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SAKE BREWERS
ASSOCIATION OF N. AMERICA



NEW BREWERY MEMBER
OVERVIEW & APPLICATION

The Sake Brewers Association of North America (SBANA) is a 501(c)(6) trade association for the sake industry across North America, headquartered in Washington DC. We are the first and only sake industry trade association outside of Japan. We are bringing together sake breweries across the United States, Canada, Mexico, Japan (and beyond), distributors, retailers, rice farmers, governments, enthusiasts, and a wide array of the allied trade to form one of the strongest sake organizations in the world.

Three Core Areas of Focus:

The sake industry in North America is on the edge of a major transition from being a niche industry to a major player in the alcohol sector. Our core areas of focus address key issues that the industry faces:

#1 Consumer Development

The majority of consumers are still unfamiliar with sake as a category. To address this the Association engages in broad external communication initiatives. These include (but are not limited to):

- Publicity, strategic marketing, and ad campaigns
- Developing consumer education material to be distributed widely
- Webinars on sake related subjects of interest to consumers
- Editorials and broad media outreach
- Events and award ceremonies

#2 Brewery Development

We are the “voice” of the North American sake community. We focus on a wide spectrum of initiatives including (but not limited to):

- Access to brewing knowledge, techniques, materials, suppliers, and seminars
- Internal industry-wide communication to keep all members abreast of important developments
- Building a true community around sake and building connections through forums, networking, events, festivals, and an annual industry conference
- Collecting and analyzing industry data to predict future trends
- Developing sake related content and multimedia

#3 Legislative Reform

At this time the legislative landscape is still confusing for the sake industry. At the federal level, under the Internal Revenue Code, for matters relating to production and tax, sake is treated as beer. However, under the Federal Alcohol Administration Act, for labeling and advertising, sake is treated as wine. The confusion deepens at the state level, where alcohol control boards attempt to interpret federal regulations with sometimes only a basic understanding of sake production. Hence the Association works closely with federal and state law makers to:

- Address the legal confusion at both the federal and state levels
- Draft, propose and seek to pass model legislation both at the federal and state levels
- Clarify varieties of sake in the law to ensure quality control and transparency
- Work with law makers to better understand the industry’s interests and work collaboratively to develop policies that are beneficial to our members

Our Values:

1. Promoting and celebrating the independent, traditional and innovative culture of North American sake brewers.
2. Vigorously defending our industry, promoting unity among our brewers, and providing brewers and members of the allied trade with a unified voice.
3. Educating consumers about the diversity, flavor and quality of sake.
4. Working to build and grow a collegial community of professional brewers, homebrewers and sake enthusiasts.
5. Promoting our industry to government in support of improved regulations, legal clarity, and a more favorable regulatory framework.
6. Fostering industry transparency, and promoting ethical and legal trade practices.
7. Developing best practices and adopting industry standards to build our industry's reputation for quality.
8. Fostering deeper connections with the Japanese sake brewing community.
9. Improving access to brewing knowledge and developing our own unique knowledge set.
10. Building relationships and collaborating with our industry partners.

Member Benefits include, but are not limited to:

- Access to exclusive content including:
 - Industry data, surveys and analysis
 - Sake research, reports, and technical information
 - Sources for equipment and supplies
 - Our invite-only sake brewers forum which connects you to sake brewers around the world
- Participation in Association funded marketing and promotional initiatives such as:
 - Name and logo featured on SakeAssociation.org and on social media
 - Public relations and earned media
 - Having a spokesperson for you as it relates to media pitches and responding to media requests
- Regular networking opportunities with brewers, retailers, distributors, and other businesses in the sake industry
- Access to legislative and promotional support through our government relations team
- Ability to vote and have input in regulatory and legislative matters that directly impact your bottom line
- Invitation to our annual sake conference
- Ability to participate in association sponsored competitions and festivals
- Access and use of official association multimedia materials for use on labels, marketing, or other co-branding opportunities
- Regular news updates on the sake industry

UNDERSTANDING YOUR MEMBERSHIP DUES

MEMBERSHIP DUES FORMULA OVERVIEW

Membership dues are based on production (defined as the number of liters brewed onsite annually), from the prior 12 months (or estimated annual production). See below chart for production tiers.

TIER	ANNUAL DUES (US\$)	DESCRIPTION
A	\$500	Licensed brewery that produces < 4,999 liters per year; or Unlicensed Member (license pending); or Unlicensed Brewery-in-Planning” Member
B	\$1,250	Licensed brewery that produces 5,000 – 24,999 liters per year
C	\$2,500	Licensed brewery that produces 25,000 – 49,999 liters per year
D	\$3,500	Licensed brewery that produces 50,000 – 99,999 liters per year
E	\$5,000	Licensed brewery that produces 100,000 + liters per year

*Please note: Unlicensed Members and Brewery in Planning Members do not have voting rights.

ADDITIONAL INFORMATION ABOUT MEMBERSHIP DUES

- Dues will be paid on a rolling basis.
- Members that need to spread out their payments can do so monthly via credit card, however, there will be a 3.5% surcharge.
- For high volume breweries, total annual dues will be capped at \$5,000.
- New unlicensed members (meaning, the new member’s local license is pending or in process) and unlicensed brewery-in-planning members will be assessed a flat rate of \$500 annually.
- Contributions to section 501(c)(6) organizations are not deductible as charitable contributions on the donor’s federal income tax return. They may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer’s business. For more info, [click here](#).

MEMBERSHIP APPLICATION & PAYMENT

Signed membership application should be emailed to: membership@sakeassociation.org

Checks should be made out to “Sake Brewers Association of North America” and mailed to:

Sake Brewers Association of North America
1513 N. Ohio St.
Arlington, VA 22205
United States of America

(Company/Brewery Name)

hereby applies to join the Sake Brewers Association of North America (SBANA) as a Licensed or Unlicensed Brewery Member. SBANA members considered in good standing abide by all applicable SBANA by-laws, federal, state and local laws and ordinances, and by their paying their annual fixed base rate. The SBANA Board of Directors, by majority vote, shall have the right and power to revoke, suspend or censure any member's participation or membership for violation of these standards. For any SBANA memberships that are terminated willingly by the member or revoked by the SBANA Board of Directors, there will be no refund.

Code of Conduct: All Members agree to abide by the voluntary SBANA code of conduct.

Company Profile:

Name and contact information of principal SBANA representative:

First / Last Name

Title in Company

Email

Phone Number

Brewery Website

Is applicant licensed by Alcohol and Tobacco Tax and Trade Bureau? ____ (yes) ____ (no)

Is applicant licensed by their State's Alcohol Control Board? ____ (yes) ____ (no)

Brewery Licensing State

License Number

Other license(s) held by applicant _____

Late Payment of Dues Notice: Members who fail to pay their dues within thirty (30) days of the initial invoicing/billing will be notified by SBANA in writing of such non-payment. If payment is not made within sixty (60) days of initial billing, the Member in arrears will receive an "intent to terminate" notice and lose the privilege of attending meetings and/or voting. If payment is not received within ninety (90) days of initial billing, the membership of that Member shall be terminated, and all rights and privileges of membership in SBANA will be forfeited.

By signing this agreement, new SBANA members are acknowledging that they are fully aware of the Sake Brewers Association of North America's dues policies and bylaws:

New SBANA Member Signature

Date

Please Scan and Email Application Pages to membership@sakeassociation.org

SBANA Board Chair Signature

Date

SBANA Executive Director Signature

Date

Timeframe for New SBANA Membership: SBANA Memberships are effective for a 12-month period from the latest date of all co-signed parties and remittance of all applicable dues. Memberships will automatically renew annually. If a member wishes to terminate their membership, they must do so in writing to membership@sakeassociation.org 30-days prior to annual automatic renewal.

SBANA will provide all new members with a co-signed copy of this agreement.