



ASSOCIATE MEMBERSHIP

AMERICAN BEVERAGE LICENSEES (ABL)

American Beverage Licensees (ABL) is the preeminent national trade association for independent retail beverage alcohol licensees. Our members, collectively known as *America's Beer, Wine & Spirits Retailers*, represent bars, taverns, restaurants (on-premise) and package stores (off-premise).

These Main Street businesses are often multi-generational, family owners and operators, well-known and valued in their local communities. As licensed merchants of age-restricted products, they are required and accept their societal role as responsible purveyors of beverage alcohol, and are held to account through local, state-based regulation.

Though each state's alcohol laws are uniquely tailored to reflect heritage, public safety, commerce and the will of voters, beverage retailers are united in their support of a national voice and federal presence to ensure that their values and shared beliefs are part of the conversation.

ABL provides that voice and presence for beverage alcohol retailers, bringing them together and advocating for them in Washington, DC. In doing so, ABL is building a more influential and informed retail tier of the alcohol industry – and just as importantly, supporting a stronger and more robust alcohol beverage ecosystem to the benefit of consumers and the industry.

ABL works with its Associate Members - those businesses and trade associations that also operate in the beverage alcohol and hospitality industries - to:

- Educate retailers about goods and services;
- Find commonsense approaches to our shared interests;
- Provide forums for candid discussions among retailers and their industry partners on issues where there are differing or competing perspectives; and
- Advance pro-competitive agenda that acknowledges the important role that licensed beverage retailers play in selling and serving world-class products to the friends, neighbors and customers.

I encourage you to take a moment to review this information about the ABL Associate Membership program. We welcome the opportunity to discuss the various benefits available to our associate members and ways in which we can work together.

Sincerely,

John Bodnovich
Executive Director
American Beverage Licensees

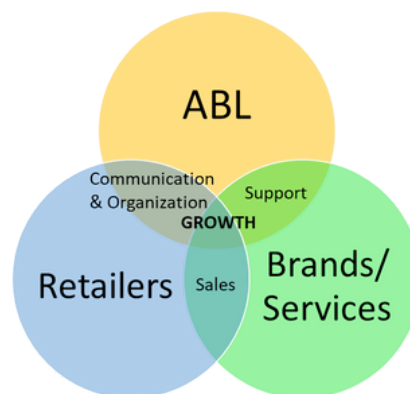
ABL ASSOCIATE MEMBERSHIP

Associate (Corporate) Members are companies and associations that support American Beverage Licensees (ABL) and its members.

Associate (Corporate) Membership with ABL is a great way to build awareness of brands and organizations amongst the independent beverage retail community. ABL's goal with Associate Members is to be a bridge to connect them with ABL members, their customers and other industry partners. ABL Associate Members recognize that independent beverage retailers are passionate about maintaining and growing a vibrant beer, wine and spirits marketplace.

Through Associate Membership, these organizations benefit from ABL's industry leadership. This includes support of responsibility campaigns, aligned policy positions, and marketing to ABL members. Associate Members help sustain ABL's very existence and its vital role in bringing together independent beverage retailers from different states but with shared concerns and challenges. ABL organizes independent beverage licensees into a strong, unified voice that is projected to legislators, regulators, courts, media and customers.

The role and value of independent beverage retailers - and their primary trade association - is what differentiates the U.S. alcohol market from the rest of the world.



Product Choice

Independent beverage retailers create brand exposure and address consumer needs by providing more SKUs and product choice than other retail alcohol channels.

- **Consumer Behavior:** Beverage retailers are the last to handle beer, wine and spirits before they reach the customer; being closest to the customer gives them the greatest ability to affect consumer behavior.
- **Organization:** ABL, through its state affiliates, creates efficiencies for communicating with similarly-situated businesses that are otherwise separated by 50 different sets of state alcohol laws.
- **Trust:** ABL members know and trust ABL, and are aware of who works with ABL. They listen to ABL and the information it shares.

ABL ASSOCIATE MEMBERSHIP - VALUE

Examples of the value of Associate Membership include:

Federal Retail Alcohol Leadership

ABL lobbies Congress – often in coalition with its Associate Members– on a broad range of issues. ABL’s voice often completes the third leg of the supplier/wholesaler/retailer policy stool on important issues.

State Retail Alcohol Leadership

ABL communicates with its state affiliates to shape their understanding of industry issues. ABL provides its state affiliates with research and information on laws and regulations, and connects them with Associate Members to work in coalition when appropriate.

Professional and Social Responsibility

ABL strongly believes in preventing drunk driving and underage access to alcohol through advocacy and messaging coordination with Associate Members.

Political & Commercial Relationships

Associate Member organizations’ support of ABL demonstrates the value they see in political and commercial relationships with ABL members and their state associations and creating forums to resolve disputes and an open line of communication when issues arise. A well-organized national association for independent licensed beverage retailers creates an opportunity for tens of thousands of dollars of retail media, marketing, lobbying, leadership and grassroots advocacy. ABL remains open to ideas on how it can better deliver value to its Associate Members.

“Industry Advisory Board” Membership

ABL invites Diamond Associate Members to meet annually with the ABL Executive Committee to share their views on important issues of the day and explore opportunities to work collaboratively.

ABL Board Meeting

ABL considers Associate Members for speaking opportunities to address the ABL Board of Directors.

ABL Weekly Promotional Advertising

ABL runs promotional ads for Associate Members in the ABL Weekly e-newsletter.

Digital Media, Print & Event Recognition

ABL promotes Associate Members via digital media platforms, in print, at meetings and on www.ablusa.org.

ABL Annual Meeting Registration

ABL provides some Associate Members with complimentary registration to its Annual Meeting.

ABL ASSOCIATE MEMBERSHIP - BENEFITS

Premium - \$50,000

- Invitation to speak at an ABL Board meeting
- Cohosted webinar for ABL members
- ABL Industry Advisory Board membership
- Ten native ads in the *ABL Weekly*
- Two direct marketing emails to ABL members
- Direct Mail Campaign (additional "at cost" fee)
- Complimentary ABL Annual Meeting registration
- Recognition at ABL meetings & events
- Recognition in ABL marketing materials
- Recognition on ABL Website

Platinum - \$15,000

- Five native ads in the *ABL Weekly*
- Direct Mail Campaign (additional "at cost" fee)
- Complimentary ABL Annual Meeting registration
- Recognition at ABL meetings & events
- Recognition in ABL marketing materials
- Recognition on ABL Website

Silver - \$5,000

- Three native ads in the *ABL Weekly*
- Recognition at ABL meetings & events
- Recognition in ABL marketing materials
- Recognition on ABL Website

Diamond - \$25,000

- ABL Industry Advisory Board membership
- Ten native ads in the *ABL Weekly*
- One direct marketing email to ABL members
- Direct Mail Campaign (additional "at cost" fee)
- Complimentary ABL Annual Meeting registration
- Recognition at ABL meetings & events
- Recognition in ABL marketing materials
- Recognition on ABL Website

Gold - \$10,000

- Five native ads in the *ABL Weekly*
- Recognition at ABL meetings & events
- Recognition in ABL marketing materials
- Recognition on ABL Website

Bronze - \$2,500

- One native ad in the *ABL Weekly*
- Recognition at ABL meetings & events
- Recognition in ABL marketing materials
- Recognition on ABL Website

What is valuable to you and your organization? We are willing to work with Associate Members to create value for them and ABL members.

ASSOCIATE MEMBER COMMUNITY

DIAMOND



GOLD



SILVER



BRONZE



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Montana Tavern Association
New Jersey Liquor Stores Alliance
New York Retailers Alliance
New York State Liquor Store Association
Retail Liquor Association of Oklahoma
Malt Beverage Distributors Association of Pennsylvania
Rhode Island Liquor Operators Collaborative
ABC Stores of South Carolina
South Dakota Licensed Beverage Dealers & Gaming Association
Tennessee Wine & Spirits Retailers Association
Texas Package Stores Association
Tavern League of Wisconsin
Wyoming State Liquor Association

ABOUT ABL

WHO...The preeminent trade association for retail beer, wine and spirits license holders across the United States. Nearly 13,000 members are independent on-premise (bars, taverns, restaurants) and off-premise (package stores) retailers.

WHAT...Advocates for the interests of independent beverage alcohol retailers before Congress and the Federal Government; Brings together the grassroots strength, industry connections and business knowledge of a network of state affiliate associations.

WHEN...Formed in 2002 following a merger of the National Association of Beverage Retailers and the National Licensed Beverage Association.

WHERE...With members in states across the country, ABL's home office is in Bethesda, Maryland, which borders Washington, DC; Actively lobbying Congress and the Administration, and weighing in on political and legislative matters in the nation's capital.

WHY...With more products and consumer options available today than ever before, beer, wine and spirits thrive in the American beverage alcohol market. Independent beverage licensees have built that market and their businesses to meet their customers' needs while operating responsibly. This includes maintaining a market that is orderly and demands accountability, and where new products can compete with established ones. Retailers also successfully balance access with control; customer service with responsible sales practices; and commerce with regulation.

IMPACT...Beer, wine and spirits retailers generate more than \$122 billion annually in direct economic impact, create over 2 million jobs, and pay over \$27.9 billion in federal and \$19.9 billion in state & local taxes.

21st AMENDMENT...The 21st Amendment repealed Prohibition and provides states with the right to tailor systems for beverage alcohol commerce and regulation that best reflect their culture and needs of those with their borders. This includes the application of some form of a Three-Tier System in all states, which provides an effective means for the production, distribution and sale of beverage alcohol.