BIENNIAL PINK BOOTS SOCIETY CONFERENCE
15TH ANNIVERSARY

FEBRUARY 17TH - 19TH, 2022
CHARLOTTE, NC

Sponsorship Opportunities
Pink Boots Society is the fundamental, leading resource for women fermented beverage professionals. We are a 501(c)(3) non-profit organization that assists, inspires and encourages women industry professionals to pursue their passions through furthering their education and advancing their careers.

Our organization focuses on building community and breaking down barriers for women in the fermented beverage industry. We encourage collaboration, inclusion, and resource building. We work with our community partners to create scholarships every year that enable our members to follow their passions.

By providing educational opportunities that allow our members to pursue a career they’re passionate about, the Pink Boots Society supports women in their goals to gain knowledge and skills that drive innovation across the industry.

Since Pink Boots Society’s inception, the cultural landscape has changed a bit, with more women making and consuming beer than ever before. However, women are vastly outnumbered and underrepresented in the industry, and these educational and conferencing opportunities are critical to professional development and advancing the industry.
WHY SPONSORSHIP MATTERS

The Biennial Pink Boots Society Conference is an intimate and informative gathering that provides a unique opportunities for women in fermentation to learn from, be inspired by, and in community with other women in the industry.

In addition to the bright minds that plan, execute and create and present content, the Biennial Pink Boots Society Conference would not be possible without sponsorship support from our industry peers.

Continue reading to check out the wide variety of sponsorship opportunity we’re offering for 2022. Don’t see any that feel like a good fit? Let’s talk about a customized sponsorship that’s crafted for your organization!

"Pink Boots Society has been the core support system and primary resource for so many women like myself in our industry. PBS is an ecosystem for change, continuing to evolve with members needs. The 15th Anniversary Conference is important in that if provides a safe space for members to celebrate and exchange our collective knowledge. Personally, I've been looking for this, our 3rd conference, for years!" - Jen Jordan PBS President
Pink Boots Society members are the female movers and shakers in the fermented/ alcoholic beverage industry. We make fermented beverages with the highest possible quality. Not only do we make the beverages but we also own the companies, package the product, design the labels, serve the drinks, write about them and cover just about any aspect of the beer/ fermented/ alcoholic beverage industry. As a sponsor you will gain access to the women making decisions in the industry, including PBS industry partners and our membership. As you can see, PBS members work in all aspects of the alcohol/ fermented beverage industry, holding many different jobs, with influences throughout the industry.

**Membership by Industry Section**
- Distributor - 65
- Manufacturer - 1342
- Other - 293
- Retail - 166
- Service Provider - 201

**Membership by Job Category**
- Admin/ HR Support - 101
- Brewer - 428
- Front of House - 360
- Marketing - 206
- Other - 355
- Owner - 410
- Sales - 174
- Student - 47
15TH ANNIVERSARY

2022 is the Pink Boots Society's 15th Anniversary. We are expecting record attendance at the conference due to the anniversary.

DEMOGRAPHICS

On all media platforms, our followers consist of 70% of Women and 30% of Men. The most common age range is 25 - 34 years old.

THE NUMBERS

Membership 2300+
Social Media Following
Instagram 24.4K
Twitter 8K
Facebook 7.2K
Newsletter 7.5K
International Chapters 76 & growing

Fun Facts

Instagram: @PinkBootsSociety
Twitter: @PinkBootsBeer
Facebook: facebook.com/pinkbootssociety
LinkedIn: linkedin.com/company/pinkbootssociety
SPONSORSHIP OPPORTUNITIES

We can't do it without you! Great partnerships make this organization possible. Check out some of our offerings and let us craft you the partnership of your dreams!

- Logo on conference materials
- Logo on conference website
- Logo on mobile app
- Display table at the conference
- Customized email blasts
- Social media posts
- Featured blog
- Branded giveaways added to attendee bags
- Opportunity to address conference attendees
- VIP passes to evening events
- Access to attendee list post-event
TITLE SPONSOR
$7,500 / 2 Available

Gain recognition as a key supporter of women in the fermented beverage industry by being the title sponsor of the 2022 PBS Conference. This opportunity will guarantee the highest level of exposure and engagement activations across the 2 day event and ensure that your company is the one everyone is talking about post-event. Only two title (non-competing companies) sponsorship opportunities are available for this event, so if you are interested, act now! Benefits to this level of sponsorship include:

- Your name and logo on the conference website, conference signage and mobile app.
- Opportunity to welcome attendees at the start of the conference.
- Two complimentary conference passes for company representatives (must share registration details with PBS Conference representative prior to the event).
- One 6 foot table for sponsor exhibit activation with one exhibitor pass.
- Custom email blasts sent to conference attendees at an agreed upon scheduled date
- Logo on orientation email sent to all attendees prior to the conference.
- Two complimentary VIP tickets to Thursday evening reception.
- Two featured social media posts leading up to the conference.
- Opportunity to include one branded marketing material in the attendee bag.
- Attendee list provided to sponsor post event.

pinkbootssociety.org
The Pink Boots conference is going high tech this year. Instead of the usual printed program, we have a mobile app. Get your company in front of the eyes off all the attendees and presenters by sponsoring our the 2022 PBS conference mobile app.

- Sponsor's name and logo on the mobile app, conference website and conference signage
- Opportunity to include one branded company marketing material in the attendee bag.
- One complimentary conference pass for company representatives (must share registration details with PBS Conference representative prior to the event).
- Two complimentary VIP tickets to Friday evening reception.
- One 6 foot table for sponsor exhibit activation with one exhibitor pass.
- Attendee list provided to sponsor post event.

**MOBILE APP SPONSOR**

$4,000 / 1 Available
THURSDAY RECEPTION SPONSOR

$3,000 / 1 Available

Be the host (or the hostess) with the mostest by sponsoring the Thursday night festivities. This is a high profile event that nobody will miss! Your company will be prominently featured as the host throughout the event. Benefits include:

- Opportunity to welcome attendees and introduce your company on the mic during Thursday night's event.
- Sponsor's name and logo featured on conference website, mobile app and signage at Thursday's event.
- Five complimentary tickets to Thursday's evening reception.
- Custom email blasts sent to conference attendees at an agreed upon scheduled date
- One 6 foot table for sponsor exhibit activation at Thursday's event.

LUNCH SPONSOR

$3,000/ 2 Available

Get attendees' undivided attention while they munch on lunch. Grab the mic for a quick Lunch & Learn session, sharing all the amazing details about you company.

- Opportunity to present a 10 minute educational session (subject to PBS Education Committee approval) or activity to all attendees during a conference lunch.
- Sponsor's name and logo on conference website and mobile app.
- One complementary conference pass for company representatives (must share registration details with PBS committee prior to event).
- Opportunity to brand the lunch room with signage, promotional materials and table tents with PBS approval.

ATTENDEE BAG SPONSOR

$2,500 / 1 Available

Let your brand go home with all attendees after the conference when you provide the eco-friendly reusable tote bags. Benefits include:

- Sponsor's logo on the bag distributed to all attendees.
- Sponsor's name and logo featured on conference website, mobile app and conference signage.
- Insert up to three pieces of branded giveaway items or company literature in the bag.

LANYARD SPONSOR

$2,000 / 1 Available

Your brand will be in front of everyone at the conference when you brand the lanyards that all attendees and exhibitors will be wearing. Benefits include:

- Sponsor's logo on the lanyards and name badges.
- Sponsor's name and logo featured on conference website, mobile app and conference signage.
REGISTRATION SPONSOR

$1,500 / 1 Available

Make sure your brand is the first brand our attendees see, when you become our registration sponsor. Benefits include:

- Your company logo on the registration emails sent out to all attendees when they sign up for the conference.
- Company name listed on the conference website.

EXHIBITOR SPONSOR

$1,250 / as space allows

Is your product or service tangible? Set up a trade show table at our conference. Network with the conference attendees, speakers and other exhibitors. Let everyone get to know you and your brand.

- 1 six foot table for sponsor exhibit activation and one exhibitor pass.
- Ability to offer a giveaway on Friday to generate more traffic to your table.
- Company name listed on conference website.
CRAFT THE SPONSORSHIP PACKAGE OF YOUR DREAMS

We have listed some suggestive engagement ideas, however, if you have any other ideas or opportunities, we are happy to develop a customized program that works for you.

SPONSOR TICKET GIVEAWAY $500

Get your brand in front of folks before they even get to the conference. Send two lucky PBS members on a full ride to this year's conference by hosting a ticket giveaway via your social media channel. Benefits include:

- Your company logo on giveaway promotional materials.
- Social media promotion on the giveaway.
- One complimentary registration for each of the two winners.
- Selected winners must be current dues-paying PBS members to qualify for the complimentary registration.
For more information contact: 
meetings@pinkbootssociety.org

Sponsorships may be made online at 
https://www.pinkbootssociety.org/donate/
and by checks made payable to:

  Pink Boots Society
  3352 Sherman Court
  Suite 202
  St. Paul, MN 55121

Full payment is due at the time of acceptance for all sponsorship