



## **Event Fact Sheet**

**Event:** Wine & Spirits Wholesalers of America (WSWA) in partnership with Responsibility.org’s Foundation for Advancing Alcohol Education (FAAE) will host the inaugural Champions of Responsibility Awards Dinner on Tuesday, October 15 from 6:00 pm to 9:00 pm at The Ritz-Carlton, Washington, DC. The dinner is expected to bring together more than 500 people and will include a reception, dinner, and award presentations recognizing honorees for their work to keep alcohol out of kids’ hands and/or who encourage kids to say “no” to underage drinking.

Proceeds from ticket sales and sponsorships will go to Responsibility.org’s Foundation for Advancing Alcohol Education and will be used to keep kids safe and alcohol-free in communities across the country.

Event website: [www.responsibility.org/champions](http://www.responsibility.org/champions)

**About:** The Foundation for Advancing Alcohol Education (FAAE) is a 501(c)(3) organization created to further the leadership of Responsibility.org in the classroom through teachers and education communities. FAAE brings experts together to develop and disseminate information and public awareness communications designed to educate adults and kids about alcohol responsibility and the dangers and negative consequences of underage drinking.

Responsibility.org has taken its educational programming, such as Ask, Listen, Learn: Kids and Alcohol Don’t Mix to six countries, including the U.S. and Canada, and has reached more than 140 million teachers, students and parents since its inception in 2004.

The Foundation for Advancing Alcohol Education has the highest commitment to further increase conversations about the dangers of underage drinking, with the hopes that it continues to lower the number of kids that drink underage.

Visit the website here: <https://asklistenlearn.org/educational-advisory/>



**Date:** Tuesday, October 15, 2019

**Time:** 6:00-7:00 pm VIP/Sponsor Reception  
6:30-7:00 pm General Reception  
7:00-9:30 pm Awards Dinner

**Location:** The Ritz-Carlton Washington, DC  
1150 22<sup>nd</sup> Street, NW  
Washington, D.C.

**Hosted by:** The Foundation for Advancing Alcohol Education (FAAE),  
Responsibility.org, and the Wine & Spirits Wholesalers of America (WSWA).

**Tables:** \$7,500 per table (10 guests)

**Tickets:** \$750 per person for General Reception and Dinner

**Payment:** By Credit Card or Check/Checks should be made payable to:  
The Foundation for Advancing Alcohol Education (FAAE)  
ATTN: Champions of Responsibility Awards Dinner  
2345 Crystal Drive, Suite 710  
Arlington, VA 22202

**For information on sponsorship opportunities, please contact:**  
Stacey Lukens, [Stacey@thelukensgrp.com](mailto:Stacey@thelukensgrp.com) or 703.980.7513

**For event information, please contact:**  
Cindy Nachman-Sanders, [Cindy.Nachman-Senders@swa.org](mailto:Cindy.Nachman-Senders@swa.org) or 202.243.7510

**Press inquiries should be directed to:**  
Leslie Kimball, [Leslie.Kimball@Responsibility.org](mailto:Leslie.Kimball@Responsibility.org) or (202) 445-7122  
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*The Foundation for Advancing Alcohol Responsibility (EIN 47-4076712) is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Contributions to The Foundation for Advancing Alcohol Responsibility are tax deductible to the extent permitted by law. Contributors will receive written disclosures including the value of goods and services received.*



## **Sponsorship Opportunities and Benefits**

### **Founding Dinner Sponsor - \$100,000 (limited to two):**

- Permanent position as a Founding Sponsor of the Champions of Responsibility Awards Dinner
- Permanent logo placement on the Foundation for Advancing Alcohol Education website
- One (1) minute remarks from the podium during the awards program\*
- Company logo placed on Champions of Responsibility award
- Company representative to participate in the award presentation during the event
- Four (4) guests seated at a VIP speaker's table
- Three (3) premium placed tables (*seating for thirty (30) guests*)
- Twenty (20) invitations to the VIP/Sponsor Reception
- Photo opportunities with program participants at the VIP/Sponsor Reception
- Premier placement of company logo on event website with hyperlink to company's website
- Premier placement of company logo on all event signage
- Premier placement of company logo on all multi-media screens during the event.
- Company logo and description placed in a premium position in all printed awards dinner materials
- Full-page back cover ad in printed program
- Recognition from the podium during dinner
- Opportunity to place one piece of collateral material on each guest chair
- Branded give-away for all dinner guests\*\*
- Social media mentions during event promotion
- Recognition during event promotion in email communications
- First right of refusal for 2020 Lead Sponsorship
- One (1) Company representative to serve a 3-year term on the nomination committee for future Champions of Responsibility Award Dinners

*\*message subject to approval*

*\*\*subject to cost and production time constraints*

### **Platinum/VIP Reception Sponsor - \$75,000 (limited to four):**

- One (1) minute remarks at the VIP/Sponsor Reception\*
- Three (3) premium placed tables (*seating for thirty (30) guests*)
- Two (2) guests seated at a VIP speaker's table
- Ten (10) invitations to the VIP/Sponsor Reception
- Photo opportunities with program participants at the VIP/Sponsor Reception
- Premier placement of company logo on event website with hyperlink to company's website
- Premier placement of company logo on all event signage
- Premier placement of company logo on all multi-media screens during the event
- Company logo and description placed in a premium position in all printed awards dinner materials
- Full-page ad in printed program
- Recognition from the podium during dinner
- Opportunity to distribute branded item to all dinner guests\*\*\*
- Social media mentions during event promotion
- Recognition during event promotion in email communications
- First right of refusal for 2020 Platinum Sponsorship
- One (1) Company representative to serve on the nomination committee for the next Champions of Responsibility Award Dinner

**\*\*\*item subject to approval**

### **Gold/General Reception Sponsor - \$50,000 (limited to six):**

- Two (2) premium placed tables (*seating for twenty (20) guests*)
- Four (4) invitations to the VIP/Sponsor Reception
- Two (2) guests seated at a speaker's table
- Photo opportunities with program participants at the VIP/Sponsor Reception
- Placement of company logo on event website with hyperlink to company's website.
- Placement of company logo on all event signage
- Placement of company logo on all multi-media screens during the event
- Company logo and description placed in all printed awards dinner materials
- Full-page ad in printed program
- Recognition from the podium during dinner
- Opportunity to distribute branded item to all dinner guests\*\*\*
- Recognition during event social media mentions
- Recognition during event promotion in email communications
- First right of refusal for 2020 Gold Sponsorship
- One (1) representative to serve on the nomination committee for the next Champions of Responsibility Award Dinner

**\*\*\*item subject to approval**

## **Silver/Community Table Sponsor - \$25,000:**

- One (1) premium placed table (*seating for ten (10) guests*)
- Two (2) invitations to the VIP/Sponsor Reception
- One (1) donated table of ten (10) for community partner
- Photo opportunities with program participants at the VIP/Sponsor Reception
- Placement of company logo on event website with hyperlink to company's website
- Placement of company logo on event signage
- Placement of company logo on multi-media screens during the event
- Company logo and description placed in printed awards dinner materials
- Half-page ad in printed program
- Opportunity to distribute branded item to all dinner guests\*\*\*
- Recognition during event social media mentions
- Recognition during event promotion in email communications

**\*\*\*item subject to approval**

## **VIP Table/Bronze Sponsor - \$10,000:**

- Reserved table seating for ten (10) individuals
- Two (2) invitations to the VIP/Sponsor Reception
- General Reception for ten (10) individuals
- Photo opportunities with program participants at the VIP/Sponsor Reception
- Recognition (no logo) on event signage and materials
- Recognition (no logo) in the printed awards dinner materials

**Tables:** \$7,500 per table (Dinner seating for ten (10) guests and General Reception)

**Tickets:** \$750 per person for General Reception and Dinner

**Payment:** By Credit Card or Check/Checks should be made payable to:  
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The Foundation for Advancing Alcohol Responsibility (EIN 47-4076712) is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Contributions to The Foundation for Advancing Alcohol Responsibility are tax deductible to the extent permitted by law. Contributors will receive written disclosures including the value of goods and services received.