

. RAISE YOUR PROFILE .

2023

# SPONSORSHIP & ADVERTISING

GUIDE



# YOUR TARGET MARKET, OUR LOYAL MEMBERS.



The people who attend ACE events and read Ethanol Today are engaged and informed. They recognize a trustworthy brand when they see one. They reward industry participation and support.

Elevating your brand by sponsoring and advertising with ACE allows your company to leverage our well-woven web of print, electronic, and social media. A variety of platforms will deliver your company imagery and message directly to your target audience.

## WASHINGTON, D.C. FLY-IN

MARCH 29-30, 2023

*Washington, D.C.*

This D.C. lobbying event draws industry leaders of the highest caliber. Plant owners, managers, employees, corn growers, fuel retailers, ethanol industry suppliers, and others rally together for this two-day event on Capitol Hill, taking hundreds of meetings with members of Congress and sessions with key Administration officials.

[www.ethanol.org/events/fly-in](http://www.ethanol.org/events/fly-in)

## ACE CONFERENCE

AUGUST 23-25, 2023

*Minneapolis, MN*

The ACE Conference is a must-attend event for industry leadership. Relaying timely updates on public policy, market development, board of director training, and much more, this event combines the detail of high-level training courses with all the fun of a family reunion.

[www.ethanol.org/events/conference](http://www.ethanol.org/events/conference)

**DEVELOP BRAND RECOGNITION**

**INCREASE PRODUCT VISIBILITY**

**BUILD LOYALTY**

**TAP NEW MARKETS**

**BE VIEWED AS AN INDUSTRY LEADER**

**TAKE ADVANTAGE OF AFFORDABLE,  
STRATEGIC MARKETING  
OPPORTUNITIES**

**GET YOUR MESSAGE IN FRONT OF  
ETHANOL PLANT DECISION-  
MAKERS AT ALL LEVELS**

*"This was an excellent conference to get together with colleagues and learn about new topics and technologies that are helping to improve the industry as we move into the next stage of development."*

**- Ryan Brock, Lallemand Biofuels & Distilled Spirits,  
2022 ACE Conference Attendee**

*"I always look forward to this conference as it focuses on the decision-makers from each company coming together in a networking friendly environment that ACE creates for us."*

**- Natalie Mason, Gevo, 2022 ACE Conference Attendee**

# MAXIMUM REACH. MINIMUM EXPENSE.

## SPONSOR + ADVERTISE = SAVE

Sponsor one event	Price listed
Sponsor two events	10% discount on both sponsorships
Advertise in Ethanol Today	Prices listed
Sponsor AND advertise in Ethanol Today	10% discount on ads and sponsorship

## FLY-IN SPONSORSHIPS

Breakfast (2 available)	\$3,500
Lunch	\$5,000
Capitol Hill Reception	\$8,000
Coffee Break	\$2,500
Pens/Notepads	\$5,000
WIFI	\$5,000
Media Underwriter	\$5,000
Supporting Sponsor	\$2,500

Contact Anna Carpenter at  
[acarpenter@ethanol.org](mailto:acarpenter@ethanol.org) or  
 605-306-6142 with questions or to  
 reserve your sponsorship and ad space.

## CONFERENCE SPONSORSHIPS

Welcome Reception	\$8,000
Networking Reception	\$6,000
Lunch	\$7,500
Refreshment Break (3 available)	\$3,500
Breakfast (2 available)	\$5,000
Name Badge Lanyards	\$7,500
Notebooks & Pens	\$5,000
Tote Bags	\$5,000
Pocket Agenda	\$5,000
General Session WIFI	\$5,000
Premier/Gold/Silver Sponsorship	\$5,000/\$4,000/\$3,000

**DISPLAY BOOTH ONLY \$2,000**



## SPONSORSHIP BENEFITS

- 1 One complimentary conference registration per \$2,000 spent
- 2 Complimentary ad in conference guide (third page for sponsorships under \$5,000, full page for \$5,000 and over)
- 3 Company flyer, brochure or giveaway item in all ACE conference tote bags
- 4 Company logo on event signage
- 5 Logo and company contact information in event publication
- 6 Space and table for company display at ACE Conference (for \$5,000 packages and higher)
- 7 Verbal recognition at event
- 8 Company logo on ACE website
- 9 Recognition in email marketing of the event
- 10 List of conference attendees post-event

# ETHANOL TODAY ADVERTISING

*Ethanol Today* magazine is respected in the industry as a leading source of timely, in-depth information about the people, policies and issues driving ethanol production and use in America. It's published six times per year and the print edition has a circulation of around 2,000 per issue, including delivery to all U.S. ethanol production plants, all ACE members, industry friends, and all members of Congress, not to mention a wide variety of industry events throughout the year. *Ethanol Today* is also available in a fully-integrated digital format to the public at [www.ethanoltoday.com](http://www.ethanoltoday.com).

## ISSUE THEMES\*

Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Plant Innovation & Optimization	New Markets & Uses for Ethanol & Coproducts	Carbon Collaborations	E15 & Higher Ethanol Blends Market Development & Infrastructure	Clean Fuel Policy & Ethanol on Capitol Hill	Exports Outlook

\*Contact Katie Muckenhirn for the 2023 Editorial Calendar

## PRINT RATE CARD AND SIZES

All prices are net. Members of the American Coalition for Ethanol (ACE) at the Associate or Voting levels qualify for the Member advertising rate.

<b>COVER RATES</b> <i>(Premium Placement)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b>	\$2,850	\$3,420	\$2,100	\$2,520	\$1,725	\$2,070
<b>DOUBLE-TRUCK SPREAD</b> <i>(Bleeds &amp; no bleeds)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 17 x 11 in. 16 x 10 in.	\$4,000	\$4,800	\$2,800	\$3,360	\$2,400	\$2,880
<b>HALF-PAGE SPREAD</b> <i>(Bleeds &amp; no bleeds)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 17 x 5 in. 16 x 5 in.	\$2,500	\$3,000	\$1,750	\$2,100	\$1,500	\$1,800
<b>FULL PAGE</b> <i>(Bleeds &amp; no bleeds)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 8.5 x 11 in. 7.5 x 10.5 in.	\$2,500	\$3,000	\$1,750	\$2,100	\$1,500	\$1,800
<b>2/3 PAGE</b> <i>(Horizontal, Vertical)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 7.5 x 6.5 in. 5 x 10 in.	\$1,750	\$2,100	\$1,225	\$1,470	\$1,050	\$1,260
<b>1/2 PAGE</b> <i>(Horizontal)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 7.5 x 5 in.	\$1,325	\$1,590	\$925	\$1,110	\$795	\$954
<b>1/3 PAGE</b> <i>(Horizontal, Vertical)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 7.5 x 3.3 in. 2.5 x 10 in.	\$875	\$1,050	\$625	\$750	\$525	\$630
<b>MARKETPLACE</b> <i>(Vertical)</i>	<b>1x</b>	<b>1x Non-Member</b>	<b>3x</b>	<b>3x Non-Member</b>	<b>6x</b>	<b>6x Non-Member</b>
<b>Four Color</b> 2.125 x 2.8 in.	\$375	\$500	\$220	\$325	\$155	\$250



## ACE Fly-In Sponsorship Opportunities

12<sup>th</sup> Annual ACE DC Fly-In & Government Affairs Summit • March 29-30, 2023 • Washington, DC



### Evening Reception Sponsorship

**Sole Investment: \$8,000**

**Co-Sponsor (2 available): \$4,000**

ACE will host a reception for all fly-in participants and special guests on the evening of March 29, 2023.

#### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the July/August issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event.
- Recognition in ACE email marketing and social media platforms.
- Logo on signage at the event.

### Power Lunch Sponsorship

**Investment: \$5000**

A buffet lunch is provided to all fly-in participants following the morning briefing and preceding their afternoon visits to Capitol Hill on March 29, 2023.

#### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the May/June issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event.
- Recognition in ACE email marketing and social media platforms.
- Logo on signage at the event.

### Policy Briefing Breakfast Sponsorship

**Investment: \$3500 (2 available)**

A continental breakfast is provided to all fly-in participants prior to the morning briefing on March 29 and March 30, 2023.

#### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the May/June issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event.
- Logo on signage at the event.

## Media Underwriter

**Investment: \$5000**

Special media coverage will be provided by ZimmComm, who will conduct broadcast quality audio and video interviews with fly-in participants, provide onsite blogging for posting to [energy.agwired.com](http://energy.agwired.com) and other ZimmComm sites as applicable, and provide social media coverage. Your support helps to underwrite the expenses associated with this coverage and expands the reach of the fly-in participants' personal stories and impact on Capitol Hill.

### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the May/June issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event.
- Recognition in ACE email marketing and social media platforms.

## Supporting Sponsor

**Investment: \$2500**

Partner with ACE as a supporting sponsor. Your support will go towards the development of fly-in materials.

### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the July/August issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event.
- Recognition in ACE email marketing and social media platforms

## Coffee Break Sponsor

**Investment: \$2500**

A coffee break is provided to all fly-in participants.

### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the May/June issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event.
- Recognition in ACE email marketing and social media platforms.

## Wi-Fi Sponsor

**Investment: \$5000**

Provide complimentary Wi-Fi to all fly-in participants.

### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the May/June issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event
- Recognition in ACE email marketing and social media platforms.

## Pens/Notepads Sponsor

**Investment: \$5000**

Provide complimentary pens and notepads with your company logo to all fly-in participants, making critical note-taking a breeze.

### Benefits:

- Company handout, literature, or advertisement included in participant folders.
- Recognition in the May/June issue of *Ethanol Today Magazine*.
- Logo and link to company website on [www.ethanol.org](http://www.ethanol.org).
- Verbal recognition at the event
- Recognition in ACE email marketing and social media platforms.

To secure a sponsorship, please complete this form and return to Anna Carpenter at [acarpenter@ethanol.org](mailto:acarpenter@ethanol.org).

**Sponsorship:**

- |  |  |
|--|--|
| <input type="checkbox"/> Evening Reception Sole Sponsor (\$8,000)        | <input type="checkbox"/> Supporting Sponsor (\$2500) |
| <input type="checkbox"/> Evening Reception Co-Sponsor (1 of 2) (\$4,000) | <input type="checkbox"/> Coffee Break (\$2500)       |
| <input type="checkbox"/> Power Lunch (\$5000)                            | <input type="checkbox"/> Wi-Fi (\$5000)              |
| <input type="checkbox"/> Morning Briefing Breakfast (\$3500)             | <input type="checkbox"/> Pens/Notepads (\$5000)      |
| <input type="checkbox"/> Media Underwriter (\$5000)                      |  |

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Website for listing on ethanol.org:** \_\_\_\_\_

**Payment Details:**

Please bill my company

Check Number: \_\_\_\_\_

Credit Card (ACE accepts VISA, MasterCard, Discovery, and American Express)

Credit card number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on card: \_\_\_\_\_