



RESPONSIBILITY.ORG

CONFIDENTIAL FORM

# Responsibility.org Board of Directors and Responsibility.org Applicants



# Application

## Primary Business Category (Please check only one.)

**Distilled Spirits Producer, Importer, Marketer** (complete Section A below)

**Wholesaler, Retailer, Supplier, Marketer, Importer, etc. Engaged in Production or Sales of Alcohol Beverages**  
(complete Section B below)

**Non-Alcohol Beverage Entity** (complete Section C below)

**All companies must complete their specific Section (A,B, or C) as well as Section D and E below.**

### Section A:

#### Distilled Spirits Producer, Importer, Marketer

|   |    |
|---|----|
| Total (100%) stripped sales of U.S. products, all foreign products bottled in the U.S., distilled spirits imported in bottles from any foreign country or brought into the U.S. from Puerto Rico or the Virgin Islands in bottles | \$ |
| Eighty-five percent (85%) of stripped sales of bulk spirits sold under bottling arrangements  | \$ |
| Eighty-five percent (85%) of stripped sales of bulk whiskey   | \$ |
| Sixty-seven percent (67%) of stripped sales of high proof spirits   | \$ |
| Total adjusted stripped sales (Sum of items #1 – 4) for 2024  | \$ |

### Section B:

#### Wholesaler, Retailer, Supplier, Marketer, Importer, etc. Engaged in Production or Sales of Alcohol Beverages (Select Business Category)

Beer/Wine

Wholesaler

Restaurant/Retailer

Supplier

Other

If Other, what kind?

Total U.S. Revenue for 2024

\$

### Section C:

#### Non-Alcohol Beverage Entity

Total U.S. Revenue for 2024 \$

### Section D:

#### Partnership Level

Board of Directors

Responsibility Champion

Responsibility Associate

## Section E: Company/Personal Information

Company Name:

Company Address:

Company Website:

Submitted By:

(Name)

Title:

Date:

Applicant Signature:

(Company Representative of Responsibility.org Board of Directors or Responsibility Champion)

Approver Signature:

(Responsibility.org Staff)

**Please return completed form to:**

**Maureen Dalbec**

Chief Operating Officer & SVP, Research and Programs

[maureen.dalbec@responsibility.org](mailto:maureen.dalbec@responsibility.org)

**Send Email**

**IMPORTANT, PLEASE READ:**

## Responsibility.org Dues Assessment Policy

Adopted March 26, 2025

In accordance with Article II, Section 1 of the Foundation for Advancing Alcohol Responsibility (FAAR, aka Responsibility.org) bylaws, this document shall constitute the Dues Assessment Policy. For the purpose of calculating dues and special assessments, all parent and subsidiary companies, all affiliated companies, and all companies under substantially the same control or management shall be considered as a group, and membership of one company shall require payment on the basis of the aggregate business of all members of the group.

Prior to each Responsibility.org fiscal year, the Board shall approve the total amount of dues to be collected. Those dues and any special assessments shall be apportioned according to the formulas detailed below.

### Section A. Board of Director Funders:

#### I. Distilled Spirits Producer, Importer, and Marketer Dues

This section applies to all Distilled Spirits Producers, Importers, and Marketers having stripped sales equal or exceeding \$150,000,000. These Dues shall be apportioned according to each company's spirits stripped sales from two years prior (for example, the 2025 dues shall be calculated based on the 2023 stripped sales). These dues shall be invoiced and paid on a monthly basis.

**Stripped Sales Defined:** Stripped sales are a measure of revenue that a company derives from the sale of distilled spirits, after the various alcohol taxes are paid, including: 1) Federal Excise Tax (FET), 2) import duties and, in some instances, 3) state beverage taxes.

**Stripped Sales Calculation:** Gross Revenues from sales in the United States, less (1) Internal Revenue Taxes; (2) Import Duties; and (3) State Beverage Taxes. Provided, that the sales tax of bulk whisky and high proof spirits shall be reduced to 85 percent and 67 percent, respectively, of the total.

**Dues Floor:** There is a minimum annual contribution of \$100,000.

- **Exception:** Any Director Board Funder admitted on or before March 2025, shall be grandfathered in and exempt from this requirement for at least three (3) years.

**Dues Ceiling:** No individual funder's dues may exceed 35% of the overall annual dues collected by the organization.

**Ramp Up:** During a ramp up period, a Director Board Funder shall pay 50% of regular dues or the dues floor of \$100,000 annual dues, whichever is greater.

- **Admission before July 1:** If a Director Board Funder is approved before July 1, they shall owe dues on a pro-rated 50% ramp up for the remainder of that year and for the following full year.
- **Admission on or after July 1:** If a Director Board Funder is approved on or after July 1, they shall owe dues on a pro-rated 50% ramp up for the remainder of that year and for the following two years.

**Mergers and Acquisitions:** Any member in good standing that acquires another entity or brand generating \$150 million or more in stripped sales, the dues of which are not already accounted for by another member company in the calculation of its dues, may adopt the extended dues payment structure outlined in the "Ramp Up" upon approval of the Board of Directors. If a member acquires a brand or entity already accounted for by another member company, one hundred percent of dues associated with the acquired entity or brand shall be paid.

## II. Wholesaler, Retailer, and Other Companies Engaged in Business Directly Related to the Production and/or Sale of Alcohol Beverages

This section applies to Wholesalers, Retailers, Beer or Wine Suppliers, Marketers, or Importers, and other companies engaged in business directly related to the production and/or sale of alcohol beverages. These Dues shall be apportioned according to the equivalized sales formula, which is applied the company's revenue from two years prior (for example, the 2025 dues shall be calculated based on the 2023 revenue). Distilled Spirits Producers, Importers, and Marketers are not eligible for this category. These dues shall be invoiced and paid on a monthly basis.

**Equivalized Sales Formula:** Contributions will be based on "Equivalized Revenue," a calculation developed from self-reported U.S. sales revenue multiplied by a set alcohol margin variable. Each membership category segment has an assigned margin variable.

| Category              | Revenue Multiplier |
|-----------------------|--------------------|
| Spirits               | 100%               |
| Beer/Wine             | 67%                |
| Wholesalers           | 25%                |
| Restaurants/Retailers | 25%                |
| Suppliers             | 33%                |
| Other*                | 100%               |

\*At Board Discretion

| Equivalized Revenue      | Board Voting Member (\$) | Responsibility Champion (\$) |
|--------------------------|--------------------------|------------------------------|
| \$9.5B or more           | \$3,500,000              | \$1,750,000                  |
| between \$8B and <\$9.5B | \$3,050,000              | \$1,525,000                  |
| between \$6B and <\$8B   | \$2,250,000              | \$1,125,000                  |
| between \$4B and <\$6B   | \$1,450,000              | \$725,000                    |
| between \$3B and <\$4B   | \$1,050,000              | \$525,000                    |
| between \$1B and <\$3B   | \$500,000                | \$250,000                    |
| Less than \$1B           | \$100,000                | \$50,000                     |

**Dues Floor:** There is a minimum annual contribution of \$100,000.

- Exception:** Legacy Funders (Board Members as of March 2025) will continue to have contributions calculated under the existing system (spirits stripped sales) until 30% of the revenue from Board Member contributions is generated by beer and wine stripped sales (from new members). At that time, the Board shall determine how and when the Legacy Members' beer and wine sales shall be calculated and included in their contribution.

**Ramp Up:** During a ramp up period, a Director Board Funder shall pay 50% of regular dues or the dues floor of \$100,000 annual dues, whichever is greater.

- Admission before July 1:** If a Director Board Funder is approved before July 1, they shall owe dues on a 50% ramp up for the remainder of that year and 100% for the following full year.
- Admission on or after July 1:** If a Director Board Funder is approved on or after July 1, they shall owe dues on a pro-rated 50% ramp up for the remainder of that year and for the following two years.

## Section B. Responsibility Champions and Associates:

This section is open to organizations demonstrating a commitment to Responsibility.org's missions. Distilled Spirits Producers, Importers, and Marketers having annual U.S. spirits stripped sales between \$30,000,000 and \$150,000,000 are eligible for Responsible Champion category. Dues shall be calculated based on the equivalized sales formula. These dues shall be invoiced and paid on a quarterly basis.

**Equivalized Sales Formula:** See above Section A(II) for Responsibility Champions.

**Dues Floor:** Responsibility Champions shall commit to a minimum of a two (2) year term, with a minimum floor of \$50,000 in annual dues.

## Section C. Responsibility Champions and Associates:

The Responsibility Associate level is open to organizations with annual revenue under \$1B and which demonstrate a commitment to Responsibility.org's missions. These contributions shall be invoiced and paid on an annual basis.

**Contribution Formula:** see chart below.

| Revenue                          | Contribution |
|----------------------------------|--------------|
| \$500,000,000 to \$1,000,000,000 | \$25,000     |
| \$250,000,000 to 500,000,000     | \$15,000     |
| \$0 to \$250,000,000             | \$10,000     |

## Section D. Craft Spirits Supporters:

Craft Spirits Supporters shall be those Spirits Producers, Importers, and Marketers having stripped sales below \$30,000,000. First year contributions are prorated, and dues are assessed in January annually based upon the stripped sales from two years prior (for example, 2025 dues will be based upon 2023 stripped sales).

**There are three contribution levels in the Craft membership:**

- Level 1:** Stripped sales under \$5,000,000 shall pay an annual dues of \$500.
- Level 2:** Stripped sales more than \$5,000,000 and less than \$10,000,000 shall pay an annual dues of \$1,000.
- Level 3:** Stripped sales more than \$10,000,000 and less than \$30,000,000 shall pay an annual dues of \$1,500.