

July 22-24, 2024 | The Miami Beach EDITION, Miami, FL

2024 NextGen Summit & CLD Conference Sponsorship Opportunities

CLD



COUNCIL FOR
LEADERSHIP
DEVELOPMENT
2024

OF WSWA



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 60+ 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 topic 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 one thousand 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.

60+

**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 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 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.





COUNCIL FOR
LEADERSHIP
DEVELOPMENT
2024

OF WSWA

CLD OFFICERS

CHAIRMAN.....Robert Becker
Southern Glazer's Wine & Spirits

VICE CHAIRMANSara Harmelin
Allied Beverage Group

SECRETARY.....Alan Rosenberg
Republic National Distributing Company

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

AT LARGE MEMBER.....William Fix
Breakthru Beverage Group

AT LARGE MEMBER.....Amy Kickham
Southern Glazer's Wine & Spirits

AT LARGE MEMBER.....Justin Shaw
M.S. Walker

AT LARGE MEMBER.....Joe Starnes
Lipman Brothers

AT LARGE MEMBER.....Michael Klauer
Momentum Beverage Team

TENTATIVE SCHEDULE

MONDAY

July 22, 2024

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**

9:00 PM
After Dinner Meet-up
*(open to NextGen and CLD
attendees)*

TUESDAY

July 23, 2024

7:00 AM - 7:45 AM
Sunrise Yoga

8:15 AM
NextGen Breakfast

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

12:15 PM - 1:00 PM
Lunch

1:15 PM
**NextGen & CLD Afternoon
Sessions**

3:00 PM
Afternoon Activity

5:30 PM
Reception and Dinner

8:30 PM
After Dinner Meet-Up

WEDNESDAY

July 24, 2024

6:45 AM
Sunrise Yoga

8:00 AM
Breakfast

8:45 AM
CLD Morning Sessions

12:15 PM
Lunch

1:15 PM
CLD Afternoon Sessions

5:30 PM
Closing Night Activity

8:30 PM
After Dinner Meet-up



OF WSWA



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DEVELOPMENT

2024

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.



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, newsletter, and emails.

PAST SPONSORS



I look forward to this event each year because it's smaller, intimate, and the wholesaler attendees are sincere and personable. We're all there to grow and learn as a group so we can take home nuggets that make significant improvements in each of our businesses. Being a sponsor allows me to invest in the future of the WSWA network!"

Tracy Neal

Founder & President, CPG Data

BREAKFAST SPONSORSHIP

\$6,500 USD each *Two Available*

Tuesday, July 23 (8:15 am)
Wednesday, July 24 (8:00 am)

SPONSOR BENEFITS:

- 10 minute speaking opportunity in front of attendees during breakfast
- One (1) Company representative may attend the following: Sponsored event; conference all day on Wednesday; Tuesday after dinner meet-up. *(NOTE: Tuesday sessions are for wholesaler attendees ONLY)*
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on printed and digital event materials
- May register one (1) additional company representative at \$800 to attend Wednesday Sessions and activities, as well as sponsored event

LUNCH SPONSORSHIP

\$8,500 USD each *Two Available*

Tuesday, July 23 (12:15 pm)
Wednesday, July 24 (12:15 pm)

SPONSOR BENEFITS:

- 15-minute speaking opportunity in front of attendees during lunch
- One (1) Company representative may attend the following: Sponsored event; conference all day on Wednesday; Tuesday after dinner meet-up. *(NOTE: Tuesday sessions are for wholesaler attendees ONLY)*
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on printed and digital event materials
- May register one (1) additional company representative at \$800 to attend Wednesday Sessions and activities, as well as sponsored event



SMALL GROUP DINNER DINE AROUND SPONSORSHIP

\$5,000 USD each *4 Available*

Tuesday, July 23

SPONSOR BENEFITS:

- Attendees will be broken up into 4 small networking groups for a more intimate dining experience. Sponsor may bring two (2) representatives to each networking dinner sponsored
- Representatives will have a brief speaking opportunity at dinner
- If interested, company may sponsor more than one dinner
- Groups are divided up in advance to give a diverse group of wholesalers in each small group dinner
- If Sponsor represents an alcoholic or non-alcoholic beverage, it will be poured during the dinner(s)
- Sponsor(s) may join group for the networking reception before dinner and the after-dinner meet-up
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on printed and digital event materials
- May register one (1) company representative at \$800 to attend Wednesday Sessions and activities, as well as sponsored event.



CLOSING NIGHT EVENT SPONSORSHIP

\$15,000 USD

Wednesday, July 24

SPONSOR BENEFITS:

- Opportunity to network with next generation leaders and rising managers
- Sponsor can join the group at the after dinner meet up Wednesday night (2 people)
- If sponsor represents an alcoholic or nonalcoholic beverage, it will be poured during the dinner
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials

AFTER DINNER MEET-UP SPONSORSHIP

\$3,500 USD *Two Available*

Monday, July 22 (9:00 pm)

Tuesday, July 23 (8:30 pm)

SPONSOR BENEFITS:

- Two (2) company representatives may attend and network with attendees during after dinner meet-up
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials



INTERNET & A/V SPONSORSHIP

\$5,000 USD

SPONSOR BENEFITS:

- Sponsor will be listed as the official internet and A/V sponsor for the full conference
- Sponsor company name will be listed as the wi-fi access code
- Includes charging station at each table in the meeting room
- No direct speaking opportunity to full group
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be included in the registration packet or placed on tables/chairs at conference
- Sponsorship recognition on printed and digital event materials

BREAK SPONSORSHIP

\$2,500 USD *Four Available*

Monday, July 22 (Afternoon)
Tuesday, July 23 (Morning)
Wednesday, July 24 (Morning and Afternoon)

SPONSOR BENEFITS:

- Sponsor may bring two (2) representatives to network with attendees during the break
- No speaking opportunity
- If sponsor attendees would like to attend conference, they must register at \$800 for Wednesday sessions only. Monday and Tuesday are open to wholesaler attendees only.
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on printed and digital event materials

SPEAKER SPONSORSHIP

\$5,500 USD each
Five Available

SPONSOR BENEFITS:

- 10-minute speaking opportunity in front of CLD attendees before sponsored speaker presents
- Opportunity to introduce sponsored speaker
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on printed and digital event materials
- Sponsor may register two (2) company representatives at \$800 ea. to attend Wednesday sessions. Monday and Tuesday are open to Wholesaler attendees ONLY.

CONFERENCE NOTEBOOK & PENS SPONSORSHIP

\$4,000 USD

SPONSOR BENEFITS:

- Sponsor company logo on notebook that is handed out to each attendee
- No speaking opportunity
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials

HYDRATION STATION SPONSORSHIP

\$3,500 USD

+ Optional Sponsor-Provided Water Bottles

SPONSOR BENEFITS:

- Sponsor logo on small easel back signs placed at each hydration station
- Opportunity to provide branded, reusable water bottles in the welcome tote for attendees (provided by sponsor)
- No speaking opportunity
- An attendee list is provided in advance, and then a final list following the conference
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials



Sunrise Yoga Sponsorship

\$2,500 USD *Two Available*

Tuesday, July 23 (7:00 am)
Wednesday, July 24 (7:00 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!

TOTE BAG

\$4,000 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.

LANYARDS

\$2,000 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.



CONTACT

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