

July 14-16, 2025 | The Logan Hotel, Philadelphia, PA
2025 NextGen Summit & CLD Conference


CLD



COUNCIL FOR
LEADERSHIP
DEVELOPMENT
OF WSWA 2025

SPONSORSHIP
OPPORTUNITIES

Where the Industry's Next Generation of Rising Managers and Executives Expand Their Skills to Become Tomorrow's Top Leaders



WHAT IS CLD?

The WSWA Council for Leadership Development (CLD) brings together the rising leaders in the wholesale tier. Over the past 65+ years, this group and conference have evolved but the main focus of the council remains the same: provide a space for the future leaders to share ideas, learn about industry topics and trends, develop and improve leadership skills, and to network with the alcohol industry's future leaders.

CLD provides many opportunities for our alcohol industry's next generation of leaders and rising managers including:

- Building an educational foundation of essential policy, legislative, regulatory, marketing and trend information needed to advance in your career;
- Making connections with wholesaler, supplier and service provider peers—as well as current industry leaders, speakers, panelists and the WSWA staff/leadership team;
- Enhancing leadership skills and fine-tuning technology and management abilities.

Since 1993, over 1,500 wholesaler executives have attended the WSWA CLD Conference. Many have gone on to lead divisions and even run their respective companies, while also holding leadership positions within the WSWA Board of Directors and Executive Committee.

65+ YEARS OF CLD



WHAT IS NEXTGEN SUMMIT?

NextGen brings CLD back to its roots and provides a platform for the next generation of wholesaler owners and presidents, both family and non-family members, to engage with their peers from companies across the country. The programming is focused on high-level, executive, and strategic conversations revolving around industry issues and hot topics.

With the smaller group of 35 attendees (mostly family members) our attendees have the opportunity to have in-depth discussions on these issues, ask strategic leadership questions, and engage with their peers in ways they would not have been able to at past conferences.

NextGen Summit is a one and a half day event which takes place in addition to the traditional CLD Conference where rising leaders in each of the wholesaler member companies are invited to attend.





CLD OFFICERS

CHAIRMAN.....Sara Harmelin
Allied Beverage Group

VICE CHAIRMANAlan Rosenberg
Republic National Distributing Company

SECRETARY.....Megan Iaccino
Great Lakes Wine & Spirits

TREASURER.....William Fix
Breakthru Beverage Group

COMMITTEE MEMBER.....Justin Shaw
M.S. Walker

COMMITTEE MEMBER.....Joe Starnes
Lipman Brothers

COMMITTEE MEMBER.....Michael Klauer
Momentum Beverage Team

COMMITTEE MEMBER.....Ayesha Mahapatra
Republic National Distributing Company

TENTATIVE SCHEDULE

MONDAY

July 14, 2025

12:00 PM
NextGen Leaders' Summit
Kick-Off and Lunch

1:45 PM
NextGen Leaders' Summit
Sessions

5:30 PM
NextGen Leaders' Reception
and Dinner

8:30 PM
After Dinner Meet-up
*(open to NextGen and CLD
attendees)*

TUESDAY

July 15, 2025

7:00 AM - 7:45 AM
Sunrise Yoga

8:15 AM
Separate NextGen and CLD
Breakfasts

9:00 AM - 12:15 PM
NextGen & CLD Conference
Opening and Morning Sessions

12:15 PM - 1:15 PM
NextGen & CLD Lunch & Learn

1:30 PM
CLD Afternoon Sessions

3:00 PM
National Treasure Scavenger
Hunt

5:30 PM
Reception and Dinner

8:30 PM
After Dinner Meet-Up

WEDNESDAY

July 16, 2025

6:45 AM
Sunrise Yoga

8:00 AM
Breakfast

9:00 AM
CLD Morning Sessions

12:15 PM
Lunch & Learn

1:30 PM
CLD Afternoon Sessions

5:30 PM
Closing Night Activity

8:30 PM
Haunted Philly Pub Crawl

CLD

OF WSWA



COUNCIL FOR
LEADERSHIP
DEVELOPMENT

2025

NextGen Summit & CLD Conference Sponsorships...

...Offer amazing benefits to suppliers, service providers, industry and non-industry vendors, and more! Attendee companies represent more than 80% of the wine and spirits sold at wholesale in the United States - that's a great depth of available contacts, connections and resources available to speakers and sponsors.



Raise awareness of your organization by spotlighting your unique services, products, programs and ideas, marketing to a captive audience of next generation wholesale leaders.



Share your latest programs, achievements, and opportunities with influencers and decision-makers from wine and spirits wholesalers across the country.



Showcase your thought leadership! Deliver an important message to your peers. Your organization plays an active role in advancing the wine and spirits industry.



Connect with your best clients and meet promising prospects. Enjoy a variety of opportunities to network and build relationships with attendees before, during and after the conference.



Garner goodwill amongst your target audience. Your organization and staff will be associated with a high-profile forum that educates and prepares tomorrow's leaders of the wholesale tier.



Learn about new trends, innovations, and hot topics wholesalers are thinking about.



Receive exposure through promotional activities before, during, and after the conference, including social media, newsletters, and emails.

PAST SPONSORS



The CLD/NetGen event provides a great mix of insightful discussions and casual networking. Through sponsorship, our team is able to connect with rising industry leaders in a relaxed setting and contribute to meaningful conversations about the future of our industry. This conference provides a valuable platform for fostering innovation, building strong relationships, and supporting the next generation—something we're truly committed to.

Sam Murphy
Director of Business Development, CityHive

CLD & NEXTGEN DINNER SPONSORSHIP

\$15,000 USD

Tuesday, July 15

Gain exclusive access to CLD & NextGen members in a curated dinner experience designed to foster meaningful connections and conversations.

SPONSOR BENEFITS:

- Representatives will have a brief speaking opportunity during the reception to welcome attendees to the event.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the dinner.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- If your company represents an alcoholic or nonalcoholic beverage, you will have the opportunity to pour or offer a tasting during the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- Two (2) company representatives may attend the following: Sponsored event; Tuesday Exhibits and After Dinner Meet Up; Wednesday Conference Sessions, Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.



CLOSING NIGHT EVENT SPONSORSHIP

\$15,000 USD
Wednesday, July 16

Opportunity to highlight and network with the next generation leaders and rising managers in a relaxed and interactive event.

SPONSOR BENEFITS:

- Representatives will have a brief speaking opportunity during the reception to welcome attendees to the event.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the event.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- If your company represents an alcoholic or nonalcoholic beverage, you will have the opportunity to pour or offer a tasting during the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- Two (2) company representatives may attend the following: Sponsored event; Tuesday Exhibits and After Dinner Meet Up; Wednesday Conference Sessions, Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.

NEXTGEN DINNER SPONSORSHIP

\$10,000 USD
Monday, July 14

Unparalleled visibility and access to up-and-coming decision-makers and wholesaler owners, fostering valuable connections and brand recognition in an exclusive setting. No other sponsors will be in attendance!

SPONSOR BENEFITS:

- Representatives will have a brief speaking opportunity during the dinner to welcome attendees to the event
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the event.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- If your company represents an alcoholic or nonalcoholic beverage, you will have the opportunity to pour or offer a tasting during the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1)) company representative may attend the following: Sponsored event; Tuesday Exhibits and After Dinner Meet Up; Wednesday Conference Sessions, Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.

NEXTGEN LUNCH SPONSORSHIP

\$7,000 USD

Monday, July 14

SPONSOR BENEFITS:

- 10-minute speaking opportunity in front of attendees during lunch.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the lunch.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- If your company represents an alcoholic or nonalcoholic beverage, you will have the opportunity to pour or offer a tasting during the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event; Tuesday Exhibits and After Dinner Meet Up; Wednesday Conference Sessions, Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.

CLD LUNCH SPONSORSHIP

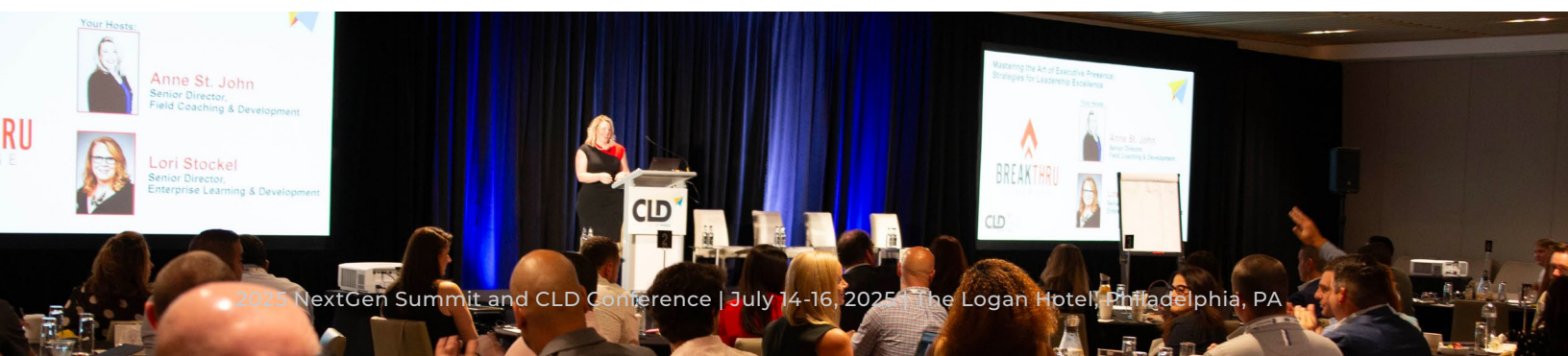
\$9,000 USD each *Two Available*

Tuesday, July 15 (12:15 pm)

Wednesday, July 16 (12:15 pm)

SPONSOR BENEFITS:

- 10-minute speaking opportunity in front of attendees during lunch.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the lunch.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- If your company represents an alcoholic or nonalcoholic beverage, you will have the opportunity to pour or offer a tasting during the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event; Tuesday Exhibits and After Dinner Meet Up; Wednesday Conference Sessions, Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.



NEXTGEN BREAKFAST SPONSORSHIP

\$4,500 USD

Tuesday, July 15 (8:15 am)

SPONSOR BENEFITS:

- 10-minute speaking opportunity in front of NextGen attendees during breakfast.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the breakfast.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- May register one (1) additional company representative at \$1,000
- An attendee list is provided in advance, and then a final list following the conference.

CLD BREAKFAST SPONSORSHIP

\$7,000 USD each *Two Available*

Tuesday, July 15 (8:15 am)

Wednesday, July 16 (8:00 am)

SPONSOR BENEFITS:

- 10-minute speaking opportunity in front of attendees during breakfast.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the breakfast.
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event; Tuesday Exhibits; Wednesday Conference Sessions; Tuesday After Dinner Meet Up, Wednesday Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000
- An attendee list is provided in advance, and then a final list following the conference.



SPEAKER SPONSORSHIP

\$6,000 USD each
Four Available

SPONSOR BENEFITS:

- 5-minute speaking opportunity in front of CLD attendees ahead of session to introduce speaker/panel.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the session.
- Collateral materials may be distributed during the sponsored session or be included in the registration packet.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event; Tuesday Exhibits; Wednesday Conference Sessions; Tuesday After Dinner Meet Up, Wednesday Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.



NATIONAL TREASURE SCAVENGER HUNT

\$5,000 USD each
Five Available

This interactive experience engages participants in a journey across historic and iconic locations throughout Philadelphia. Sponsors will have the opportunity to sponsor a stop along the scavenger hunt, where they will be stationed and have the chance to interact with all attendees as they try to complete their list of locations and answer trivia questions for extra points! Spots along the way include historic sites, local bars, famous restaurants and more!

SPONSOR BENEFITS:

- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the scavenger hunt.
- As a sponsor, you will be able to create a Trivia Question about your brand, that will be loaded into the app for a bonus point! Attendees have to see you to get the answer!
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event; Wednesday Conference Sessions, Wednesday Closing Night Event & After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.



BREAK SPONSORSHIP

\$3,500 USD *Four Available*

Monday, July 14 (Afternoon)
Tuesday, July 15 (Morning)
Wednesday, July 16 (Morning and Afternoon)

SPONSOR BENEFITS:

- No speaking opportunity
- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the scavenger hunt.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event.
- May register one (1) company representative at \$1,000 to attend sponsored break, Tuesday after-dinner meet-up and Wednesday sessions, dinner and after-dinner meet-up.
- An attendee list is provided in advance, and then a final list following the conference.

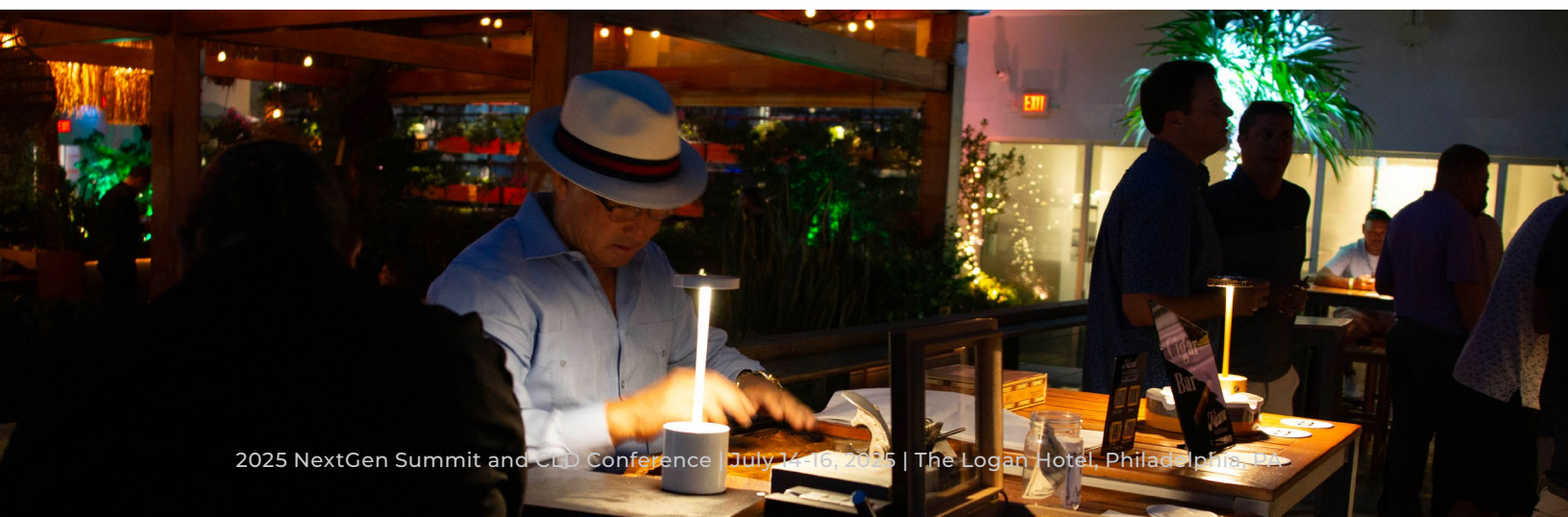
AFTER DINNER MEET-UP SPONSORSHIP

\$2,500 USD + Responsible for Bar Tab or Cost of Activity

Monday, July 14 (8:30 pm)
Tuesday, July 15 (8:30 pm)

SPONSOR BENEFITS:

- Collateral materials may be distributed during the sponsored event or be included in the registration packet.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Sponsored event.
- May register one (1) company representative at \$1,000 to attend sponsored break, Tuesday after-dinner meet-up and Wednesday sessions, dinner and after-dinner meet-up.
- An attendee list is provided in advance, and then a final list following the conference.



INTERNET & A/V SPONSORSHIP

\$5,000 USD

SPONSOR BENEFITS:

- No speaking opportunity.
- Sponsor will be listed as the official internet and A/V sponsor for the full conference.
- Includes charging station at each table in the meeting room.
- Collateral materials may be distributed during the conference or be included in the registration packet.
- One (1) company representative may attend the following: Wednesday Conference Sessions, Wednesday After Dinner Meet Up.
- May register one (1) additional company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.

CONFERENCE NOTEBOOK & PENS SPONSORSHIP

\$4,000 USD

SPONSOR BENEFITS:

- Sponsor company logo on notebook gifted to each attendee.
- No speaking opportunity.
- Collateral materials may be distributed during the conference or be included in the registration packet.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- May register one (1) company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.



HYDRATION STATION SPONSORSHIP

\$5,000 USD

+ *Optional Sponsor-Provided Water Bottles*

SPONSOR BENEFITS:

- Sponsor logo on small easel back signs placed at each hydration station and opportunity to provide branded, reusable water bottles in the welcome tote for attendees (provided by sponsor).
- No speaking opportunity.
- Collateral materials may be distributed during the conference or be included in the registration packet.
- Your brand will be prominently featured in all event materials, signage, and digital promotions related to the event.
- Showcase your brand and connect directly with attendees by hosting an exhibit table in the high-traffic reception area during the conference throughout the day on Tuesday & Wednesday (optional).
- One (1) company representative may attend the following: Wednesday Conference Sessions, Wednesday After Dinner Meet Up.
- May register one (1) company representative at \$1,000.
- An attendee list is provided in advance, and then a final list following the conference.

SUNRISE YOGA SPONSORSHIP

\$3,500 USD *Two Available*

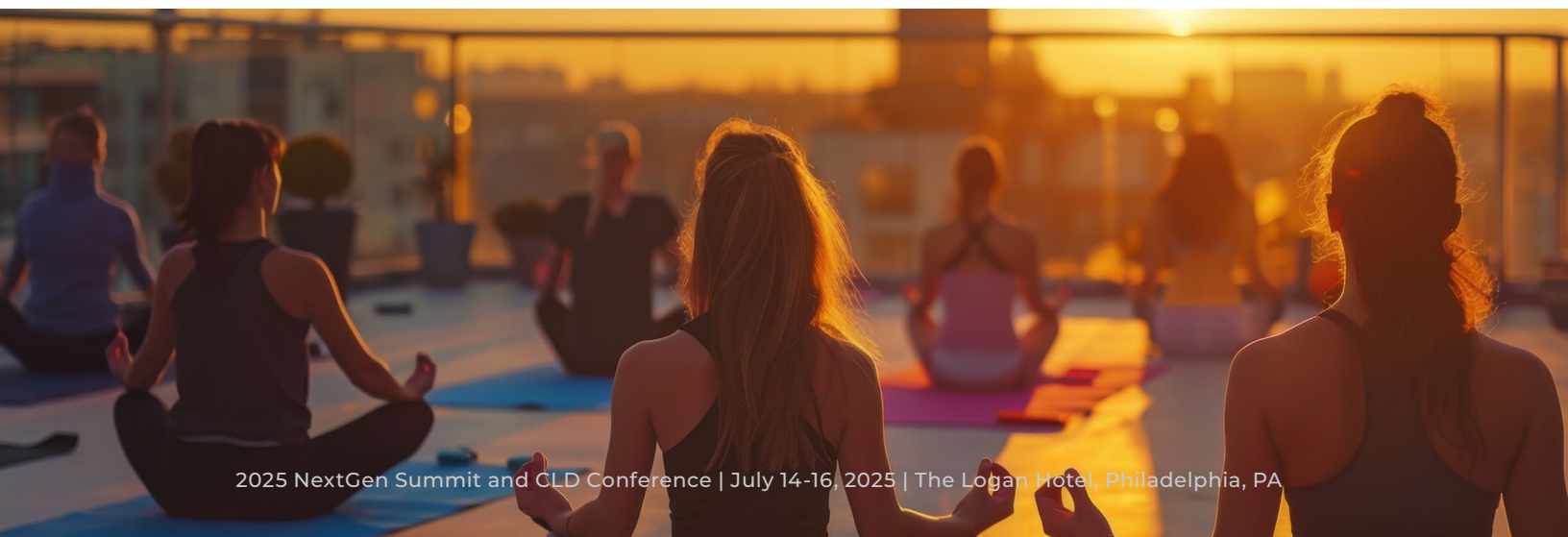
Tuesday, July 15 (7:00 am)

Wednesday, July 16 (6:45 am)

A fun brand exposure opportunity is to sponsor our sunrise yoga sessions! We will kick off our program Tuesday and Wednesday mornings with a Yoga session! Your logo can be imprinted on the cooling towels that all attendees will receive for this activity!

SPONSOR BENEFITS:

- May register one (1) company representative at \$1,000 to attend sponsored session and Wednesday sessions, Dinner and after dinner meet-up.
- Sponsor is welcome to provide branded swag for attendees!
- An attendee list is provided in advance, and then a final list following the conference.



TOTE BAG SPONSORSHIP

\$3,000 USD

Your company name or logo will be imprinted on the registration tote, along with the conference dates and WSWA logo, and handed out to all conference attendees.

SPONSOR BENEFITS:

- May register one (1) company representative at \$1,000 to attend Wednesday sessions, dinner and after dinner meet-up.
- An attendee list is provided in advance, and then a final list following the conference.

LANYARD SPONSORSHIP

\$2,500 USD

All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company logo will be imprinted on the lanyard alongside WSWA's logo.

SPONSOR BENEFITS:

- May register one (1) company representative at \$1,000 to attend Wednesday sessions, dinner and after dinner meet-up.
- An attendee list is provided in advance, and then a final list following the conference.





CONTACT

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