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SAKE BREWERS
ASSOCIATION OF N. AMERICA



NEW ASSOCIATE MEMBER
OVERVIEW & APPLICATION



SAKE BREWERS ASSOCIATION OF N. AMERICA

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:

#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 Industry Development

We are the “voice” of the North American sake industry. 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 global 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.

Association Member Benefits include, but are not limited to:

- Direct point of contact information for sake breweries
- Logo and business listing prominently displayed on SakeAssociation.org, and on all printed materials provided to membership
- Access to exclusive content including:
 - Industry data, surveys and analysis
 - Sake research, reports, and technical information
 - Sake legal information
- Opportunity to present and participate in a SBANA membership meeting
- Contact list of sake brewers who are our members
- Regular networking opportunities with our members
- Invitation to our annual sake conference
- 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
- And More!



UNDERSTANDING YOUR MEMBERSHIP DUES

ASSOCIATE MEMBERSHIP DUES OVERVIEW

TYPE	DESCRIPTION	ANNUAL DUES (US\$)
Retailer	1 location 2-5 locations 6-50 locations 51-100 locations 100+ outlets	\$195 \$495 \$895 \$2,500 \$5,000
Distributor, Importer, Wholesaler	All	\$730
Allied Trade	All	\$600
Individual	Sake professionals, Sake sommeliers, Sake enthusiasts	\$195

ADDITIONAL INFORMATION ABOUT MEMBERSHIP DUES

- Dues will be paid on a rolling basis.
- Members that would like to pay their dues monthly may do so via credit card, however there is a 3.5% surcharge on all credit card transactions to cover bank fees.
- 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](#).
- Association memberships are not granted voting rights.
- Individual members will be listed online, but are not guaranteed listings in all marketing materials.

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
2905 N Calvert St.
Baltimore, MD 21218
United States of America



SAKE BREWERS

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(Company Name)

hereby applies to join the Sake Brewers Association of North America (SBANA) as an Associate 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:

Name

Title

Email

Phone Number

Company Website

If you were referred by a current member, please list the name of that member: _____

Associate Member Category (please select):

- | | | |
|---|--|---|
| <input type="checkbox"/> Analytical Services | <input type="checkbox"/> Equipment | <input type="checkbox"/> News/Media |
| <input type="checkbox"/> Bottling | <input type="checkbox"/> Finance | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Cleaning | <input type="checkbox"/> Glassware | <input type="checkbox"/> Retailer |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Importer | <input type="checkbox"/> Rice |
| <input type="checkbox"/> Design & Branding | <input type="checkbox"/> Insurance | <input type="checkbox"/> Software, Compliance |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Labeling | <input type="checkbox"/> Spirits Producer |
| <input type="checkbox"/> Education/Workshops | <input type="checkbox"/> Legal | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Engineers | <input type="checkbox"/> Marketing | |
| <input type="checkbox"/> Enzymes, Koji, Yeast | <input type="checkbox"/> Merchandising | |



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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.