



2027
SPONSORSHIP
OPPORTUNITIES WITH

Northwest Cider Association



VISION & MISSION



01



PROMOTE CIDER

Increase demand for Northwest cider by elevating its reputation and visibility with consumers, industry and trade.

02



EMPOWER MEMBERS

Strengthen information flow & resource sharing and provide networking opportunities.

03



QUALITY

Encourage, provide training and support NW cideries' production of high quality cider



Who we are

- 95+ passionate cidemaker and orchardist members
- 70+ supportive allied supplier members
- 38 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
- 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

- The Northwest Cider Cup

4. Assure organizational sustainability

Why it matters to you

ONLY A TRADE ASSOCIATION CAN
RAISE ALL GLASSES

"I've been involved in the cider industry in Oregon and Washington since 2010. Maintaining relationships and networks has been a key part of being a member of the NWCA for me as a supplier. The sharing of knowledge and resources in this industry reminds me of my time in the brewing industry in the early-mid 2000s. And I cannot say strongly enough how impressed I have been with the association leadership keeping our members informed of information and opportunities has been amazing to see."

— Andy Diacetis, sponsor, Lallemand



“

My “3 Words”, if I have to limit it to that...A DEDICATED PARTNER.

The NW Cider Association is exactly that for both its members, as well as the local consumers. The amount of effort, time, and energy that your team puts forth to ensure the success of both the local Cideries and their business partners is a tremendous boon. The team are among the most dedicated professionals in any industry. They are knowledgeable, passionate, and hard working. Their main goal and focus is for the success and promotion of the Hard Cider industry in the NW and beyond.

— Chad Johnson, Fruitsmart, Allied Supplier Member since 2018, Pillar Sponsor



NORTHWEST CIDER SYMPOSIUM

MARCH 15-16 2027
TACOMA, WASHINGTON

The Northwest Cider Symposium is the premier gathering of cider professionals from across the Pacific Northwest and beyond. This annual event brings together the people who grow, craft, market, and champion cider, creating meaningful opportunities to learn, collaborate, and strengthen our industry.

OPPORTUNITIES

The Symposium opens with a fun Cider Social 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 more than 300 cidermakers, executives, orchardists, marketers, and others involved in the cider industry. Whether they're just entering the industry or leading established cideries, attendees come to the Symposium to build relationships, discover new products and services, and invest in the future of Northwest cider.

Star Sponsor Options

PRESENTING SPONSOR

\$7,350

- Listed as Presenting Sponsor in program, on website, and in most email communication about event
- 7 Registration Passes
- Double Trade Show vendor booth with first priority placement
- Opportunity to speak during the Symposium
- Opportunity to host a discussion group during the Symposium
- Option to host cider bar in your booth during Happy Hour
- 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
- NWCA allied supplier membership

PLATINUM SPONSOR

\$5,250

- Listed as Platinum Sponsor in program, on website, on registration site, and in registration confirmation email
- 5 Registration Passes
- Double Trade Show vendor booth with second priority placement
- 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
- NWCA allied supplier membership

LUNCH SPONSOR

\$4,200

- Listed as Lunch sponsor in program and on website
- 3 Registration Passes
- Trade Show vendor booth with priority placement
- 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
- NWCA allied supplier membership

NW Cider Symposium Sponsor Options

ALL OPTIONS INCLUDE LOGO PLACEMENT ON NWCA WEBSITE

	TOTE BAG	PRESENT YOUR OWN WORKSHOP	MORNING COFFEE OR PASTRY	T-SHIRT	CIDER HAPPY HOUR GLASSWARE OR FOOD	SYMPOSIUM PARTY	SCHOLARSHIPS	GIFT BAG ITEM
Cost	\$4,200	\$4,150	\$2,350	\$1,500	\$1,300	\$1,300	\$390 per scholarship	\$315
# Available	1	3	2	6	2	3	unlimited	10
Registrations	2	2	2	2	2	2	Included for 3+ scholarships	
Trade Show Booth	Yes	Yes	Yes				Included for 6+ scholarships	
Gift Bag Item	Yes	Yes	Yes					Yes
Social Posts/ Email to attendees					1 post	1 post	1 - 2 scholarships = 1 post 3 - 5 scholarships = 2 posts 6+ scholarships = 2 posts & 1 email	
Other Benefits	Your logo on the Symposium tote bag	Present workshop session on topic of your choice	Signage on coffee or food station thanking sponsor	Your logo on the Symposium t-shirt	Signage thanking Cider Happy Hour sponsor	Display your banner & welcome attendees to party on 3/15	Each scholarship provides registration & lodging for one attendee.	Include a unique item in attendee gift bag
Program Ad Size	Medium	Medium	Medium	Small	Small	Small	Included for 3+ scholarships	

All NW Cider Symposium sponsors must have an active Allied Supplier Membership at the time of the Symposium.



Sponsorship Opportunities

Support excellence in Northwest cider by sponsoring the industry's premier cider competition. Created by cidermakers for cidermakers, the competition features rigorous judging and valuable feedback to help producers craft exceptional cider. The Awards Ceremony is an exclusive industry event celebrating excellence and bringing the cider community together.



COMPETITION DAY SPONSOR | \$7000 1 AVAILABLE

- Featured logo on all promotions related to competition submission and judge recruitment
- Sponsor thanked on all signage at day of competition and verbally by head judge
- Recognition on competition website and NWCA website
- Opportunity to provide a gift or printed item to all judges and stewards
- Logo included on slide during presentation of awards
- Six complimentary tickets to NW Cider Cup Awards Party
- Customized opportunities available

AWARDS PARTY PRESENTING SPONSOR | \$5000 1 AVAILABLE

- Opportunity on stage to personally hand out medals, certificates, or trophies
- Featured logo on all promotions related to awards party
- Recognition on competition website and NWCA website
- Speaking opportunity at awards party
- Logo included on slide during presentation of awards
- Six complimentary tickets to NW Cider Cup Awards Party
- Customized opportunities available



AWARD SPONSOR | \$1,400 8 AVAILABLE

- Opportunity on stage to personally hand out medals, certificates, or trophies
- Logo on award certificates
- Logo included on slide during presentation of awards
- Two tickets to awards party
- Recognition on competition website

CHEERS TO THE WINNERS SPONSOR | \$1250 2 AVAILABLE

- Ad in digital Winners Guide circulated to cideries, buyers, media, and consumers
- Tagged in 1 Social media post about NW Cider Cup Winners
- Recognition in promotion of events celebrating NW Cider Cup Winners
- Logo included on slide during presentation of awards
- 2 tickets to NW Cider Cup Awards party



BAR OR FOOD SPONSOR | \$500 EACH 2 OF EACH AVAILABLE

- Signage on bar or food tables
- Two tickets to awards party
- Logo included on slide during presentation of awards
- On-site logo exposure
- Website recognition

JUDGE SCHOLARSHIP SPONSOR | \$600 10 AVAILABLE

- Sponsor a competition judge's hotel and travel
- Sponsor thanked in 2 emails and 1 social media post about scholarships
- Logo included on slide during presentation of awards
- Website recognition

NWCA Membership Meeting

Owners of cideries & members meet virtually each autumn to discuss the state of the industry, share bleeding edge news, and gear up for a great year ahead.

	SILVER	GOLD
Cost	\$690	\$1800
# Available	5	1
Opportunity to briefly address members gathered at meeting		✓
Headlining sponsor featured heavily in all communications regarding meeting — newsletter, emails, and in actual meeting		✓
Thank you in invitations to meeting	✓	✓
Logo on welcome slide and verbally thanked during meeting	✓	✓





Year-Round Opportunities

CIDER MAKER'S TOOLKIT SPONSOR | \$1,000 ¹ AVAILABLE

Promote your products or service to new cider makers and those interested in leveling up their skills on our freshly updated Cider Maker's Toolkit website.

- Banner advertisement on toolkit website for one year with click through to sponsor website
- Thanked in 2 social media posts

ANNUAL REPORT SPONSOR | \$1,000 ² AVAILABLE

Show your lasting support of NWCA and advertise your products or services in the NWCA Annual Report. Print reports arrive in cidery mailboxes in the summer and are distributed at events. The PDF version is emailed out to new members throughout the year and hosted on the NWCA website

- Full page ad in both print & PDF versions of Annual Report
- Thanked on NWCA website

Join or Renew your NWCA Membership

Support the future of Pacific Northwest cider. As an Allied Supplier Member, you'll connect with cider producers, build lasting relationships, and increase your visibility across the industry throughout the year. Membership can be paid with your sponsorship or separately at www.nwcider.com/join-nwca

Secure Your Sponsorship Now!

Contact Emily Becker to discuss the details of your preferred package:

- emilybecker@nwcider.com
- 971-260-6054



With thanks to our past sponsors:

AEB • AgWest • American Cider Association • Arryved • Atlas Labels • Brewers Supply Group • Brewery Branding • Callis Insurance
Cameron Nurseries • Columbia Bank • Columbia Distributing • Columbia Label • Core Equipment • Costanera Creative
Country Financial Insurance • Craft Canning • Craftmaster Stainless • Criveller • Crush2Celler • Curious Plot • Davis Wright Tremaine • Enartis
Exit Strategies • Fermentis • First Interstate Bank • FlexTank/SmaK Plastics • Foster Garvey • Frank Rimerman and Co • FruitSmart • G&D Chillers
Glass Tech • Glenmore • Good Food Store • Grace Consultants • Grandstand Glassware and Apparel • Great Little Box Company
Gusmer Enterprises • Harvest Hosts • Heidi Moore Country Financial Hoptown Handles • Idaho State Department of Agriculture
Imperfect Produce • Irvine and Co • JenRey Ltd • Juicing Systems • Key Bank • Laffort • Lallemande • Live Oak Bank
Northwest Distribution & Storage • McMenamins Bottle Shop • Miller Nash Attorneys • Montana Department of Agriculture • Mountain Rose Herbs
New Seasons • Northwest Naturals • Okanagan Label • OMEP • Oregon Beer and Wine Distributors Association
Oregon Department of Agriculture • Oregon Fruit Products • Oregon Wine Board • Pacific Beverage Solutions • Perkins Accounting
Pioneer Packaging • Pro Refrigeration • Prospero • Rimerman and Co • Salmon-Safe • Schilling Cider House • Scott Labs • Square Mile
Stoel Rives • Trysk Print Solutions • Vintners Logistics • Washington Beer & Wine Distributors Association • WA Department of Agriculture
Whole Foods Market • Wyeast Laboratories • Zeek's Pizza