



PARTNER MEMBERSHIP PROGRAM



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

distilledspirits.org



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

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

WHO WE ARE

The Distilled Spirits Council of the United States (DISCUS) is the U.S. spirits industry's top advocate in Washington, our nation's state capitals and around the globe. We are the voice of spirits producers, craft distillers, and supply chain & service partners, like you, in the halls of power. Our mission is to unite distillers, producers and suppliers of all sizes to speak with a single, powerful voice. And when we talk, lawmakers listen.

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.

ADVOCATE

on legislative, regulatory and public affairs issues impacting the distilled spirits sector at the federal, state, local and international levels

PROMOTE

the distilled spirits sector, raising awareness and opening markets in the United States and around the globe

ENCOURAGE

responsible and moderate consumption of distilled spirits among those who choose to drink as part of a healthy adult lifestyle guided by evidence-based research and policy



THE PARTNER MEMBERSHIP PROGRAM

The Partner Membership 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 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.

A partnership with DISCUS solidifies your investment in the growth of the industry and support of our overall advocacy efforts. DISCUS members have shared with leadership that they are more likely to seek collaboration with DISCUS Partner Members and affiliated organizations because of their shared vision and backing regarding issues producers and marketers care about most.



BENEFITS OF PARTNER MEMBERSHIP

DISCUS offers a wide variety of partner member benefits that meet your individual needs & budget. We'll be sure to find the opportunity that best suits your needs & expectations.

Partner Member benefits & opportunities include:



Exclusive event invitations



Thought leadership opportunities



Branding in our weekly member newsletter



Sponsorships of DISCUS events



State law tracking & legislative updates

PARTNER MEMBERSHIP BENEFITS

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

	\$5,500 Silver	\$15,500 Gold	\$25,000 Platinum
Company logo on DISCUS website in Partner category.	X	X	X
Subscription and profile featured in the Spirited Advocate (our weekly membership newsletter).	X	X	X
State law tracking and state legislative updates related to distilled spirits.	X	X	X
Admittance to the DISCUS members only portal. Access to resources such The Summary of State Laws tool, The Recommended Fire Code Protection Practices, and the ability to advertise member only discounts.	X	X	X
Invitation to exclusive, members only annual public policy conference (Capitol Hill fly-in for Craft Members)	X	X	X
Priority access to early-bird and member rate tickets to the DISCUS Annual Conference with unique business to business promotion, access to members and thought leadership opportunities.	X	X	X
First refusal of sponsorship opportunities at DISCUS events and meetings (see page 4). Additional dollars are required and vary based on the type of event/meeting.	X	X	X
Thought leadership opportunities: present a webinar to DISCUS members as a subject matter expert (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
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 events, including public policy conference, annual conference, and Board of Director meetings.			X
Branding Opportunity: Spirited Advocate Newsletter - Your company logo and description featured in 4 issues			X
Branding Opportunity: DISCUS Website - Your company logo and description featured for 4 weeks			X

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 Partner Members to gain visibility while offering consistent and targeted opportunities for engagement with industry leaders, peers and potential clients at a discounted rate.

DISCUS Annual Conference

Attended by industry leaders and professionals from across all three tiers of spirits industry. This yearly event delivers insightful content, premier networking events, noteworthy exhibits, thought leadership and best practice sharing.

Multiple sponsorship opportunities are available, discounts for members, see current conference prospectus for details.

In-person Committee Meetings

Scheduled on a rolling basis throughout the year

DISCUS has multiple Standing Committees that concentrate on critical areas of focus for the industry. Each committee meets at least once a year in-person. Dinner and/or lunch sponsorships are available on an invite only basis.

Public Policy Joint Conference

Legislative Conference and Fly-In

Attended by hundreds of Craft Distillers from across the country.

DISCUS Board Meetings

Attended by DISCUS Board members, which includes CEOs and executives from the top names in the global spirits industry.

DISCUS Annual Economic Briefing

February

DISCUS provides industry-insiders, journalists, and media with a detailed review of industry performance over the past year and a look at top trends. Attended by journalists, media, and industry leaders and observers, along with DISCUS member company PR teams.

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.

