

# ARTISAN SPIRIT

THE MAGAZINE FOR CRAFT DISTILLERS AND THEIR FANS

## SPONSORSHIP OPPORTUNITIES 2021

**YOUR SPONSORSHIP** WORKS TO FURTHER OUR COMMON GOALS OF SUPPORTING CREATIVITY, INNOVATION, AND INTEGRITY WITHIN THE INDUSTRY WE ALL LOVE SO MUCH.

**OUR MISSION** AT ARTISAN SPIRIT IS TO SHARE AND CELEBRATE THE ART AND SCIENCE OF ARTISAN CRAFT DISTILLING.

THE **BENEFITS** TO YOU ARE NUMEROUS.



**PRINT ACKNOWLEDGMENT** Towards the front of each Artisan Spirit Magazine issue, we dedicate some space to thank our sponsors and provide them with the opportunity to communicate with our readership. Our editorial staff provides an industry related question and sponsors are given 75 words to respond. All sponsor logos appear within the spread, regardless of whether or not they choose to answer the question.

**HIGHLIGHTED ADVERTISER INDEX LISTING** Sponsors receive an automatic Advertiser Index listing under their category in the back of the magazine. This listing refers to the print acknowledgment noted above. All sponsor listings are highlighted to stand out from other advertisers within their category.



**EXCLUSIVE** Sponsorships will be limited to one company or group per industry listing, as organized by Artisan Spirit (exceptions apply to craft spirit producers and guilds). Exclusivity does not extend to standard website or magazine advertising. Sponsors will receive priority placement when artwork is submitted prior to magazine deadlines. Sponsors have first-right-of-refusal when yearly sponsorship is up for renewal.

**WORKSHOP PARTNERSHIPS** We are developing a collaborative workshop program that brings together multiple sponsors around a common theme. These workshops will be put on in-person, in various locations across the country. Our goal is to provide high quality educational opportunities for our readership with instruction from industry professionals who value a knowledgeable customer base.

**ADVISORY BOARD SEAT** Sponsors earn a seat on our advisory board, complete with a mention on Artisan Spirit website as advisory board member with a biography & photo. We understand that you have your own business to run, so the time commitment is minimal. We genuinely hope that you'll make yourself available for the occasional email or phone conversation, our quarterly conference calls, and in-person meetings at conventions throughout the year. We rely on our advisory board to provide insight, direction, and honest feedback.



**ONLINE ACKNOWLEDGMENT** Our website acknowledges the support of our sponsors and includes a listing of all our current sponsors. The listing consists of sponsors' provided logos, and links to each sponsor's individual sponsor page.

**ONLINE SPONSOR "ADS"** All sponsors receive an automatic "ad" that appears within our sidebar. It consists of the sponsor's provided logo on white, and links to the sponsor's individual sponsor page. This "ad" zone rotates at random through all sponsors.

**ONLINE ADVERTISING DISCOUNT** All sponsors are offered a 20% discount rate on online advertising (website and newsletter).

### TOP BILLING FOR CURRENT AND UPCOMING WEBSITE FEATURES

Sponsors will receive top billing and special color-coding for special website feature pages, including our events calendar and "Ask the Experts" section.

**ONLINE SPONSOR PAGE** Each sponsor has an individual sponsor page within our website. The listing consists of the sponsors provided logo, contact info, link to company website, and space for company bio.

**NEWSLETTER ACKNOWLEDGMENT** Our monthly newsletter closes with an acknowledgment of our sponsors' support. This is a listing of all our current sponsors with their company logo and link to company website.

Questions? Contact Ashley Monroe at (509) 991-8112 or [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

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## SPONSORSHIP INSERTION ORDER 2021

Company Name \_\_\_\_\_  Returning sponsor

Desired category for Advertiser Index \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zipcode \_\_\_\_\_

New logo artwork

Repeat logo artwork from Artisan Spirit issue \_\_\_\_\_

Sponsorship start date \_\_\_\_\_ End date \_\_\_\_\_

NOTES \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your sponsorship works to further our common goals of supporting creativity, innovation, and integrity within the industry we all love so much.

### BENEFITS INCLUDE

- Print acknowledgment in sponsorship section in the beginning of each issue
- Highlighted Advertiser Index listing
- Online acknowledgment
- Online Sponsor Page
- Online Sponsor "Ads"
- Newsletter acknowledgment
- And more!

### COST BREAKDOWN

Sponsorship rate per year \$ \_\_\_\_\_

Number of years x \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

**THE FINE PRINT** Sponsorship placements are subject to availability. Sponsorship placement is subject to payment of invoice prior to press date. Multiple insertion discount rates subject to signed contract and payment of first issue's invoice. Artisan Spirit Magazine reserves the right to reject or cancel any advertisement(s) and/or sponsorship(s) at its sole discretion.

Signature \_\_\_\_\_ Date \_\_\_\_\_

EMAIL COMPLETED FORM TO [ASHLEY@ARTISANSPIRITMAG.COM](mailto:ASHLEY@ARTISANSPIRITMAG.COM)

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