

## SPONSORSHIP OPPORTUNITIES

### SIGNATURE EVENTS



#### WELCOME RECEPTION SPONSOR / \$20,000 - Pending

Make your mark and show your support of the industry by hosting the welcome reception to NBWA's Legislative conference! This event kicks off the conference with an opportunity for all attendees to network, reconnect with friends and fellow distributors over cold beers and good food. Your brand will be visible in pre-event materials, social promotions, the event website, along with branding at the reception.



#### MONDAY NIGHT RECEPTION CO-HOST / \$25,000 - Sold

Co-host the conference's classic reception at Capitol Hill favorite: Love Makoto. This event brings together attendees to continue networking, and you can build on conversations from the day's presentations over exceptional foods and cold beers! Your brand will be visible in pre-event materials, social promotions, the event website, along with branding at the reception.



#### NEXT GENERATION RECEPTION / \$15,000 - Sold

Host one of the most sought-after groups in the industry, the Next Generation group, for a fun event to connect with emerging and inclusive leaders in the beer and beverage industry. Your brand will be visible in pre-event materials, the event website, social promotions, along with brief remarks and branding at the reception.



**NEW**

#### GENERAL SESSION KEYNOTE SPEAKER SPONSOR / \$50,000 - Available!

Position your brand at the forefront of the beer industry by sponsoring the keynote speaker during the General Session at the most highly attended session of the conference. This exclusive opportunity offers unparalleled visibility and engagement with industry leaders. A member from your company will introduce the keynote on the main stage and share brief remarks about your company with a captive audience of beer distributors and industry members. You will connect with NBWA President/CEO and current NBWA board chair prior providing networking above the keynote sponsorship. Potential meet and great with keynote. Your company logo will be prominently featured on the main stage, visible in pre-event materials, social promotions, the event website, and print signage at the conference.

# SPONSORSHIP OPPORTUNITIES

## SIGNATURE EVENTS

### DISTRIBUTOR MEMBER MEETING SESSION SPONSOR / \$12,500 - Pending

Make your mark by sponsoring the place all distributors meet and one of the most highly attended session of the conference. Your brand will be front and center at the meeting's critical discussions. Benefits include event recognition in conference materials, your company logo branded on the main stage and signage at the entrances to the ballroom, as well as a video message from your company welcoming attendees and telling your story. You will be visible in pre-event materials, the event website, social promotions, along with brief remarks and branding at the reception.

*A video recording of this portion of the meeting will be provided to you along with the remarks from CEO/President Craig Purser or current Chair of the board.*



### GENERAL SESSION SPONSOR / \$12,500 - Pending

Make your mark by sponsoring the most highly attended session of the conference. Your brand will be front and center at the morning's key industry discussions. Benefits include your company logo branded on the main stage and on signage at the entrance and exits to the session. You'll also have the opportunity to distribute approved materials as guests leave the session and to submit a video message from your company welcoming attendees. Your brand will be visible in pre-event materials, the event website, and social promotions.



### CHEERS – A CELEBRATION OF BEER & FOOD / \$30,000 - Pending

Be the leading and exclusive sponsor of NBWA's signature event during the Legislative Conference. This reception hosts distributors, members of Congress, their staff and Washington insiders to celebrate the beer and beverage industry! Your brand will be visible in pre-event materials, the event website, social promotions, along with key branding at the reception.



### NEXT GEN LEADERS LUNCH / \$12,500 - Pending

Be known for leading a networking event on important industry or leadership topics. Show your support by promoting education and collaboration amongst this very highly influential group. Your brand will be visible in pre-event materials, the event website, social promotions, along with brief remarks and branding at the lunch.





## SPONSORSHIP OPPORTUNITIES

### SOCIAL GATHERINGS



#### COFFEE STATION SPONSOR / \$5,000 - Available!

Help distributor members gear up for the day by hosting the coffee station before the distributor members meeting. Your company will be prominently branded in the serving area for all to see, be visible in pre-event materials, the event website, and social media promotions.



#### COFFEE STATION SPONSOR / \$5,000 - Pending

Help distributor members gear up for the day by hosting the coffee station before the general session meeting. Your company will be prominently branded in the serving area for all to see, be visible in pre-event materials, the event website, and social media promotions.



#### BREAKFAST SPONSOR / \$7,500 - 1 Pending

Provide all attendees with delicious breakfast meal(s) on Tuesday of the conference to start their day off right! Your company's branding will be displayed on signage at the serving station, on the tables, be visible in pre-event materials, the event website, and social media promotions.



#### MAIN CONFERENCE LUNCH SPONSOR / \$7,500 - Available!

Provide all attendees with a delicious lunch meal on Tuesday of the conference that keeps energy levels up and engaged for the rest of the day and evening activities! Your company's branding will be displayed on signage at the serving station, on the tables, be visible in pre-event materials, the event website, and social media promotions.



#### HILL VISIT HOSPITALITY SUITE / \$15,000 - Sold

Be the exclusive hospitality suite sponsor and host distributor members as they take a break between their legislative visits on Capitol Hill. Your company's branding will be highly visible as members visit the suite and enjoy food and beverages. You and your team will have the opportunity to interact with many members that stop by throughout the day. We will highlight your brand in pre-event materials, at the suite, social promotions, and the event website.

## ***SPONSORSHIP OPPORTUNITIES***

### ***STRATEGIC BRANDING PLACEMENT***



#### **CHEERS BUS BRANDING / \$7,500 - Available!**

Provide best in class transportation for conference attendees to NBWA's signature event during the Legislative Conference – Cheers Celebration! Your company's brand will be displayed on bus signage in the lobby as well as on the chartered buses. Your brand will be visible in pre-event materials, the event website, and social promotions leading up to the conference.



#### **CONFERENCE MICROPHONE SPONSORSHIP / \$7,500 - Available!**

Your organization will be the official microphone for **Q&A** in the main General Session along with the Distributor Members Meeting. All attendees will see and "hear" loud and clear that you are a supporter of having voices heard. Your brand will be on each of the Q&A mics in the sessions, visible in pre-event materials, the event website, and social promotions leading up to the conference.



#### **LANYARDS / \$7,500 - Sold**

Have the opportunity to be co-branded with NBWA on one of the most visible items at the conference! Since name badges are required for all events and attendees, your brand will have plenty of exposure during the conference. Your brand will be visible in pre-event materials, the event website, and social promotions leading up to the conference.



#### **REGISTRATION DESK / \$7,500 - Sold**

Every attendee will see your company's brand front and center when they arrive and check in and at the many registration directional signs throughout the conference space. This area is placed just outside the main meeting spaces, bottom of the escalators, and nearby the meals so will be highly trafficked throughout the conference. Your brand will additionally be visible in pre-event materials, the event website, and social promotions leading up to the conference.



#### **REGISTRATION CONFERENCE EMAIL / \$5,000 - Available!**

Start your Legislative Conference early by reaching attendees when they register. Your company's hyperlinked banner AD will be included in the registration confirmation email that each attendee receives. This is an exclusive opportunity. Your brand will be visible in pre-event materials, the event website, and social promotions leading up to the conference.

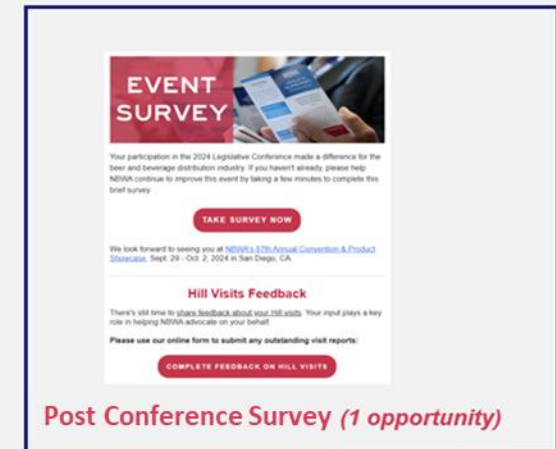
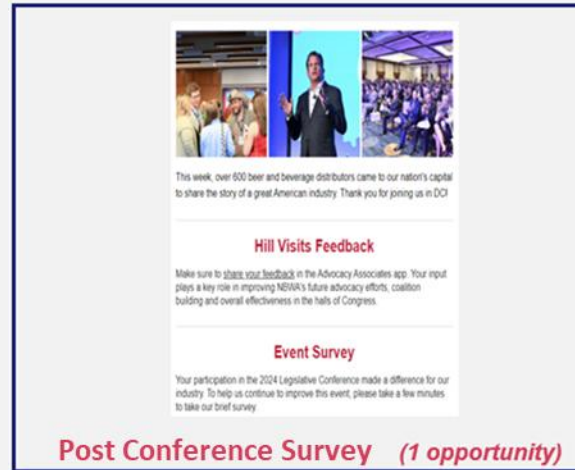


## SPONSORSHIP OPPORTUNITIES

### STRATEGIC BRANDING PLACEMENT

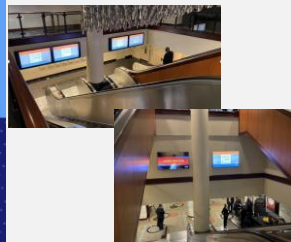
#### Key Email Sponsorships / \$2,500 each or all 7 for \$15,000 - *Available!*

Be the leader in communication; leading up to the conference, during the conference and post the conference for all attendees. Your organization will receive a banner advertisement along with a sponsorship paragraph (50 words) in the middle bringing the readers' attention to you and your business along with key conference details.



#### DIGITAL SIGNAGE / \$1,500 - *Available!*

Every attendee will see your company's brand as they head down the escalators on the 6 rotating TV screens. This is the place to be as everyone travels to and from the main meeting room, registration area, Political Action Table, Center For Alcohol Policy Table, meals, and so much more!! Your brand will be visible in pre-event materials, the event website, conference signage, and social promotions leading up to the conference.



## ***SPONSORSHIP OPPORTUNITIES***

### ***BOARD OF DIRECTORS EVENTS***



#### **BOARD WELCOME RECEPTION / \$15,000 - Pending**

This is an exclusive opportunity to engage with early arrival NBWA board members and officers in this small casual setting before the conference begins. Your company's branding will be highlighted as board members and officers enter the reception room and at the bar. As the exclusive sponsor will have the opportunity to give brief remarks (2 -3 minutes). Your brand will be visible in on the event website, conference signage, marketing emails, and digital promotions.



#### **BOARD CHAIRMAN EVENT / \$25,000 - Sold**

Show your support of the industry and the current NBWA Chair by sponsoring this event. You'll have the special opportunity to attend and mingle with the NBWA board members and officers at a local hot spot in Washington, D.C. Your company's branding will be highlighted on site. As the exclusive sponsor you will be introduced by the chair, have the opportunity to give brief remarks (2 -3 minutes), company logo on the event website, conference signage, marketing emails, and digital promotions.



**NEW**

#### **BOARD OF DIRECTORS MEETING SPONSOR / \$12,500 -2 Available!**

Have your company's voice heard even before the conference starts. Your company will be front and center at the morning meeting for all 70+ board of directors Saturday or Sunday. Benefits include having a 2-3 minute video shown and introduced by the chairman of the board. Your company logo will be branded on the screens of the room as everyone is entering for the day. Your brand will be visible on the event website, conference signage, marketing emails, and digital promotions.



**NEW**

#### **NBWA CEO & BOARD OFFICERS POWER CONNECT / \$25,000 - Available!**

Have an exclusive opportunity to interact with President and CEO Craig Purser along with the 5 officer members Sunday before the welcome reception for 30 minutes and walk down to the reception together. As the exclusive partner you will have the opportunity to give remarks, network, be on the event website, conference signage, marketing emails, and digital promotions.



## ***SPONSORSHIP OPPORTUNITIES***

### ***BOARD OF DIRECTORS***



**NEW**

#### **BOARD OF DIRECTORS MEETING WIFI / \$10,000** - Available!

Prior to the NBWA Legislative Conference the full board of directors meets to discuss important industry topics and prepare for the upcoming conference. Let your organization shine bright by sponsoring the Wi-Fi network. We will brand the login page, have signage at the board members desks, logo and sponsor call-outs in pre-meeting communications. Your brand will be highlighted in pre-conference materials, social promotions, and the event website.



**NEW**

#### **LUNCH SPONSOR SATURDAY / \$7,500** - Available!

Provide NBWA Board of Directors with a delicious lunch meal as they gather, strategize, and plan prior to the Legislative Conference to do the industries' work! Your company's branding will be displayed on signage at the serving station, on the tables, be visible in pre-event materials, the event website, and social media promotions.



**NEW**

#### **LUNCH SPONSOR SUNDAY / \$7,500** - Available!

Provide NBWA Board of Directors with a delicious lunch meal as they gather, strategize, and plan prior to the Legislative Conference to do the industries' work! Your company's branding will be displayed on signage at the serving station, on the tables, be visible in pre-event materials, the event website, and social media promotions.



**NEW**

#### **BREAKFAST SPONSOR SUNDAY / \$7,500** - Available!

Provide NBWA Board of Directors with a delicious breakfast meal as they gather, strategize, and plan prior to the Legislative Conference to do the industries' work! Your company's branding will be displayed on signage at the serving station, on the tables, be visible in pre-event materials, the event website, and social media promotions.