

US ·  ·  ·  ·  ·  ·  · **CC**

2023

CHAMPIONSHIPS

Sponsorship Sales Deck

2023 USCC Season Sponsorship Opportunities

Summary

The US Coffee Championships (USCC) brings together the best competitors in all six competitions to the national stage. USCC highlights the top competitors vying for the title of champion, and crowns one from each competition to represent the US at the World Coffee Competitions.

USCC Features:

- An environment that fosters community
- Encourage innovation
- Bring awareness of the entire coffee supply chain through story and showmanship
- To provide competition sponsors with increased exposure on a national platform.
- US Chapter Activations & Café provide additional draw and sponsorship activation.

Demographics

Ages

18-34 - 43% | 35-49 - 35% | 50+ - 22%

Job Category

Trade Show Attendees, Baristas, Roasters, Quality Control, sponsors and coffee enthusiasts.

Attendee Origin

The U.S. Coffee Championships attract a diverse group of people from across the United States.

Attendee Count

425+



About the Event

Summary

All six U.S. Coffee Championships (U.S. Cup Tasters, U.S. Coffee in Good Spirits, U.S. Roaster, U.S. Barista, U.S. Brewers Cup and U.S. Latte Art) will compete in the return of US Qualifiers, taking place early 2023, and the 2023 U.S. Coffee Championships at Specialty Coffee Expo in Portland, OR, April 23-25, 2023.



U.S. Barista Championship (USBC) Sponsors

USBC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Travel Partner** - Opportunity to present travel prize to winning competitor during the awards ceremony - \$7,500
- **Small Wares (2)** - Sponsored product (tamper, knock box) to be available to use by event staff and/or competitors, Sponsored product to be gifted to participants post-event (Optional) - \$5,000ea
- **Blender** - Sponsored product to be available to use by event staff and/or competitors - \$7,500
- **Scales** - Sponsored product to be available to use by event staff and/or competitors - \$5,000
- **Prize Sponsor** - Sponsor to provide prize(s) to competitor(s); exact quantities to be confirmed by event staff; prize to be confirmed by sponsor - \$5,000
- **Trophy Sponsor** - Sponsor to produce (6) commemorative trophies for competitors; sponsor to cover production cost - \$5,000



U.S. Brewers Cup Championship (USBrC) Sponsors

USBrC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Travel Partner** - Opportunity to present travel prize to winning competitor during the awards ceremony - \$7,500
- **Compulsory Coffee** - Sponsored product to be available to use by event staff and/or competitors - \$5,000
- **Brewer Sponsor** - Sponsored product to be available to use by event staff and/or competitors, Sponsored product to be gifted after the event (Optional) - \$10,000
- **Trophy Sponsor** - Sponsor to produce (6) commemorative trophies for competitors; sponsor to cover production cost - \$5,000



U.S. Brewers Cup Championship (USBrC) Sponsors

USBrC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions (continued)

- **Small Wares (3) (bundled with Roaster and Cup Taster Competitions)** - Sponsored product (cupping spoons, bowls, kettles) to be available to use by event staff and/or competitors, Sponsored product to be gifted after the event (Optional) - \$5,000ea
- **Prize Sponsor** - Sponsor to provide prize(s) to competitor(s); exact quantities to be confirmed by event staff; prize to be confirmed by sponsor - \$5,000
- **Equipment (Manual Brewing)** - Sponsored product to be available to use by event staff and/or competitors - \$15,000
- **Grinder** - Sponsored product to be available to use by event staff and/or competitors - \$12,000



U.S. Roaster Championship (USRC) Sponsors

USRC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Travel Partner** - Opportunity to present travel prize to winning competitor during the awards ceremony - \$7,500
- **Equipment Partner (Hot Water Tower)** - Sponsored product to be available to use by event staff and/or competitors - \$3,000
- **Filter Grinder** - Sponsored product to be available to use by event staff and/or competitors - \$3,000
- **Small Wares (3) (bundled with Brewers and Cup Taster Competitions)** - Sponsored product (cupping spoons, bowls, kettles) to be available to use by event staff and/or competitors, Opportunity for sponsored product to be given as gifts post-event if the sponsor chooses (Optional) - \$3,000ea



U.S. Roaster Championship (USRC) Sponsors

USRC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions (continued)

- **Prize Sponsor** - Sponsor to provide prize(s) to competitor(s); exact quantities to be confirmed by event staff; prize to be confirmed by sponsor - \$5,000
- **Software** - Sponsored product to be available to use by event staff and/or competitors - \$7,500
- **Green Coffee** - Sponsored product to be available to use by event staff and/or competitors - \$7,500
- **Product (Light Meter Reader)** - Sponsored product to be available to use by event staff and/or competitors - \$7,500
- **Trophy Sponsor** - Sponsor to produce (6) commemorative trophies for competitors; sponsor to cover production cost - \$5,000



U.S. Cup Tasters (USCTC) Sponsors

USCTC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Title** - Prominent Sponsor recognition on Signage, Option for exclusivity of product type, Opportunity to donate prizes to competition winners (Optional), Sponsored product to be displayed at Brewers Cup Stage (Optional) - \$15,000
- **Travel Partner** - Opportunity to present travel prize to winning competitor during the awards ceremony - \$7,500
- **Prize Sponsor** - Sponsor to provide prize(s) to competitor(s); exact quantities to be confirmed by event staff; prize to be confirmed by sponsor - \$5,000
- **Roaster Partner** - Sponsored product to be available to use by event staff and/or competitors - \$5,000
- **Trophy Sponsor** - Sponsor to produce (6) commemorative trophies for competitors; sponsor to cover production cost - \$5,000



U.S. Cup Tasters (USCTC) Sponsors

USCTC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions (continued)

- **Green Coffee Sponsor** - Sponsored product to be available to use by event staff and/or competitors - \$3,000
- **Filter Grinder** - Sponsored product to be available to use by event staff and/or competitors - \$5,000
- **Brewer Sponsor** - Sponsored product to be available to use by event staff and/or competitors, Sponsored product to be given as gifts/prizes (Optional) - \$10,000
- **Small Wares (3) (bundled with Roaster and Brewers Cup Competitions)** - Sponsored product (cupping spoons, bowls, kettles) to be available to use by event staff and/or competitors, Opportunity for sponsored product to be given as gifts post-event if the sponsor chooses (Optional) - \$3,000ea



U.S. Latte Art Championship (USLAC) Sponsors

USLAC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Coffee** - Sponsored product (espresso) to be available to use by event staff and/or competitors - \$7,500
- **Exclusive Milk Sponsor** - Sponsored product to be available to use by event staff and/or competitors - \$7,500
- **Ceramics Cups Sponsor** - Sponsored product to be available to use by event staff and/or competitors - \$10,000
- **Grinder** - Sponsored product to be available to use by event staff and/or competitors - \$10,000
- **Small Wares (2)** - Sponsored product (tamper, knock box) to be available to use by event staff and/or competitors, Opportunity for sponsored product be given as gifts post-event if the sponsor (Optional) - \$5,000ea



U.S. Latte Art Championship (USLAC) Sponsors

USLAC Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Prize Sponsor** - Sponsor to provide prize(s) to competitor(s); exact quantities to be confirmed by event staff; prize(s) to be confirmed by sponsor - \$5,000
- **Travel Partner** - Opportunity to present travel prize to winning competitor during the awards ceremony - \$7,500
- **Trophy Sponsor** - Sponsor to produce (6) commemorative trophies for competitors; sponsor to cover production cost - \$5,000



U.S. Coffee in Good Spirits (USCiGS) Sponsors

USCiGS Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions

- **Title** - Prominent Sponsor recognition on Signage, Option for exclusivity of product type, Opportunity to donate prizes to competition winners (Optional), Sponsored product to be displayed at Brewers Cup Stage (Optional) - \$20,000
- **Liquor Sponsor (Whiskey)** - Sponsored product to be available to use by event staff and/or competitors, Sponsored product to be gifted to participants post event if sponsor chooses (Optional). *Must work within local rules for sampling & liquor laws.* - \$10,000
- **Glassware** – Sponsored product (Irish Whiskey Glasses) to be available to use by event staff and/or competitors - \$2,500
- **Bitter Sponsor** - Sponsored product to be available to use by event staff and/or competitors - \$7,500
- **Syrups Sponsor** - Sponsored product to be available to use by event staff and/or competitors - \$7,500



U.S. Coffee in Good Spirits (USCiGS) Sponsors

USCiGS Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Recognition by the Master of Ceremonies during the Event

Available Positions (continued)

- **Small Wares (2)** - Sponsored product (spoons, kettle) to be available to use by event staff and/or competitors, Opportunity for sponsored product be given as gifts post-event if the sponsor chooses - \$5,000ea
- **Prize Sponsor** - Sponsor to provide prize(s) to competitor(s); exact quantities to be confirmed by event staff; prize to be confirmed by sponsor - \$7,500
- **Trophy Sponsor** - Sponsor to produce (6) commemorative trophies for competitors; sponsor to cover production cost - \$5,000
- **Travel Partner** - Opportunity to present travel prize to winning competitor during the awards ceremony - \$7,500



Café Sponsor

Café Sponsors Will Get these Benefits

- Sponsor recognition on Signage
- Sponsor recognition on Website
- Sponsor recognition in any general announcements regarding Café, including at stages in Master of Ceremonies scripts

Available Positions

- **Brewer Sponsor** - Sponsored product (batch brewer) to be available to use by event staff, Opportunity for sponsored product to be given as gifts/prizes if the sponsor chooses (Optional) - \$3,000
- **Product Sponsors (Soda Water, Syrups)** - Sponsored product to be available to use by event staff - \$3,000ea
- **Ceramics Sponsor** - Sponsored product (espresso/cappuccino ceramics) to be available to use by event staff - \$3,000
- **Coffee Sponsor (2)** - Sponsored product (espresso, filter coffee) to be available to use by event staff, Opportunity for sponsored product to be given as gifts if the sponsor chooses post-event (Optional), Opportunity to display literature about products and projects (Optional) - \$500
- **Small Wares (2)** - Sponsored product (tamper, knock box) to be available to use by event staff, Opportunity for products to be given as gifts after the event (Optional) - \$3,000ea



Show General Sponsor

Cafe Sponsors Will Get these Benefits

- Sponsor recognition on Signage (if applicable)
- Sponsor recognition on Website
- Sponsor recognition in any relevant general announcements, including at stages in MC scripts

Available Positions

- **Experience** – Sponsor to support various activations as determined by event need (Livestream, Social, Hospitality Support for Competitors, Accessibility Support, Community Support) – *Inquire*
- **Judges Lunches** - Sponsor to provide lunches for competition judges; exact quantities and details to be confirmed; sponsor to cover all costs - TBD
- **Competitor Snacks** - Sponsor to provide snacks for competitors; exact quantities and details to be confirmed; sponsor to cover all costs - \$10,000
- **T-Shirts** - Sponsor to provide t-shirts for event participants; exact quantities and sizing to be confirmed; artwork to be created and/or approved by SCA USA Chapter; sponsor to cover all costs - \$10,000
- **Apron** - Sponsor to provide aprons for event participants; exact quantities and sizing to be confirmed; artwork to be created and/or approved by SCA USA Chapter; sponsor to cover all costs - \$7,500

