



2023
SPONSORSHIP
OPPORTUNITIES WITH

Northwest Cider Association



BRITISH COLUMBIA

MAP LEGEND



Apple orchard
and/or farm



Cidermaking
and/or bottling



Tasting and/or
premise sales

Visit nwcider.com for more information.

✉ info@nwcider.com [f /nwcider](https://www.facebook.com/nwcider) [@nwcider](https://www.instagram.com/nwcider)

WASHINGTON

MONTANA

IDAHO

OREGON

CIDERWORKS / SALT SPRING APPLE COMPANY
SEA CIDER FARM & CIDERHOUSE
SPINNAKERS
EAGLEMOUNT WINE AND CIDER
ALPENFIRE CIDER
FINNRIVER FARM & CIDER
SPIN CIDER
DRAGON'S HEAD CIDER
NASHI ORCHARDS
LOCUST CIDER
MILL HAUS CIDER CO.

FARMSTRONG CIDER COMPANY
UPSIDE CIDER
SCENIC ROAD CIDER CO.
WARDS HARD CIDER
NOMAD CIDER
FRASER VALLEY CIDER COMPANY
TAVES ESTATE CIDER
BOATHOUSE CIDERWORKS
WESTCOTT BAY CIDER
MADRONE CIDER
GREENBANK CIDER
MISFIT ISLAND CIDER COMPANY
RAGGED AND RIGHT CIDER PROJECT
ALMA CIDER
HAMMERED DWARF CIDER

METHOW VALLEY CIDERHOUSE
ROOTWOOD CIDER
STEELHEAD CIDER
YONDER CIDER
SNOWDRIFT CIDER CO.
UNION HILL CIDER CO.
BAD GRANNY HARD CIDER

LIBERTY CIDERWORKS
LOCUST CIDER

TETON CIDER WORKS
RATTLESNAKE HILLS CIDERY
LOCUST CIDER
FREEWATER CIDER

PEAK LIGHT CIDER
HELVETIA CIDER COMPANY
STRATTON BROTHER'S CIDER CO.
LOCUST CIDER
HEATHEN BREWING
SWIFT CIDER
SCHILLING CIDER
ALTER EGO CIDER
19 ACRES HARD CIDER
CAMERON WINERY
ART + SCIENCE
SALT CREEK CIDERHOUSE
TEN TOWNS CIDER CO.
2 TOWNS CIDERHOUSE
BLOSSOM BARN CIDERY
MCMENAMINS EDGEFIELD
RUNCIBLE CIDER COMPANY
SLOPESWELL CIDER CO.
DOUBLE MOUNTAIN BREWERY AND CIDERY
DRAPER GIRLS COUNTRY FARM
HAPPY VALLEY CIDER WORKS
12 BRIDGE CIDERWORKS
BAUMAN'S CIDER
AVID CIDER

WESTERN CIDER CO.

MONTANA CIDERWORKS

LOCKHORN HARD CIDER

HIGH POINT CIDER

MERIWETHER CIDER CO.

CEDAR DRAW CIDER

Our Vision

The Pacific Northwest is at the heart of the craft cider movement with a vibrant, collaborative industry where anyone can share in the success and joy of cider.

Our Mission

We nurture the community, economy, and ecosystem of a thriving cider culture for our members and consumers by supporting businesses, inspiring quality, and telling the story of Pacific Northwest cider.





Who we are

- 95+ passionate cidemaker and orchardist members
- 70+ supportive allied supplier members
- 22+ generous sponsors
- 55+ hard working volunteers
- 11 committed board members
- 5 contractors who are successful grant writers, communications gurus and industry veteran event planners
- 3 nimble staff that hold it all together and make the magic happen
- All rooted in the Pacific Northwest



What We Do

1. Promote NW Cider to increase demand

- Interactive online map
- Industry trade events such as distributor and gatekeeper programming
- NW Cider Club
- Media and PR

2. Empower cidery members

- NW Cider Symposium
- Defensive advocacy
- Cidermaker's Toolkit
- Member listserve
- Annual member meeting
- Diversity, Equity, Inclusion, and Justice resources

3. Encourage, provide training, and support NW ciders' production of high quality cider

- Portland International Cider Cup

4. Assure organizational sustainability

Why it matters to you

ONLY A TRADE ASSOCIATION CAN
RAISE ALL GLASSES

- Move category from niche to mainstream
- Convert and create loyal cider drinkers
- Increase consumer & trade knowledge of and positive attitudes towards cider
- Increase cidermakers DTC & B2B sales
- Increase allied suppliers B2B sales
- Create emotional connection to the brand story that the people, place and passion of NW Cider equates to quality
- Influence state and federal policies that remove barriers to sales and distribution
- Advance cider industry professionalism
- Create and maintain strong relationships between diverse supply chains and distribution channels

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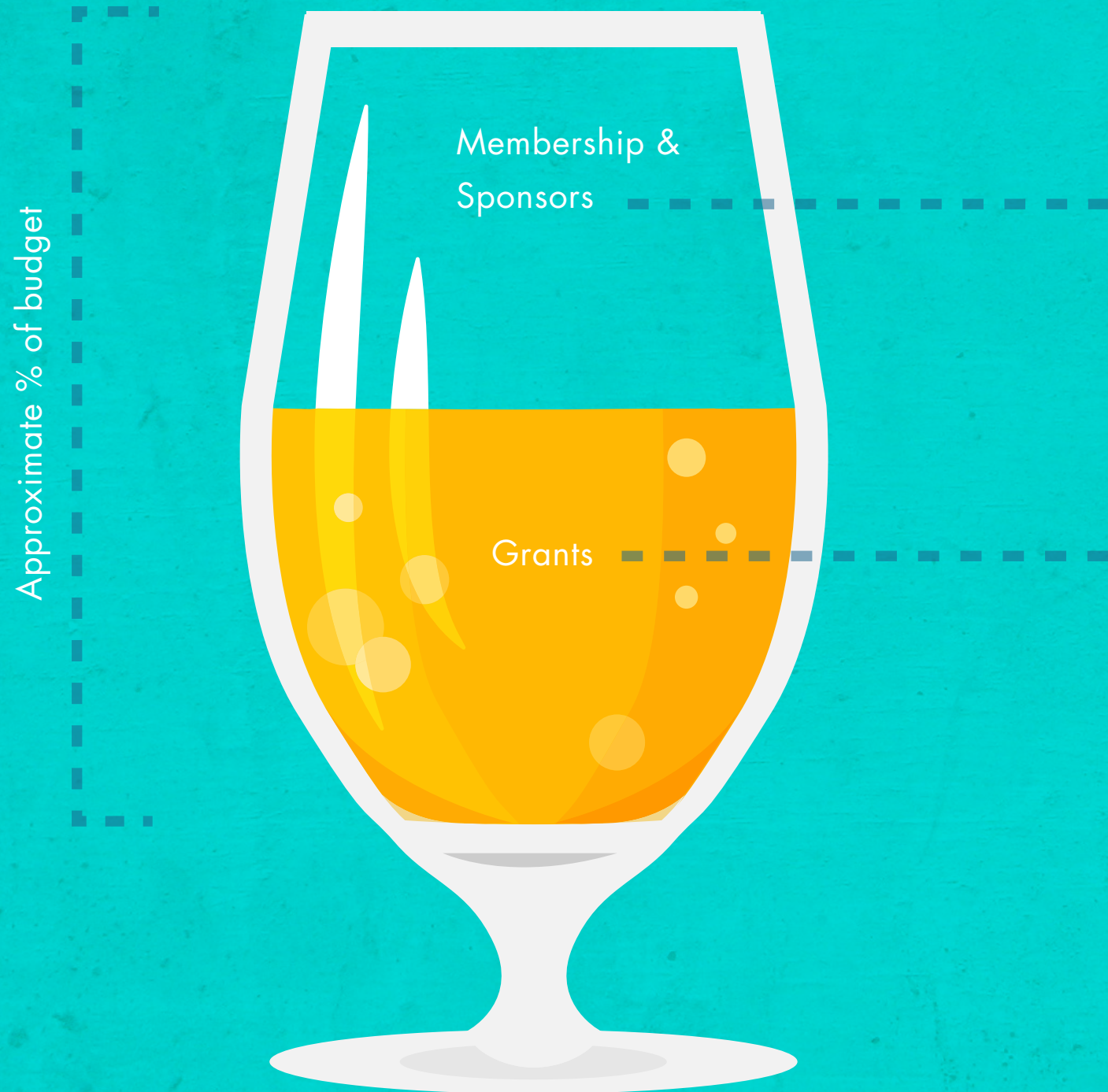
The endeavours and various events of the NWCA has helped build a universal awareness of cider and its goodness - and this awareness translates into more cider sales for the cideries. As Pacific Northwest cideries have continued to grow, FruitSmart's business of supplying cold pressed apple juice and various flavoring fruit concentrate as a base for ciders has grown as well. The vibrancy of our local cider scene would not be as it is if not for the tremendous efforts of the association.

*David Watkins, FruitSmart, Inc
Allied supplier member since 2013, Pillar sponsor*



The glass is half empty without you!

BECOME A MEMBER OR SPONSOR THE
NORTHWEST CIDER ASSOCIATION



Membership and sponsorship dollars make the annual events happen, and create the backbone structure of the organization.

You are a business person, you know this is the all important but unsexy overhead and administrative expenses of HR, payroll, books, and a storage unit.

Grant funded projects are the fun stuff the NWCA is able to do to carry out our mission to increase sales and grow the category of northwest craft cider.

Grants fund activities like building a brand story for NW cider, market research, starting the NW Cider Club, and marketing and PR.

But we can't get grants without industry direction and the overhead costs covered by memberships and sponsors.

Portland International Cider Cup Awards Ceremony & Party

SUMMER
2023

The only cider awards ceremony in the Pacific Northwest. This is a business to business event for cidemakers to be honored in a relaxed and intimate setting. One of the rare times cider industry folks are together celebrating their hard work and accomplishments.

Where: Portland, OR

Why: Celebrate the industry and cider makers in NW

Audience: Cidery owners and staff



Sponsorship Opportunities

PICC AWARDS NIGHT

PRESENTING SPONSOR - \$4,100

- Featured logo on all promotions related to both awards submission and event
- Headliner on entry forms, competition website, and score cards during competition
- Speaking opportunity at event
- Six complimentary tickets to event
- Customized opportunities available

AWARD CATEGORY SPONSOR - \$1,250 (8 CATEGORIES AVAILABLE)

- Categories include: Modern, Heritage, NW Innovators, Perry, Best Dressed, Cidery of the Year, Best of Show and Best New Cidery of the Year.
- Powerpoint recognition during presentation of awards
- Two tickets to awards party
- Opportunity on stage to personally hand out medals, certificates, and trophies
- Logo recognition on awards submission website and promotion
- Smaller logo recognition on all promotions related to the event
- On-site event recognition
- Logo on award certificates

FOOD SPONSOR - \$950 EACH

- Power point recognition during presentation of awards
- On-site logo exposure
- Website recognition

BAR SPONSOR - \$950 EACH

- Power point recognition during presentation of awards
- On-site logo exposure
- Website recognition



Northwest CIDER CLUB

NWCIDERCLUB.COM



GET IN THE

BOX!

EXAMPLE OF A FLAT
ITEM INCLUDED
IN PAST BOXES

In 2023, NWCA will deliver curated boxes of cider to highly engaged cider fans across the country.

2023 CIDER CLUB SPONSOR

- Choose your membership: Quarterly or Annually

	QUARTER 1 BOX	ANNUAL 4 BOXES
Include a flat item in box for your quarters	✓	✓
Social media shout outs per quarter	1	1
Sponsor logo included in club release email sent to club members	✓	✓
Logo & link on NWCA website	Medium	Large
Option to write a blog post to educate consumers for nwciderclub.com		✓
Cost	\$1,000	\$3,250

CIDER CLUB VIRTUAL TASTING SPONSOR - \$2,500 (4 AVAILABLE)

- 2 Social media shout outs
- Sponsor thanked and logo included in email announcing tasting to club members
- Sponsor thanked and logo included in email announcing tasting sent to NWCA email list
- Opportunity to briefly address attendees during virtual tasting
- Medium logo & link on NWCA website
- Include a flat item in boxes for one quarter during the year

NWCA Membership Meetings

100+ members virtually gather once a year in the autumn to discuss the state of the industry, share bleeding edge news, and gear up for a great year ahead.

Benefits include:

- Exclusive products and sales exposure to attendees and shared with entire membership afterwards
- Live presentation opportunity
- Logo exposure

	SILVER	GOLD
# Available	4	1
Cost	\$690	\$1800
Thank you in invitations to meeting	✓	✓
Logo on agenda	✓	✓
Opportunity to speak to the members gathered at meeting		✓
Headlining sponsor featured heavily in all communications regarding meeting – newsletter, emails, and in actual meeting		✓





NORTHWEST CIDER SYMPOSIUM

March 13 - 14, 2023
Tacoma, WA

Join Northwest Cider Association in sponsoring the NW Cider Symposium. Connect with Northwesterners passionate about making cider.

OPPORTUNITIES

The Symposium starts with a lively cider tasting on Monday evening followed by a full day of learning and connecting across the cider industry on Tuesday. The Symposium prioritizes time for networking through discussion groups, cider tasting, and a robust one-day trade show. Sponsors are an integral part of making the Symposium sparkle and we welcome your ideas about how you want to support the event.

ATTENDEES

We expect nearly 400 cidermakers, executives, orchardists, marketers, and others involved in the cider industry. From tasting room and cidery staff to owners and everyone in between.

PRESENTING SPONSOR

\$7,000 - 1 AVAILABLE

- Listed as Presenting Sponsor in program, on website, and in most email communication about event
- 7 Registration Passes & Tasting tickets
- Double Trade Show vendor booth with first priority placement
- NWCA allied supplier membership
- Opportunity to speak during the Symposium
- Opportunity to host a discussion group during the Symposium
- Display company banner in general session room throughout event
- Advertisement in program (full page)
- Logo in Program & on NWCA event website (XL)
- Email featuring sponsor sent to NWCA membership
- Shout outs (3) on social media
- Opportunity to include an item in attendee gift bag
- Preferential opportunities for future sponsorship

PLATINUM SPONSOR

\$5,000 - 1 AVAILABLE

- Listed as Platinum Sponsor in program, on website, on registration site, and in registration confirmation email
- 5 Registration Passes & Tasting tickets
- Trade Show vendor booth with second priority placement
- NWCA allied supplier membership
- Opportunity to briefly address attendees
- Opportunity to host a discussion group during the Symposium
- Display company banner by registration desk throughout event
- Advertisement in program (full page)
- Logo in Program & on NWCA event website (L)
- Email featuring sponsor sent to NWCA membership
- Shout outs (2) on social media
- Opportunity to include an item in attendee gift bag
- Preferential opportunities for future sponsorship

LUNCH SPONSOR

\$4,000 - 1 AVAILABLE

- Listed as Lunch sponsor in program and on website
- 4 Registration Passes & Tasting tickets
- Trade Show vendor booth with priority placement
- NWCA allied supplier membership
- Opportunity to briefly address attendees at Lunch
- Display company banner during lunch
- Advertisement in program (half page)
- Logo in Program & on NWCA event website (L)
- Sponsor thanked in Symposium registration reminder email
- Shout out on social media
- Opportunity to include an item in attendee gift bag
- Preferential opportunities for future sponsorship

NW CIDER TASTING SPONSOR

\$4,000 - 1 AVAILABLE

- Listed as sponsor of Tasting event on website & in program
- 3 Registration Passes & 7 Tasting tickets
- Trade Show vendor booth with priority placement
- NWCA allied supplier membership
- Opportunity to welcome attendees at Tasting
- Display company banner during Tasting
- Advertisement in program (half page)
- Logo in Program & on NWCA event website (L)
- Sponsor thanked in tasting registration reminder email
- Shout out on social media
- Opportunity to include an item in attendee gift bag
- Preferential opportunities for future sponsorship

Star Sponsor Options

General Sponsor Options

SOLD

SOLD

ALL OPTIONS INCLUDE LOGO PLACEMENT ON NWCA WEBSITE

	TOTE BAG	PRESENT YOUR OWN WORKSHOP	LANYARD	MORNING COFFEE OR PASTRY	HOST AN EVENING EVENT	T-SHIRT	NW CIDER TASTING GLASSWARE OR FOOD	CIDER HAPPY HOUR GLASSWARE OR FOOD	SCHOLARSHIP	HOST HAPPY HOUR CIDER BAR IN YOUR BOOTH*	GIFT BAG ITEM*
Cost	\$3,750	\$3,750	\$3,500	\$2,500	\$2,000	\$1,500	\$1,250	\$1,250	\$350 per scholarship	\$1,000	\$300
# Available	1	3	1	2	2	5	2	2	unlimited	3	10
Registrations & Tasting Tickets	2	2	2	2	2	2	2	2	Included for 3+ scholarships		
Trade Show Booth	Yes	Yes	Yes	Yes					Included for 6+ scholarships		
Gift Bag Item	Yes	Yes	Yes								
Social Posts/ Email to attendees					2 emails & 1 post		1 post	1 post	1 post per scholarship funded		
Other Benefits	Your logo on the Symposium tote bag	Present a workshop session on the topic of your choice, subject to approval by NWCA	Your logo around every attendee's neck	Signage on coffee or food station thanking sponsor	NWCA will promote your event to Symposium attendees	Your logo on the Symposium t-shirt	Signage thanking sponsor	Signage thanking Cider Happy Hour sponsor	Each scholarship is \$350, provide as many as you like.	Have cider served in your trade show booth during the Tuesday afternoon Happy Hour.	Include a unique item in the attendee gift bag such as a beanie, water bottle, bandana, marker, sticker, etc.
Ad Size	Medium	Medium	Medium	Medium	Small	Small	Small	Small	Included for 3+ scholarships		

*Option to add on to other sponsorship packages.

A photograph of two people walking away from the camera in a field towards a barn. The person on the left is wearing a pink shirt and jeans, and the person on the right is wearing a grey sweater and jeans. They are holding hands. In the background, there is a large barn with a green roof and a smaller house to the right. The field is yellow and green, and there are trees in the distance.

With thanks to our past sponsors:

AEB • American Cider Association • Arryved • Atlas Labels • BoxMaker • Brewers Supply Group • Callis Insurance • Cameron Nurseries
Cider Bite • Columbia Bank • Columbia Distributing • Core Equipment • Costanera Creative • Country Financial Insurance • Craft Canning
Criveller • Crush2Celler • Davis Wright Tremaine • Enartis • First Interstate Bank • FlexTank/SmaK Plastics • Frank Rimerman and Co • FruitSmart
G&D Chillers • G4 Kegs • Glenmore • Good Food Store • Grace Consultants • Grandstand Glassware and Apparel • Great Little Box Company
Hoptown Handles • Idaho State Department of Agriculture • Imperfect Produce • Irvine and Co • JenRey Ltd • Juicing Systems • Key Bank
Laffort • Lallemande • Live Oak Bank • Marks Design and Metal Works • McMenamins Bottle Shop • Miller Nash Attorneys
Montana Department of Agriculture • Mountain Rose Herbs • New Seasons • Northwest Naturals • Okanagan Label
OMEP • Oregon Department of Agriculture • Oregon Fruit Products • Pacific Beverage Solutions • Perkins Accounting • Pioneer Packaging
Pro Refrigeration • Prospero • Rimerman and Co • Schilling Cider House • Scott Labs • Square Mile • Stoel Rives • Tap Handles
Trysk Print Solutions • Vessel • Vintners Logistics • WA Department of Agriculture • Whole Foods Market • Widmer Bros • Wyeast • Zeek's Pizza

