



BRAND BATTLE

2021 WSWA TOURNAMENT

**SPONSORSHIP
OPPORTUNITIES**

2021

01.00

Tournament Headliner (limit: 1)

\$25,000

- Banner ad included on all shows
- Option to include (2) commercial breaks: choice of (1) BB and final showdown
- Social media mentions
- Access the registration list from each brand battle
- Receive list of suppliers with full contact information in the directory
- Mentioned in all email marketing sent to our database of over 14,000 industry contacts.
- Verbal mention at every brand battle competition including the final showdown.
- TOP Featured listing in the Directory
- Included in all media coverage of event
- Included in Virtual Swag Bag! Promoted on Brand Battle Tournament webpage.
- Included in dedicated sponsor slide at the end of each competition and final showdown
- First right of refusal to sponsor in person Brand Battle in 2022

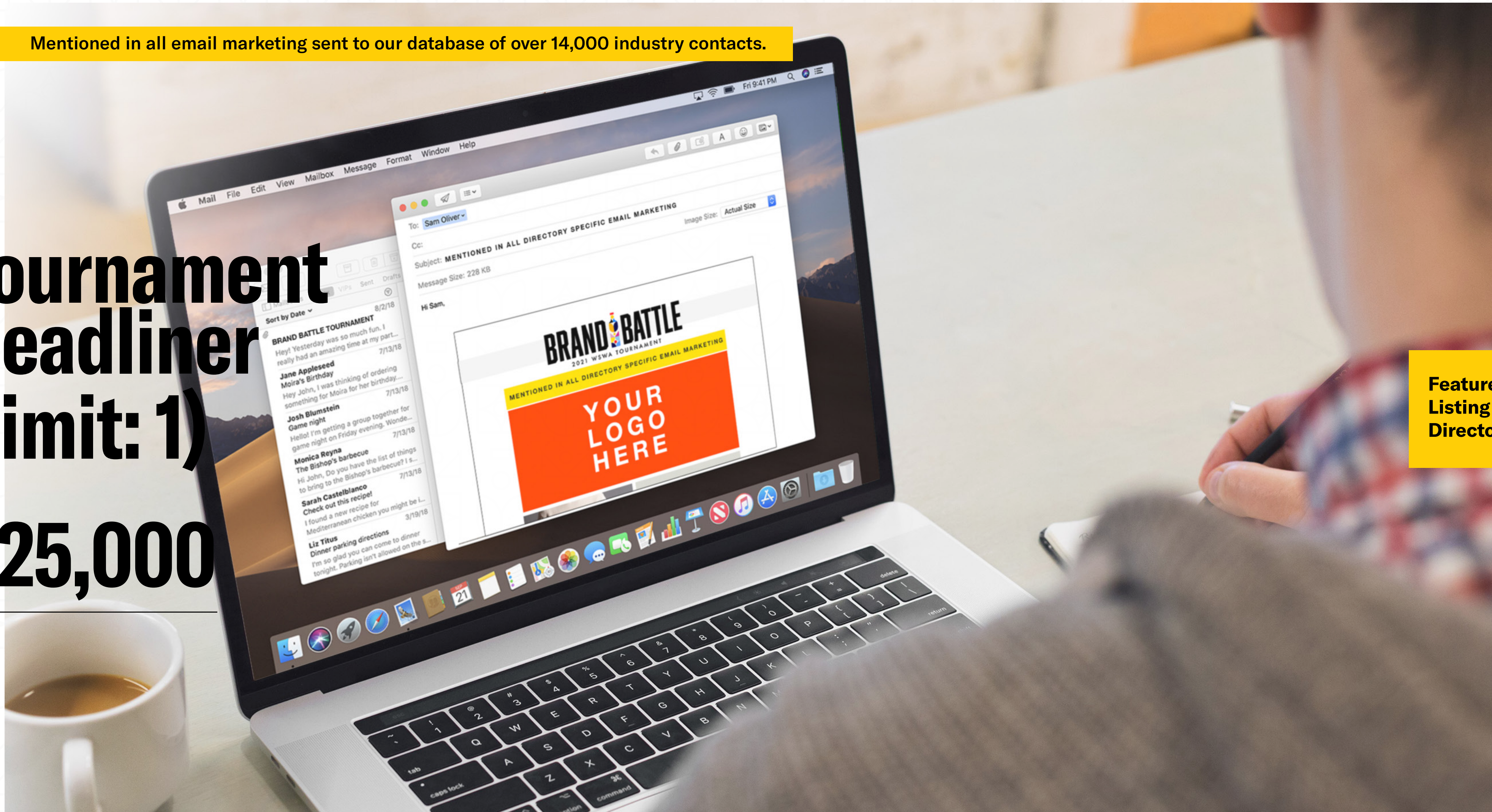


Mentioned in all email marketing sent to our database of over 14,000 industry contacts.

Tournament Headliner (limit: 1)

\$25,000

Featured Listing in the Directory



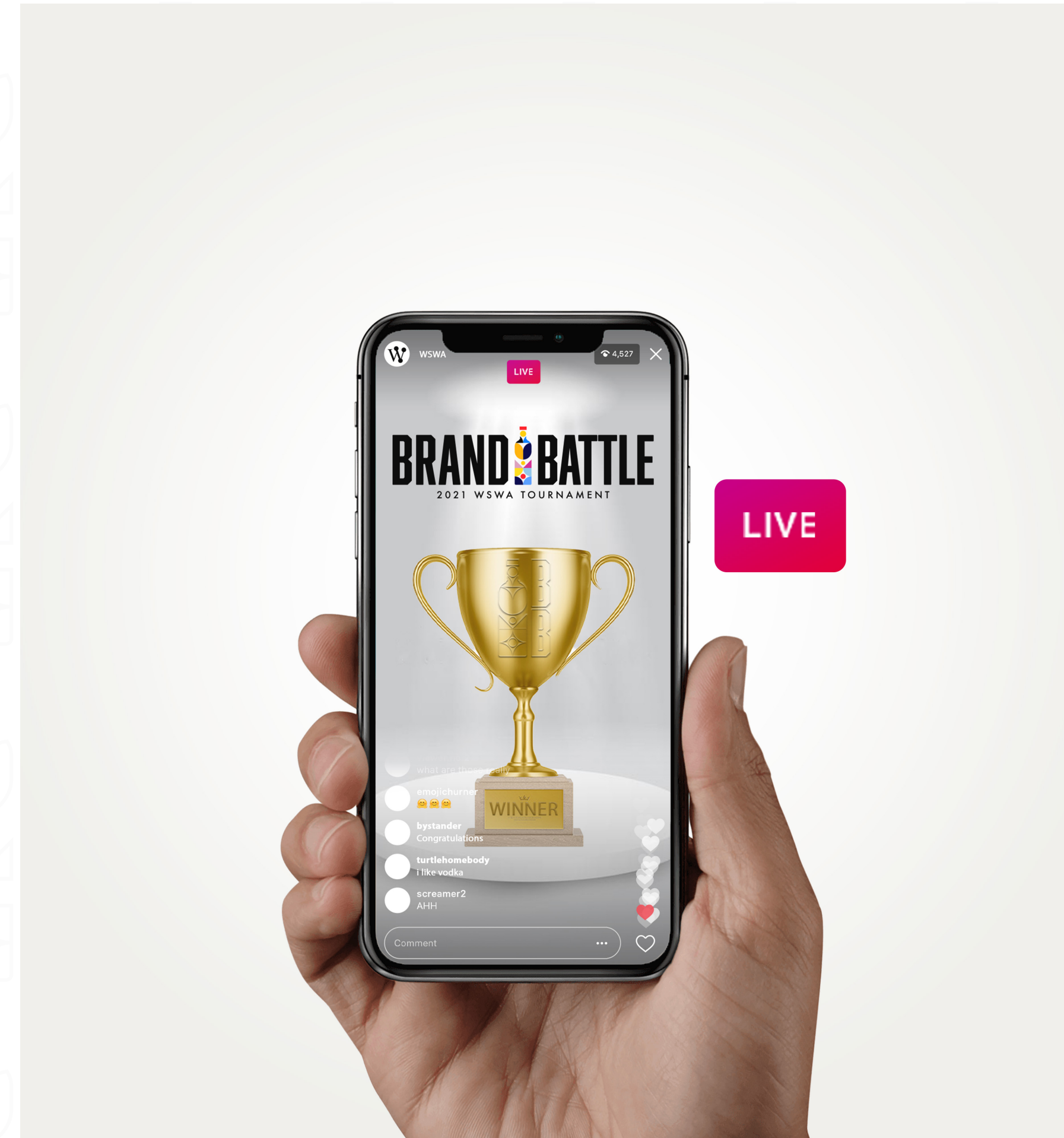
01.01

02.00

Brand Battle Tournament Grand Prize Sponsor (limit 1)

\$10,000

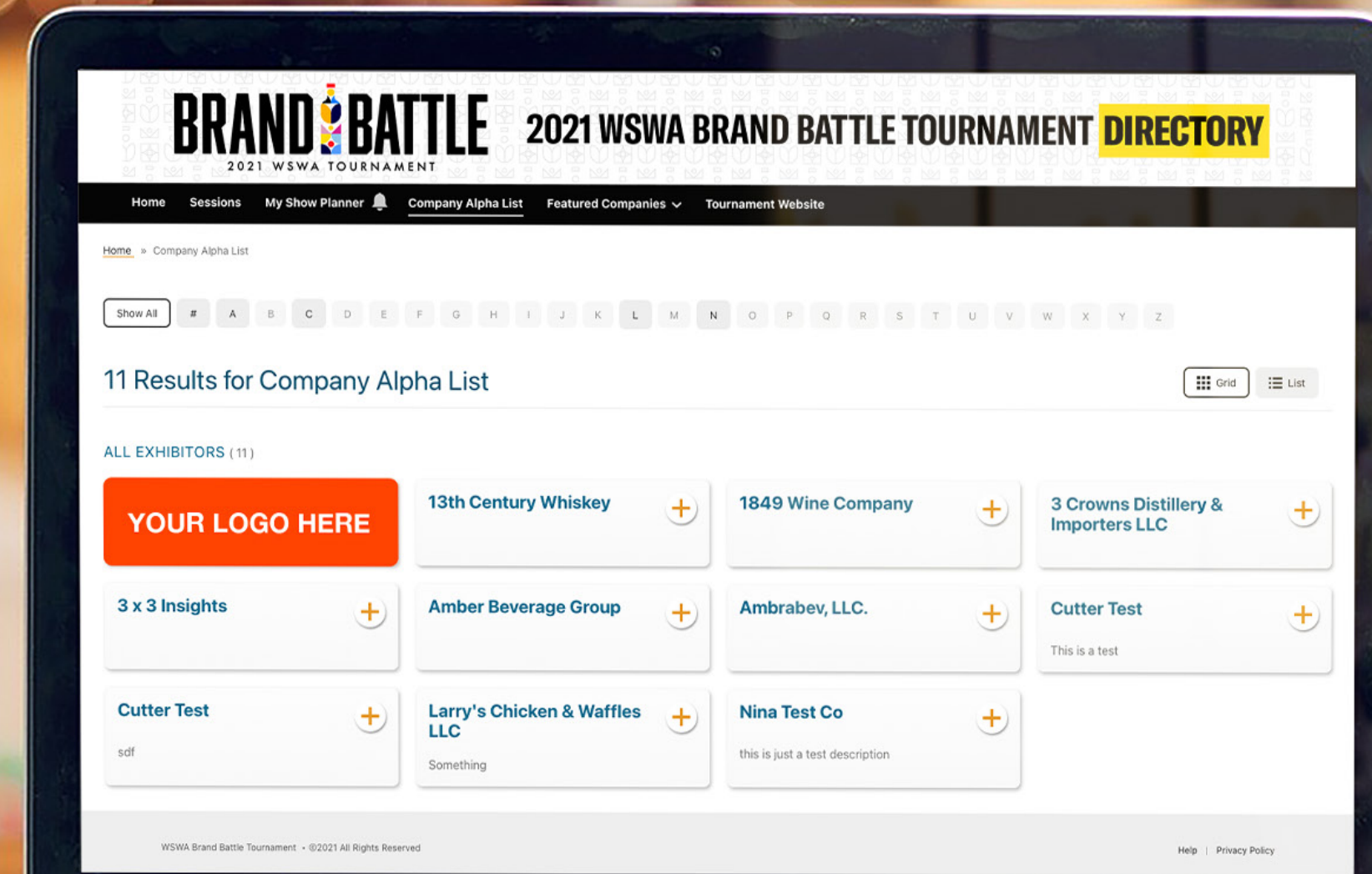
- The grand prize can be sponsored by your company with the option to include something personalized for the winner.
- Option to announce the Grand Prize Winner LIVE during the virtual final showdown
- Mentioned in all email marketing sent to our database of over 14,000 distributors, suppliers, media, retailers and others interested in the alcohol beverage industry.
- Verbal mention at every brand battle.
- Featured Listing in the Directory
- Social Media Mentions
- Receive list of suppliers with full contact information in the directory
- Included in Virtual Swag Bag! Promoted on Brand Battle Tournament webpage.
- Included in dedicated sponsor slide at the end of each competition and final showdown
- First right of refusal to sponsor (same option/level) in person Brand Battle in 2022



Featured Listing in the Directory

Brand Battle Tournament Grand Prize Sponsor (limit 1) \$10,000

02.01



Grand Prize
Winner LIVE
during the virtual
final showdown

Directory Sponsor (limit 1)

03.00

\$7,500

- Listed as exclusive Brand Battle Tournament Directory Sponsor
- Featured Listing in the Directory
- Logo included on the main page of the Directory
- Mentioned in all directory specific email marketing
- Social Media Mentions
- Receive list of suppliers with full contact information in the directory
- Included in Virtual Swag Bag! Promoted on Brand Battle Tournament webpage.
- Included in dedicated sponsor slide at the end of each competition and final showdown
- First right of refusal to sponsor (same option/level) in person Brand Battle in 2022

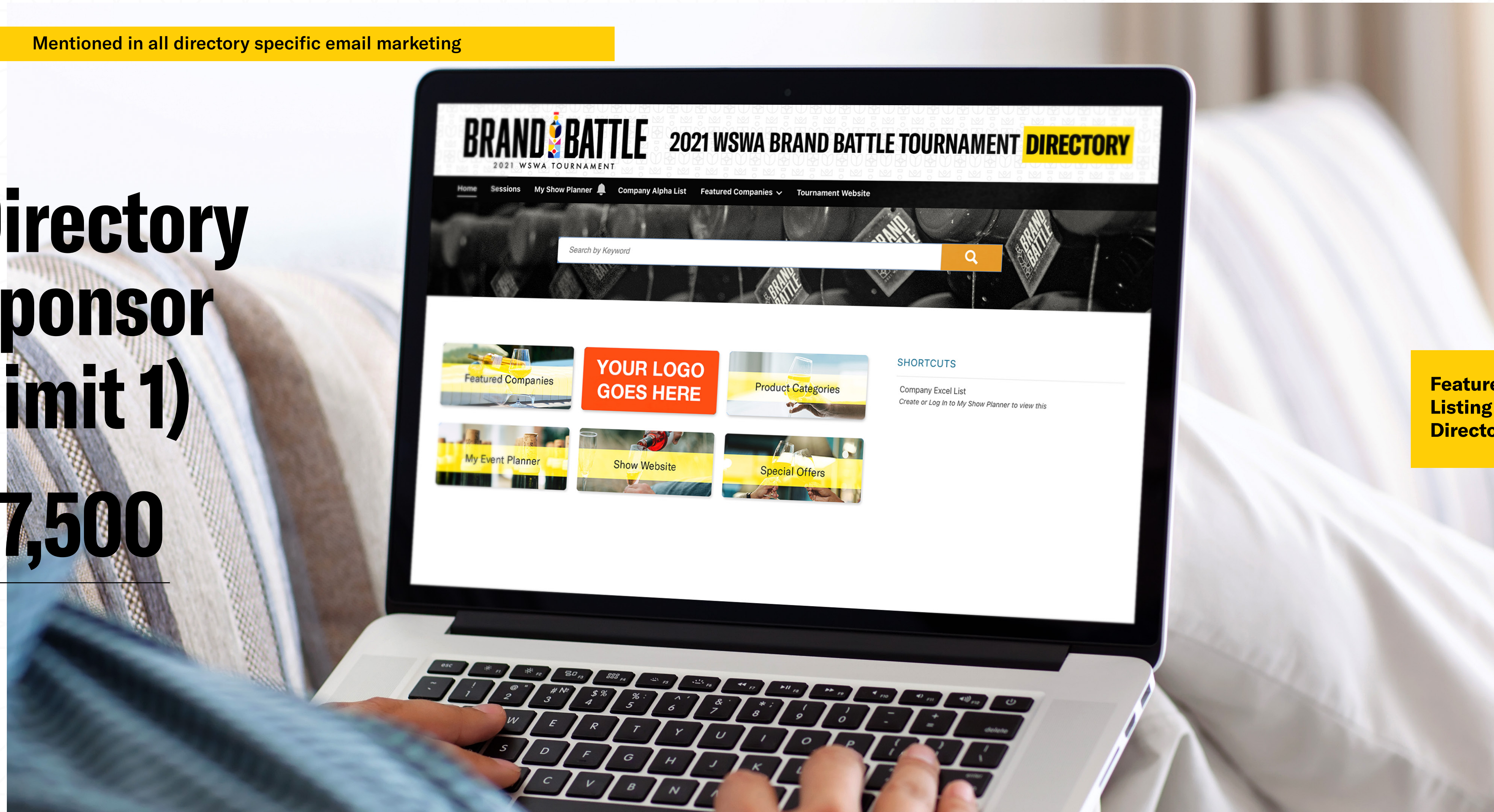


Mentioned in all directory specific email marketing

Directory Sponsor (limit 1)

\$7,500

03.01



Featured Listing in the Directory

Commercial Breaks

04.00

**\$3,000 each/ \$10,000
for 4/ \$20,000 for all 8**

- A custom 30-60 second sponsored video will be included in the middle of the show as a commercial break for the audience.
- Included in dedicated sponsor slide at the end of each competition and final showdown
- Complimentary directory listing.
- Note: sponsor ALL commercial breaks and get a FEATURED directory listing at no additional charge.

Competition Bracket Sponsor (limit 1)

05.00

\$5,000

- Includes logo and company name at bottom of the bracket.
- Complimentary directory listing
- Bracket will be sent out in email marketing to over 14,000 distributors, suppliers, media, retailers and others interested in the alcohol beverage industry.
- Included on Brand Battle Tournament webpage on WSWA's website.
- Bracket will be shared on social media
- Included in dedicated sponsor slide at the end of each competition and final showdown



Sponsor the Judge Kit or Competitor Kit

06.00

\$3,500

- Special kits will be sent to each judge (45-50 industry leaders in the wholesaler tier) that includes a ring light and judging materials (provided by WSWA).
- Kits will also be sent to each competitor (40-50) with special instructions from WSWA.
- You have the option to include custom marketing materials (non-alcohol related provided by sponsor) and include your label on each package. Depending on what is sent – mailing charges may apply.
- Included in dedicated sponsor slide at the end of each competition and final showdown

Be a Supporter (unlimited)

07.00

\$1,500 each

- Get your logo on all email marketing and day of virtual show specific to the competition of your choice.
- Includes a directory spot with logo and hyperlink to company website.
- Included in dedicated sponsor slide specific to the competition of your choice.
- **Get more visibility with a video in the directory! Additional cost: \$500**



Special kits





**Custom sponsorships available, contact
Nicole Anderson at nicole@wswa.org
for more information!**