



TAVERN

LEAGUE

OF WISCONSIN

**TAVERN LEAGUE
OF WISCONSIN
YOUR INDUSTRY PARTNER
SINCE 1935**



Founded in 1935, the Tavern League of Wisconsin is a 501(c)(3) not-for-profit organization which also has a charitable arm, the Tavern League of Wisconsin Foundation. With over 5,000 members, the Tavern League of Wisconsin is the largest trade association in the United States to exclusively represent the interests of licensed beverage holders. The TLW is comprised of 70 local leagues representing every county in the state of Wisconsin.

The TLW works to represent its members at the local, state and federal level of government.

Local Level

“If it were not for the help of the folks in the state office, our council would have passed an ordinance which would have hurt my business. They are there when we need them and they know the law.”

Jen Gunning, owner of Re-Pete’s Saloon & Grill, Black River Falls

Many times local governments try to pass ordinances which are in conflict with state law and they are not aware of the negative impact it could have on businesses in their community. The TLW works with its local members to provide them with pertinent information to help them defeat or amend ordinances by taking into consideration the state law and the impact an ordinance can have on business.

State Level

“The TLW represents me and my business. There is no other organization in the state that is looking out for the interests of the hospitality industry and the impact state laws would have on the licensed beverage industry. They are the only voice for my industry and I cannot imagine what the laws would be like without them.”

Rob Summerfield, owner of Two Acres Supper Club, Bloomer

Each year there are over 200 bills introduced impacting the licensed beverage industry. The TLW weighs in on proposed legislation to help pass favorable bills and works to defeat harmful legislation. The TLW is routinely referred to by the press as one of the most powerful interest groups in Wisconsin. The TLW hosts an annual Legislative Day event which is one of the largest grassroots lobbying days in Madison each year.

Federal Level

“Often times it can feel intimidating dealing with Congress. Having the TLW carry my message to Washington is of great importance and value to me as a member. I know my voice is being heard and Congress is listening to small business owners back home. Changes in music licensing laws and elimination of the SOT tax are two examples of success for us in Washington.”

Wayne Machut, owner of Machut’s Supper Club, Two Rivers

In Washington, the Tavern League of Wisconsin is represented through our national affiliates, the American Beverage Licensee Association and the American Beverage Institute, who work closely with Congress on issues affecting the licensed beverage industry throughout the country.

Tavern League of Wisconsin Foundation

Last year the TLW Foundation and our members contributed over \$15 million to over 12,000 Wisconsin charities. Our members are members of their communities, and whenever possible they give back to their communities with generous fundraisers to benefit a wide variety of charities.

- Price County Tavern League 12th Annual Game Feed. Raised \$17,000 to send 15 local veterans on Honor Flights to Washington, D.C.
- McAuliffe's Pub, Racine. Raised \$4,500 in 2013 in a Bowl for Kids' Sake event to benefit Big Brothers/Big Sisters of Racine and Kenosha counties.
- Brennan's Bar, Sheboygan. Raised \$5,900 to help care for sick or injured horses through the Amazing Grace Equine Sanctuary in Elkhart Lake.
- Walworth County Tavern League Santa's for Seniors Program. Members donated more than \$5,000 to purchase gifts for more than 350 residents of area assisted living centers.
- Tanner's Bar & Grill, Kimberly. Annual Walk 4 Autism. The event raised approximately \$60,000 for Friends of Autism in 2012.

Tavern League of Wisconsin SafeRide Program



The TLW SafeRide Program has greatly expanded over the last 10 years and has helped contribute to a 45 percent decline in alcohol-related fatalities. In 2013 the TLW SafeRide Program provided over 80,000 free rides home to patrons at a cost of just under \$1 million.

Conventions and Trade Shows

Each spring and fall, the Tavern League of Wisconsin hosts a convention and trade show for their members. The convention is an opportunity to share information with members from around the state, while the trade show brings vendors to our members and provides one-stop shopping for their businesses.



Legislative Day



The Tavern League of Wisconsin annually hosts a Legislative Day event in Madison which is among the largest lobbying day events in Madison. Last year over 450 TLW members attended, and heard Gov. Scott Walker give the keynote address.

Legislative Day provides TLW members and their employees with an opportunity to hear updates on important issues facing the hospitality industry, and to lobby their legislators on those important issues.

Bringing the voices of the hospitality industry to Madison is a valuable tool which helps to educate lawmakers and give them a much better understanding of the issues facing small businesses in their districts. It is also an opportunity to educate legislators about all the charitable work TLW members do in their communities.

Tavern League members also travel to Washington D.C. each year to meet with the Wisconsin congressional delegation regarding federal issues facing the hospitality industry. Last spring a contingency of 25 members traveled to Washington to meet with their congressmen and senators to discuss pending federal issues.



Become a Corporate Sponsor of the Tavern League of Wisconsin

Corporate Sponsorship Levels

Platinum

- Recognition in *On Premise* magazine
- Logo Placement on TLW Website
- Opportunity to Address Members at Annual Convention
- Opportunity to Meet with TLW Board of Directors
- Free Trade Show Booth at Spring & Fall Events
- *On Premise* Profile
- Logo At Spring & Fall Conventions
- Sponsorship at TLW Golf Outing (Includes One Foursome)
- Monthly Newsletter & Magazine
- Membership List
- Access to Local Meetings
- Brochure Placement in New Member Packets
- Convention Podium Access
- Legislative Day Recognition

Gold

- Recognition in *On Premise* Magazine
- Logo Placement on TLW Website
- Opportunity to Meet With TLW Board Of Directors
- Free Trade Show Booth at Spring & Fall Events
- *On Premise* Profile
- Logo at Spring & Fall Conventions
- Sponsorship at TLW Golf Outing (Includes One Foursome)
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- Recognition In *On Premise* Magazine
- Logo Placement on TLW Website
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- Logo at Spring & Fall Conventions
- Monthly Newsletter & Magazine
- Membership List
- Access to Local Meetings
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Join the TLW today as a Corporate Sponsor. The Tavern League of Wisconsin is your industry partner. Our members are your customers. If we are strong, you are strong. Join together with others in the hospitality industry to strengthen and promote the unique history and tradition of Wisconsin's neighborhood taverns.