAINING PROGRAM

Conference wouldn't be possible without our outstanding Official Conference Cheesemongers and Back-of-House team who shine behind the scenes and make it all possible. Project your company's brand and recognize these stellar volunteers at the same time!



FAREWELL LUNCH

Support menu production with your product placement or marketing distribution as we thank everyone for a great year.



\$3,000

THE VALUE OF AN
EDUCATIONAL
SESSION AT
ACS





Three additional ways to be involved



1

Friends of ACEF

Looking for a way to make a difference but don't need the other sponsor benefits? Support the Foundation's commitment to education, scholarships, and ACS. All donors will be listed in the Event Guide by name and receive a letter of acknowledgment for tax purposes.



2

Marketing upgrade

Seeking placement in our indispensable guide for all things at the ACS conference? Purchase a recognition ad or upgrade your benefit at the following rates: full page, \$1,000; half page, \$500; and quarter page, \$250.



3

Underwriting

Specific opportunities to underwrite ACS conference and competition items include, but are not limited to, catering, beverages, educational sessions, and more. Ask us how we can partner to making our event operations more successful and member support go even further!

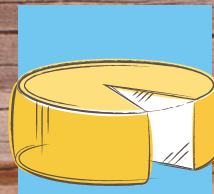
GET noticed

REACH new customers

BUILD relationships and credibility

STAY top-of-mind

MAKE a difference



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