

## THE DISTILLED SPIRITS COUNCIL OF THE UNITED STATES:

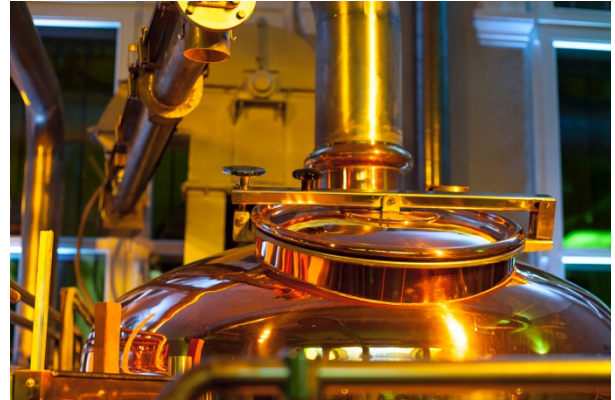
*The Leading Voice and Advocate for Distilled Spirits in the United States*

**The Partnership Program** is designed for persons, firms, corporations, and associations engaged in the distilled spirits supply chain and related businesses. The goal is to connect everyone together to exchange thoughts, resources and expertise, and provide support regarding the critical issues that impact the industry at large.

### CONNECT WITH INDUSTRY LEADERS

Partnering with the Distilled Spirits Council of the United States (DISCUS) connects you to leaders in the distilled spirits industry at the local, state, federal and international levels.

With representation and visibility around the globe, DISCUS provides access to a unique audience that recognizes your essential role in the distilled spirits community.



### BENEFITS OF PARTNER MEMBERSHIP

DISCUS offers a wide variety of partner member benefits that meet your individual needs and budget. These benefits and opportunities include our weekly member newsletter, state law tracking and legislative updates, and exclusive event invitations as well as sponsorships of DISCUS events and thought leadership opportunities. We'll be sure to find the opportunity that best suits your needs and expectations.

DISCUS members include the nation's leading producers and marketers of distilled spirits and has an unparalleled network of resource capabilities. Through its advocacy, promotion and substantive approach to the policy issues at hand, DISCUS is recognized both domestically and worldwide as a leader.

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### ABOUT DISCUS

**The Distilled Spirits Council of the United States (DISCUS)** is the national trade association representing leading producers and marketers of distilled spirits products in the United States.

- DISCUS advocates on legislative, regulatory and public affairs issues that impact the distilled spirits sector, its adult consumers and its business partners at the local, state, federal and international levels;
- Promotes the distilled spirits sector, raises awareness and opens markets in the United States and around the globe;
- Encourages responsible and moderate consumption of distilled spirits among those who choose to drink as part of a healthy adult lifestyle choice based on evidence-based research.

## PARTNER MEMBERSHIP BENEFITS- A YEAR-ROUND SPONSORSHIP

Our partner program provides sponsorship opportunities through year-round exposure packages that provide a cost-effective strategic way to build relationships. Make one decision and maximize your visibility in the spirits industry for the entire year.

Benefits / Value	Silver Membership	Gold Membership	Platinum Membership
	\$5,000	\$15,000	\$25,000
Subscription and profile featured in the Spirited Advocate (our weekly membership newsletter) twice annually.	X	X	X
State law tracking and state legislative updates related to distilled spirits.	X	X	X
Invitation to exclusive, members only annual public policy conference (July 22-24, 2019).	X	X	X
Coming in 2020 – Invitation to annual Membership Conference with unique business to business promotion, access to members and thought leadership opportunities.	X	X	X
Company logo on DISCUS website in Partner category.	X	X	X
Sponsorship opportunities at DISCUS events and meetings. These business development opportunities will be available to Partner Members exclusively and not included in membership dues. *see page 3	X	X	X
Thought leadership opportunities exclusively for Gold and Platinum. Present webinars to DISCUS members. Content topics will be identified and approved by DISCUS.		X	X
Seat on Partner Advisor Council designed to lead the membership category making decisions on behalf of the group and provide information flow from the association and to other membership categories on key initiatives and opportunities. Meets quarterly.		X	X
Opportunities to attend a Committee Meeting as a special guest providing technical expertise. Invitations made by committee chairperson.		X	X
First selection of sponsorship opportunities. *see page 3			X
Special guest invitation to attend a DISCUS Board of Directors event and/or the opportunity to participate on a panel discussion or present information as an issue specialist. Content topics will be identified and approved by DISCUS.			X
Recognition as a Platinum Partner at all widely attended DISCUS membership events.			X
Platinum Partner signage at DISCUS events, including public policy conference, membership meeting, and Board of Director meetings.			X

For more information or questions, please contact Joe Donadoni, VP Membership at [joe@distilledspirits.org](mailto:joe@distilledspirits.org) or by calling 202-682-8819.

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

To help you maximize your return on investment, a wide array of opportunities are available to reach attendees. Our individual sponsorship opportunities allow partners to gain visibility while offering consistent and targeted opportunities for engagement with industry leaders, peers and potential clients.

Sponsorship opportunities are available to DISCUS Partner Members. Platinum members may select sponsorship opportunities at any time. One month prior to an event, any remaining sponsorship opportunities will be open to all Partner Members.

### Summer Board Meeting June 5<sup>th</sup> – June 6<sup>th</sup>

- (1) Board Meeting Sponsor \$20,000
- (1) June 5<sup>th</sup> Dinner Sponsor \$10,000
- (1) June 5<sup>th</sup> Reception Sponsor \$3,000

### Public Policy Joint Conference (Legislative Conference and Fly-In) July 22<sup>nd</sup> – 24<sup>th</sup>

- (2) Conference Sponsor \$10,000
- (1) July 23<sup>rd</sup> Breakfast \$5,000
- (1) July 23<sup>rd</sup> Grab & Go Lunch \$2,500
- (1) July 24<sup>th</sup> Breakfast \$5,000

### Fall Board Meeting October 15<sup>th</sup> – October 16<sup>th</sup>

- (1) Board Meeting Sponsor \$20,000
- (1) June 5<sup>th</sup> Dinner Sponsor \$10,000
- (1) June 5<sup>th</sup> Reception Sponsor \$5,000

### Annual Holiday Media Event in New York (Date TBD after Thanksgiving/early December)

- (3) Event Sponsor \$20,000
- Annual holiday party for trend, trade and lifestyle reporters in NYC. Each member company hosts a booth with cocktails/tastings. The event attracts more than 150 reporters and industry influencers.

### Category Media Trips (Scheduled on a rolling basis throughout the year)

- DISCUS media trips to various regions to promote categories such as American whiskey, Irish whiskey, Scotch whisky, Tequila and Cognac. Depending upon event sponsorship, opportunities will be available for receptions, cultural dinners and cultural events.

### In-person Committee Meetings (Scheduled on a rolling basis throughout the year)

- DISCUS has Standing Committees that concentrate on critical areas of focus. Each committee meets at least once a year in-person. Dinner and/or lunch sponsorships are available.

## 2019 PARTNER MEMBERSHIP APPLICATION

### MEMBERSHIP AGREEMENT:

**Company Name** \_\_\_\_\_

Hereby makes an application to join the Distilled Spirits Council of the United States, Inc. as a Partner Member. Once such membership is approved by the Council's Board of Directors, a partner member is considered a member in good standing by abiding by all applicable federal, state and local laws and ordinances; by paying such dues as may be assessed annually.

By \_\_\_\_\_ Signature \_\_\_\_\_  
(TYPED) (WRITTEN)

Date \_\_\_\_\_ Title \_\_\_\_\_

### COMPANY PROFILE:

Address \_\_\_\_\_  
(STREET)

\_\_\_\_\_  
(CITY) (STATE) (ZIP CODE)

\_\_\_\_\_  
(TELEPHONE) (FAX) (WEBSITE)

How do you want your company name to appear for public purposes? \_\_\_\_\_

Name and contact information of principal corporate officer:

\_\_\_\_\_  
(NAME) (TITLE)

\_\_\_\_\_  
(EMAIL) (MOBILE)

Is applicant incorporated in the U.S.? \_\_\_\_\_ If so, in what state? \_\_\_\_\_

### Desired Membership Level (see page 2 & 3 for specific membership benefits)

- Platinum Membership: \$25,000
- Gold Membership: \$15,000
- Silver Membership: \$5,000

\_\_\_\_\_  
(APPLICANT SIGNATURE)

Signed \_\_\_\_\_  
(DISCUS CEO)

Attest \_\_\_\_\_  
(DISCUS CORPORATE SECRETARY)

**Name and contact information for additional employees who should receive electronic correspondence from the Distilled Spirits Council (i.e. newsletters, law tracking & legislative action alerts):**

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(NAME) (TITLE)

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(EMAIL) (MOBILE)

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(NAME) (TITLE)

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(EMAIL) (MOBILE)

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(NAME) (TITLE)

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(EMAIL) (MOBILE)

**Once your application has received Board approval, you will receive a confirmation email with instructions on how to process payment.**

*Note, partner memberships extend for one-year from the payment receipt date.*

*Please submit your completed application to Joe Donadoni, VP Membership at [joe@distilledspirits.org](mailto:joe@distilledspirits.org).*