



Sponsorship Prospectus

FEBRUARY 3 - 6

GAYLORD ROCKIES | DENVER, CO
6700 N Gaylord Rockies Blvd, Aurora, CO 80019

2025



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WSWA
**ACCESS
LIVE**

ACCESS LIVE

FEBRUARY 3 - 6

GAYLORD ROCKIES | DENVER, CO

2025

ACCESS LIVE
DENVER, CO 2025

WSWA ACCESS LIVE

WSWA

INTRO

About WSWA

Wine & Spirits Wholesalers of America (WSWA) is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States. WSWA is proud to bring Access LIVE to the industry!

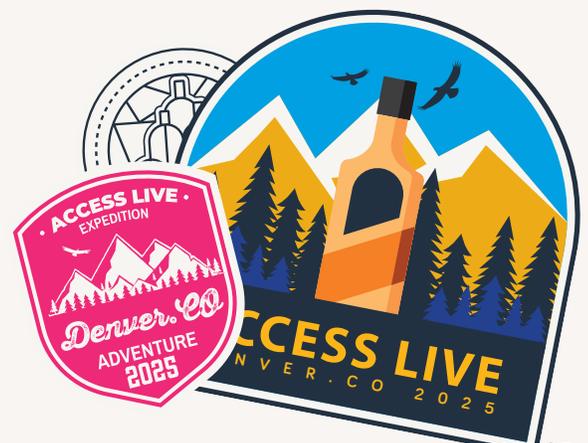
About Access LIVE

Formerly known as the “WSWA Annual Convention & Exposition,” this event has been reimagined to better suit the needs of today’s American beverage alcohol industry and provide attendees from all three tiers with greater resources and a more effective experience. Access LIVE brings together the wine and spirits ecosystem to collectively connect, innovate, grow and address key industry challenges. There is no other event in the industry that rallies so much expertise, networking, solutions and opportunities under one roof.



What's New?

- New time of year! Access LIVE will take place in Q1 to allow brands the opportunity to launch products at the beginning of the year!
- New location! For the first time in over 20 years, Access LIVE will take place at a venue outside of Orlando and Las Vegas, with space better suited for hosting the show under one roof!
- Unique engagements with key decision-makers in the wholesale tier – next generation owners, Women's Leadership Council (WLC) and Council for Leadership Development (CLD) advisory board members, specialized division leaders and other rising managers.
- Growing media presence and added dimension of media creation for PR & sales.
- More retailers, both on- and off-premise, at the show!
- Activations throughout Access HQ (exhibit hall) to deliver more energy and excitement on the show floor.
- Bursts of relevant content from the Access HQ (exhibit hall) LIVE stage.
- Lunch in Access HQ, both show days!
- Breakfast at both morning general sessions.



ACCESS LIVE BY THE NUMBERS

Access LIVE offers the HIGHEST concentration of American distributor decision-makers of any industry event.



67% of distributor attendees are Vice President or C-Suite level executives.



Access LIVE attendees distribute more than 80% of all wine and spirits sold at wholesale in the United States.



Wholesalers representing all 50 states and DC are present at Access LIVE.



The U.S. wine & spirits wholesale market is worth over \$69 Billion.



With more than 400+ exhibiting spaces available, Access LIVE will bring together hundreds of established and up-and-coming brands and thousands of unique products.



2,600+ attendees from all three tiers!



Since 1943, WSWA has hosted the premier event for the American wine and spirits industry.



All 3 tiers of the alcohol industry represented at the show.



SCHEDULE AT A GLANCE

Sunday
FEBRUARY 2

- Wine & Spirits Tasting Competition (closed session)
- Main Street Suite Set-up, by appointment
- Large Exhibit Space Set-up, by appointment

Monday
FEBRUARY 3

- Wine & Spirits Tasting Competition: Best in Show Sweepstakes (closed session)
- Exhibit & Main Street Suite Move In
- Board of Directors Luncheon and Meeting
- Wholesale Members Meeting
- Opening General Session
- Media and Brand Battle Contenders Reception
- Celebrate LIVE (Opening Night Reception)

Tuesday
FEBRUARY 4

- Brand Battle Championship & Breakfast
- Exhibits/Suites Open
- LIVE Stage Sessions all day
- Lunch in Access HQ (Exhibit Hall)
- HQ Connect Meet-ups
- Hub Activities
- New & Non-Member Wholesaler Reception
- Women's Leadership Council (WLC) Reception
- Council for Leadership Development (CLD) & Next Gen Leaders Meet-Up
- TASTE Reception

Wednesday
FEBRUARY 5

- General Session & Breakfast
- Exhibits/Suites Open
- LIVE Stage Sessions all day
- Lunch in Access HQ (Exhibit Hall)
- HQ Connect Meet-ups
- Hub Activities
- Ovation LIVE (Closing Night Reception)

Thursday
FEBRUARY 6

- Attendee Departures
- 2026 Presale for Exhibitors
- Exhibit and Main Street Suite Breakdown

CLOSING NIGHT SPONSORSHIP OPPORTUNITIES

Ovation LIVE (Wednesday, February 5, 2025)



End the week on a high note as a closing-night sponsor celebrating the wine and spirits industry. This unforgettable evening includes specialty bars and cocktails, live music and entertainment, and so much more! Attendees will dance the night away and toast to an exhilarating week at Access LIVE 2025.



Sponsor benefits vary with each selected opportunity. However, all sponsors for this reception will receive:

- *Special recognition on signage throughout the event venue and onstage.*
- *Registered attendee mailing list*
- *First right of refusal to sponsor the same item or event in 2026*
- *Priority preference for exhibit booth and/or Main Street Suite (based on availability).*

Ovation LIVE Host\$295,000

Be the exclusive sponsor of Ovation LIVE 2025 and create an experience that everyone will remember. Your branding will plaster the halls and you will have the chance to design every aspect of the evening, from custom bars to giveaways to special entertainment. This opportunity also includes a LIVE Stage educational session during the week. (Opportunity to have two co-host sponsors at \$150,000 each)

Top Shelf Sponsor Opportunity

Bar Sponsor (limited availability)..... \$50,000

As a bar sponsor, you will be an integral part of shaping an unforgettable closing reception experience. Every drink poured and conversation shared at your bar will be intertwined with your brand's identity, ensuring a memorable experience for all attendees. The custom bar setup offers a canvas to showcase your brand's aesthetics and messaging. From signature drinks to branded item giveaways, make this space your own!

Premium Sponsor Opportunity

Ovation LIVE Entertainment Sponsor.....\$40,000+

Leave Access LIVE attendees with a memorable Denver experience during the closing reception. As the entertainment sponsor, you will introduce the performer(s) and say a few words to attendees at the event. Do you have a high-profile performing artist involved with your brand? This opportunity is perfect for you!

Premium Sponsor Opportunity

VIP Lounge (two available)\$25,000

This sponsorship offers a blank canvas for you to create an environment that reflects your unique style and invites industry leaders, influencers and trendsetters into your custom space. You will have the opportunity to craft an immersive brand experience and engage attendees on a deeper level through interactive elements, demonstrations or experiences. (Interactive experiences are an additional expense, cost pending on activation)

Premium Sponsor Opportunity

Branded Activation & Farewell Gift.....\$15,000 + cost of item

Elevate your brand's presence by sponsoring a dynamic branded activation – think custom cowboy hats, embroidered bandanas, or a cigar rolling station! As the activation sponsor, you'll have the chance to create memorable experiences with branded items that attendees will cherish even after the show is over. This sponsorship includes prominent brand visibility throughout the reception area, logo placement on event materials and giveaway items, and dedicated social media promotion. Position your brand at the forefront of the industry conversation and leave a lasting impression on all attendees with this unique and impactful opportunity.

Reserve Sponsor Opportunity

Main Bar Sponsor \$3,500 (per product)

Your product will be on display and available to order throughout the night at our main bar during the closing reception.

House Sponsor Opportunity



OPENING NIGHT SPONSORSHIP OPPORTUNITIES

Celebrate LIVE (Monday, February 3, 2025)

Celebrate LIVE will be the first of many exciting events to take place at Access LIVE 2025. Join us to welcome over 2,600 attendees and be the catalyst for forging lasting connections, sparking innovative ideas, and embracing the dynamic spirit of the industry. Whether you're reconnecting with familiar faces or stepping into this community for the first time, this evening promises to be an unparalleled experience.

Sponsor benefits vary with each selected opportunity. However, all sponsors for this reception will receive:

- *Special recognition on signage throughout the event venue and onstage during event*
- *Registered attendee mailing list*
- *First right of refusal to sponsor the same item or event in 2026*
- *Priority preference for exhibit booth and/or hospitality suite (based on availability).*

Celebrate LIVE Host..... \$200,000

Be the exclusive sponsor of Celebrate LIVE 2025 and create an experience that everyone will remember. Your branding will plaster the halls and you will have the chance to design every aspect of the evening, from custom bars to giveaways to special entertainment. This opportunity also includes a LIVE Stage educational session during the week. (Opportunity to have 2 co-host sponsors at \$100,000 each)

Top Shelf Sponsor Opportunity



Celebrate LIVE Entertainment Sponsor \$25,000+

Create and promote a memorable Denver experience during the opening reception. As the entertainment sponsor, you will introduce the entertainment act and say a few words to welcome attendees to the event. Some ideas include live music or DJ, acrobats, dancers, impersonators and more!

Premium Sponsor Opportunity

Pop-Up Bar Sponsor \$25,000

Have your product(s) showcased at a popular bar or bars from Colorado in a “pop-up” format at our opening reception. Bars will have on-staff mixologists who will be serving custom creations and pairings throughout the evening. You will have the opportunity to work directly with the bar to create a drink that represents your brand identity! Product(s) will also be prominently displayed on the main bar.

Premium Sponsor Opportunity

Main Bar Bottle Drop\$3,500 (per product)

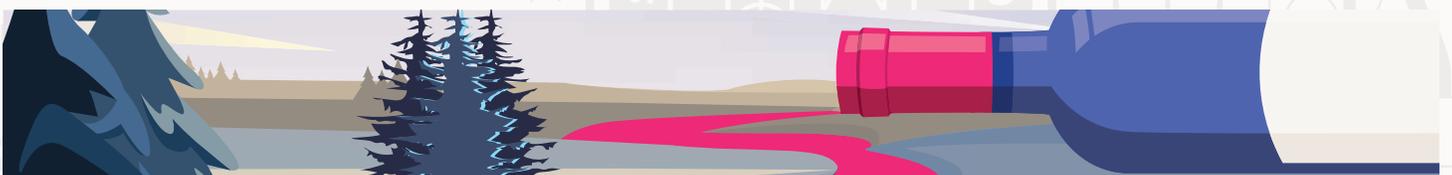
Your product will be on display and available to order throughout the night at our main bar during the opening reception.

House Sponsor Opportunity

Branded Activation & Welcome Gift\$15,000 + cost of item

Help welcome Access LIVE attendees with a Colorado themed gift at Celebration LIVE! Sponsor will have an activation at entrance of the reception, which will be branded with sponsor’s company name and logo + provide the giveaway to attendees! This activation is very customizable and the WSWA team looks forward working with you to ensure the sponsored gift is the right fit for the sponsor and the event!.

Reserve Sponsor Opportunity



ACCESS LIVE SPONSORSHIP OPPORTUNITIES

Top Shelf Sponsor Opportunities

See detailed benefits for Top Shelf sponsor tier on page 22.

Monday Opening General Session\$100,000

Sponsor the Opening General Session on the Main Stage and welcome the 2025 Access LIVE attendees to Denver. You will have the opportunity to greet everyone from stage and play a video about your product or service. If you have an “in-the-bottle product,” your product can be poured at this event. Opportunity to also hand out welcome gifts as attendees enter the session!

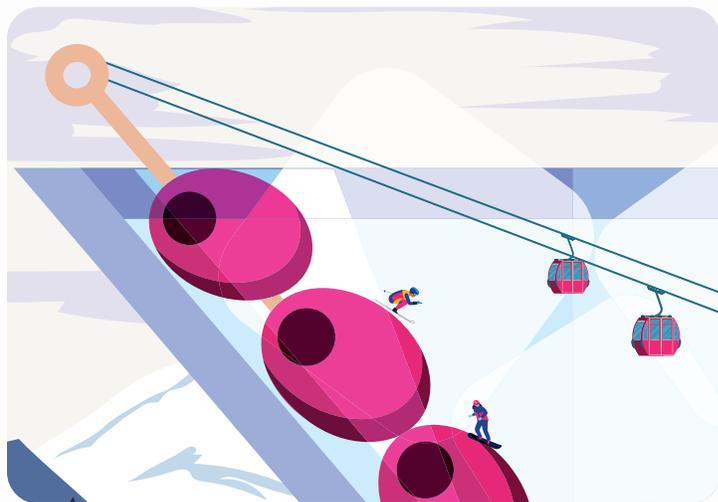
Hosted Lunch in Exhibit Hall\$75,000

(Two available, Tuesday and Wednesday)

Host lunch for attendees in the exhibit hall. Lunch will be served near the LIVE Stage. As the sponsor you will have the opportunity to speak from the LIVE Stage during lunch. If you have an exhibit booth in Access HQ, desserts will be stationed near your booth and if you have an in-the-bottle product, it can be poured during the lunch!.

Wednesday General Session & Breakfast.....\$75,000

Bring your company into the spotlight with a high-visibility promo reel to start the general session! This opportunity allows you to greet the industry on day three of Access LIVE and introduce our keynote speakers. If you have an “in-the-bottle” product, you have the opportunity to host a toast from the stage for all attendees.



ACCESS LIVE SPONSORSHIP OPPORTUNITIES

Premium Sponsor Opportunities

See detailed benefits for Premium sponsor tier on page 23.

Brand Battle Tournament Title Sponsor\$55,000

Let the attendees know who you are before we even get to Denver! With this opportunity, you'll have the chance to sponsor the virtual Brand Battle tournaments leading up to Access LIVE, as well as the final Brand Battle Championship that will be held onstage at Access LIVE. You will also present the award to the winner onstage at the Championship event.

Please note this opportunity cannot be sponsored by an 'in-the-bottle' product.

TASTE \$50,000

Show off your skills, brand and/or non-in-the-bottle product to all three tiers and key industry influencers at this exciting evening event. At TASTE, up to 100 companies will be showcasing their products for an "around the world" tasting experience. As the sponsor, you will help customize your experience at TASTE to promote your brand properly!

NEW! Afterglowstarting at \$40,000

The sky is the limit for this exclusive experience whether you want to host an intimate gathering with an acoustic musician, a fun comedy show or huge blow out party with a DJ or band! You can create your own After Glow to meet your company's vision. Make after-party memories that will last a lifetime.



Access LIVE Welcome Lounge\$25,000

Do you want to be seen at the first touch point experience for all Access LIVE attendees? This is a high-traffic, high-visibility sponsorship opportunity. Greet guests and provide them with a warm welcome to the show that they'll remember long after they are gone. This lounge will be open Monday – Wednesday. *(Set-up is Sunday / Tear-Down is Thursday)*



ACCESS LIVE SPONSORSHIP OPPORTUNITIES

Reserve Sponsor Opportunities

See detailed benefits for Top Shelf sponsor tier on page 24.

Charging Station/Kiosks (Four included)\$20,000

Additional kiosks can be added for an additional cost.

Wellness Lounge \$15,000+

Custom designed by sponsors to provide a place for attendees to relax and unwind. Ideas include hydration IV therapy, oxygen bar, meditation sessions, massage chairs, DIY essential oil bar, yoga sessions and more!

HQ Connect Meet-Ups (limit four)..... \$15,000/ea

Curated, one-hour networking opportunities for like-minded individuals. As a sponsor you have the opportunity to help craft these personalized journeys for Access LIVE attendees.

Media and Brand Battle Contenders Reception \$15,000

Sip some of the most innovative craft products to hit the market as we toast current and former Brand Battle contenders! This invitation-only reception is open to attending media, influencers, 2025 Brand Battle Contenders, the WSWA Board of Directors and past Brand Battle contenders and winners, along with the exclusive sponsor.

Women's Leadership Council (WLC) Reception..... \$15,000

The Women's Leadership Council networking reception brings together the WLC Advisory Board along with other women leaders in the wholesale tier. WLC's mission is to educate, elevate and empower members, as well as industry leaders within the three-tier system, advancing women and providing a platform for the exchange of ideas and knowledge with peers.

Custom Lanyards..... \$15,000

Includes sponsor logo/company name/branding on all Access LIVE attendee lanyards!

Access LIVE Mobile App..... \$12,500

Cyber Café (two available; located in high-traffic areas) \$10,000

Equipped with branded areas to take a phone call or for a one-on-one meeting with new connections.



Quiet Pods \$10,000

Enhance attendee productivity and focus with our Quiet Pods sponsorship. This package includes two state-of-the-art soundproof pods, providing a serene space for business calls and private conversations. Align your brand with innovation and efficiency, offering a valuable service to conference-goers while maximizing your visibility and engagement.

Afternoon Revival..... \$10,000

Elevate the conference experience by sponsoring the “Afternoon Revival” session. This unique sponsorship includes live music in our lounge area, complemented by a selection of refreshing beverages and light snacks. It’s the perfect setting for attendees to unwind, network, and recharge

Branded Content Creation Pop-Up (four available) \$10,000 – \$15,000/ea

Work with the WSWA team and specialty decor design firms to create a unique photo op that will have all attendees lining up!

Freshen Up Amenity Sponsor \$10,000

Create subtle niceties for attendees by decking out the restrooms with high-end amenities and signage that highlight your brand. Includes branded mirror stickers!

Headshot Caféstarting at \$10,000

Who isn't in need of a fresh headshot? This is a great opportunity to offer a professional service while connecting with attendees and meeting new and existing contacts. Makeup artists, photographers and other staff members can wear your company logo on shirts for additional visibility.

Philanthropic Activity Pricing varies

WSWA will work with you to create a meaningful event incorporating a charity you support. Pricing dependent on activity.



ACCESS LIVE SPONSORSHIP OPPORTUNITIES

House Sponsor Opportunities

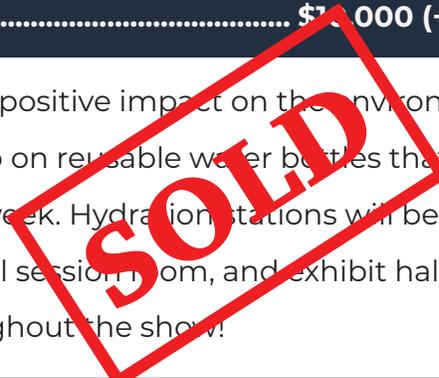
See detailed benefits for Top Shelf sponsor tier on page 25.

NEW! 2025 Step Challenge \$8,500 (+ cost of branded product)

Every year, attendees talk about having taken the most steps at the event! This year, WSWA will make it an official challenge. Who will have the most steps by the end of the show? As the sponsor, you will be promoted every time the Step Challenge is mentioned, through the app, and ultimately have the opportunity to present the winner with an award.

Hydration Station \$7,000 (+ cost of branded water bottles)

Not only is this a way to make a positive impact on the environment, it's also a fun opportunity and chance to include your logo on reusable water bottles that attendees will be walking around with during the entire week. Hydration stations will be located throughout the convention space, in the general session room, and exhibit hall! Opportunity to have your company name branded throughout the show!



Access HQ Break \$7,500+/ea

Surprise and delight all guests in the exhibit hall. Are you an exhibitor? Let's place a station right next to your booth and bring the crowd to you!

- Coffee and Crepes.
- Power Hour with Smoothies and Protein Bars.
- Pretzels and Popcorn.
- Let's get creative!



Wayfinding Digital Signage by Location (Limit eight)\$7,500/ea

Sponsor a wayfinding digital kiosk and have it placed next to your suite or booth. These traffic enhancers were popular tools in 2023 and 2024, helping attendees find brands, locate events, view the schedule and see floor plan layouts. Digital ad of sponsors will be placed on kiosks.

Product Display Case\$5,000

Showcase your entire line of products in a high-traffic zone with a branded display case.

Guest Room Drop\$2,500 (+ cost per delivery per room)

Leave a treat, trinket or branded item with your company logo or custom message for attendees to find in their rooms after they return from dinner.

Sustainability Sponsorship\$2,500+

See more information on this opportunity on page 21.

Thinking Outside the Box?\$2,500+

Let's get creative with gaming options, Metaverse experiences and other activation stations that will surely draw a crowd.



Sustainability

Access LIVE's Sustainability Promise

Access LIVE's Sustainability Promise

WSWA is focused on providing green meetings that are designed, organized and implemented in a way that minimize negative environmental impacts whenever possible. We are also committed to complementing our Member Companies nationwide, who are doing their part in expanding their sustainability practices.

At Access LIVE, we will be shifting to a greener sponsorship platform. Our first change is to eliminate the "swag bags"! We will continue to focus on creating experiences that benefit attendees, provide valuable sponsorship opportunities, highlight new and unique business practices all while being mindful of less paper, less plastic, less trash.

In lieu of registration bags, we are offering a new Sponsorship opportunity that allows us to highlight the industries sustainability efforts.

Sustainability Sponsorship.....\$2,500 + minimum of \$1,000 donation

Are you passionate about making positive CHANGES in the community and for the environment? This is the perfect sponsorship for you! Help us strengthen the industries positive environmental impact by being a Sustainability Sponsor. With this sponsorship we will highlight your brand at the Give Back Activation Station located next to the registration desk and solidify your sustainability message to the entire industry. Have your voice be heard.

Your logo will be placed on token chips that will be handed out to every single attendee. The amount of tokens handed on your behalf will be based on your total donation.

With a minimum of \$1,000, donations from \$1,000 - \$3,000 = 1 tokens per attendee, \$3,001 - \$5,000 = 2 tokens per attendee, and \$5000+ = 3 tokens per attendee.

Each attendee will then take their tokens to the Give Back Activation Station and donate their tokens to the charity that matters most to them.

WSWA is hoping to raise a total amount of \$50,000 to be donated to 3 charities focused on varying industry, environmental and local needs.

Less Filling Landfills

Less Items to Carry

Less Carbon Footprint

Maximize Use of Access LIVE App

SPONSORSHIP LEVELS & BENEFITS

Top Shelf Sponsor

(limited availability)

Starting at \$75,000

Sponsor Benefits: Recognition Spotlight:

- o In the exhibit hall (Access HQ).
- o During Main Stage sessions.
- o Digital signage throughout the convention space.
- o Banner on the WSWA Access LIVE website.

- Highest visibility, most robust engagement.
- LIVE Stage Speaking Opportunity – help shape the content provided at the event.
- **NEW!** Dedicated Sponsorship Steward to assist with coordination of sponsorship logistics.
- Opportunity to include logo and hyperlink from WSWA Access LIVE website to your company website.
- Sponsorship identification on name badge & booth/suite (if applicable).
- Two (2) dedicated emails crafted by sponsor, approved and sent by WSWA to all attendees.
- Registered attendee mailing list.
- Three (3) complimentary registrations.
- First right of refusal to sponsor the same item or event in 2026.
- Priority preference for exhibit booth and/or Main Street suite (based on availability).



SPONSORSHIP LEVELS & BENEFITS

Premium Sponsor

(limited availability)

\$25,000-\$74,999



Sponsor Benefits:

Recognition Spotlight:

- o In the exhibit hall (Access HQ).
- o During Main Stage sessions.

Discount (50%) off additional spotlight opportunities:

- o Digital signage throughout the convention space.
- o Banner on the WSWA Access LIVE website.

- **NEW!** Dedicated Sponsorship Steward to assist with coordination of sponsorship logistics.
- Opportunity to hyperlink from WSWA website to your company website.
- Sponsorship identification on name badge & booth/suite (if applicable).
- One (1) dedicated email crafted by sponsor, approved and sent by WSWA to all attendees.
- Registered attendee mailing list.
- Two (2) complimentary registrations.
- First right of refusal to sponsor the same item or event in 2026.
- Priority preference for exhibit booth and/or Main Street suite (based on availability)



SPONSORSHIP LEVELS & BENEFITS

Reserve Sponsor

\$10,000-\$24,999

Sponsor Benefits:

Recognition Spotlight:

- o In the exhibit hall (Access HQ).
- o During Main Stage sessions.



- Sponsorship identification on name badge and booth/suite (if applicable).
- Registered attendee mailing list.*
- One complimentary registration.
- First right of refusal to sponsor the same item or event in 2026.
- Priority preference for exhibit booth and/or Main Street suite *(based on availability)*.

**Mailing list does not include email addresses.*



SPONSORSHIP LEVELS & BENEFITS

House Sponsor

\$2,500-\$9,999

Sponsor Benefits:

Recognition Spotlight:

- o In the exhibit hall (Access HQ).
- o During Main Stage sessions

- Sponsorship identification on name badge.
- Registered attendee mailing list.*
- First right of refusal to sponsor the same item or event in 2026.
- Priority preference for exhibit booth and/or Main Street suite (*based on availability*).

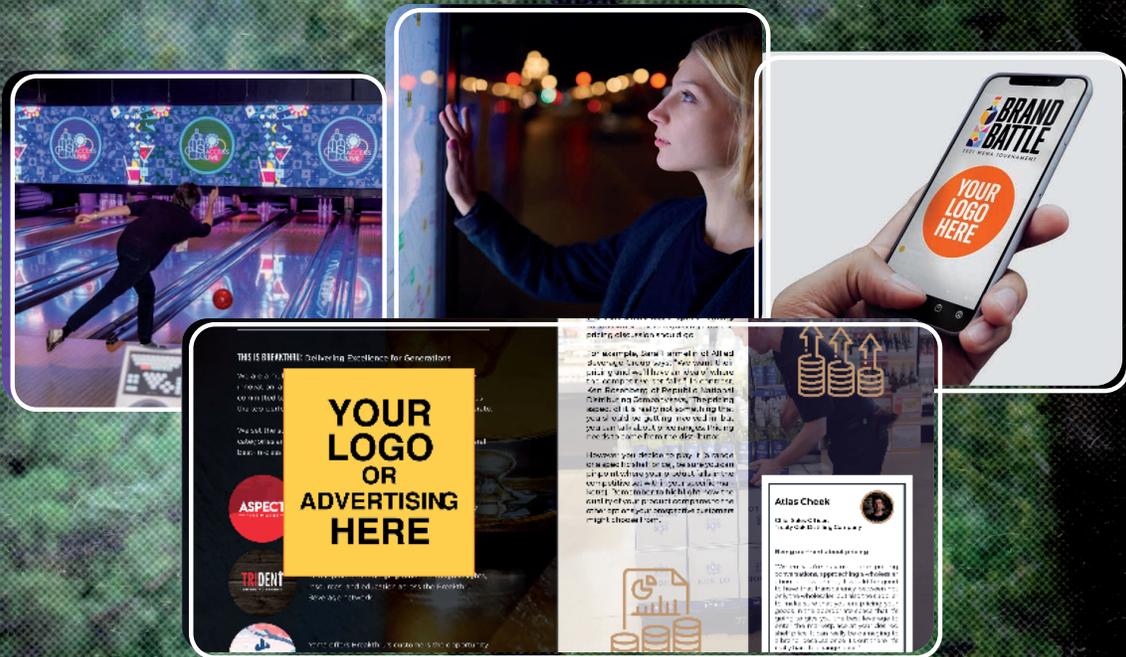
**Mailing list does not include email addresses.*



Advertising Opportunities

AD HOC ADVERTISING OPPORTUNITIES

- ACCESS CRAFT PLAYBOOK
- WSWA DAILY NEWSLETTER
- ACCESS LIVE WEBSITE
- DIGITAL ADS AT ACCESS LIVE
- CLOUD TOUCH DIRECTORY AD (INTERACTIVE SHOW MAP/INFO ON SITE)



Thinking Outside the Box?

Let's get creative with gaming options, Metaverse experiences and other activation stations that will surely draw a crowd.





SPONSORSHIP REQUEST FORM

Please send the following information to Molly Fontaine, WSWA’s Director of Sales and Business Development at molly.fontaine@wswa.org, specifying...

NAME:

TITLE:

COMPANY:

MAILING ADDRESS:

CITY:

STATE: **ZIP:**.....

COUNTRY (IF OUTSIDE OF THE US):.....

CELL PHONE:

EMAIL:

PREFERRED SPONSORSHIP OPPORTUNITY:
.....

SECOND OPTION:
.....



Questions?



If you have any questions or are interested in creating a custom experience or sponsorship that best fits your needs, please contact:

MOLLY FONTAINE

Director, Sales and Business Development

Direct: (603) 667-3904

molly.fontaine@wswa.org

