



WOMEN IN WINE

Fermenting Change in Oregon

2021 Sponsorship Opportunities

Event Date:

Monday, July 19, 2021

Virtual + In-Person Watch Parties

Women have long led the way in the Oregon wine industry with many of our founding families full of strong, independent women. Continuing on this tradition, a group of Oregon wine industry members came together to establish Women in Wine: Fermenting Change in Oregon dedicated to advancing and supporting women in all facets of the Oregon wine industry.

SPONSORSHIP OPPORTUNITIES

2021 Women in Wine - Oregon Event Series

The second-annual Women in Wine Conference, held in July 2020, brought more than 200 attendees together on a virtual platform for a powerful one-day event featuring world-class speakers, collaborative breakout sessions, a panel discussion, and a networking happy hour.

Plans are underway for an even more impactful event for 2021, along with pop-up events throughout the year to keep people connected. Providing attendees with resources and opportunities to thrive is the cornerstone of our mission and success. **Together, we are a committed community taking action and making a positive impact on the wine industry and beyond.**

AUDIENCE

- 250 + event guests from across the country
- Attendees and founding committee members include professionals from across the wine industry, including senior executives, marketing and public relations professionals, journalists, educators, sommeliers, exporters and distributors
- Additionally, this event attracts a diverse network of wine industry-adjacent attendees, including business and accounting consultants, bankers, hospitality, equipment manufacturers, graphic designers and media

SPONSOR VISIBILITY

- Connect to influential wine industry professionals from around the Pacific Northwest and beyond.
- 2021 offers additional opportunities to sponsor pop-up events.
- Sponsorship packages provide sustained visibility and allow you to create lasting connections. All packages have been enhanced with digital marketing benefits and opportunities for genuine connection.



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THANK YOU TO OUR 2020 SPONSORS

GOLD SPONSORS

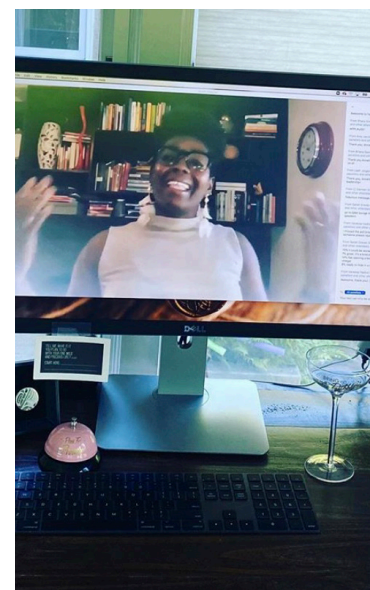
Crush Creative Packaging
Northwest Distribution & Storage / WineCo

SILVER SPONSORS

Cork Supply
JD Fulwiler & Co. Insurance
Twomey

BRONZE SPONSORS

Davis Wright Tremaine LLP
Premier Cru Solutions
InviteCHANGE
Northwest Farm Credit Services
The Oregonian
Ponzi Vineyards
Real Wine Alliance
Scion Advisors
Telford + Brown Studio
Architecture
WineDirect
Republic National Distributing Co.



2021
**WOMEN IN
 WINE-OREGON**
 SPONSORSHIP OPPORTUNITIES


 DIAMOND
 SPONSOR
 \$7,500


 PLATINUM
 SPONSOR
 \$5,000


 GOLD
 SPONSOR
 \$2,500


 SILVER
 SPONSOR
 \$1,000


 BRONZE
 SPONSOR
 \$500

	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
LOGO FEATURED ON EVENT E-MARKETING	●	●	●	●	●
LOGO & LINK ON WEBSITE	●	●	●	●	●
LOGO ON HOME PAGE OF WEBSITE	●	●			
LOGO PRINTED ON ATTENDEE GIFT BAGS	●				
SOCIAL MEDIA POST INCLUSION	Two dedicated posts + all sponsorship posts	One dedicated post + all sponsorship posts	●	●	
PROMOTION INCLUDED IN POST-EVENT E-BLAST TO ALL ATTENDEES	●	●	●	●	
OPPORTUNITY TO BRIEFLY SPEAK AT EVENT	Three minute pre-recorded spot	Two minute pre-recorded spot	One minute pre-recorded spot		
LOGO ON SCREEN DURING RECORDED EVENT SESSION	●	●	●		
COMPLIMENTARY EVENT REGISTRATIONS	8	6	4	2	1
ADDITIONAL REGISTRATIONS AT DISCOUNTED RATE (ORIGINALLY \$99)	\$49	\$59	\$69	\$79	
OPPORTUNITY TO PROVIDE PROMO PIECE IN GUEST GIFT BAGS	●	●	●	●	●
ADDITIONAL VISIBILITY AS SPONSOR OF ONE POP-UP EVENT DURING 2021	●				

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please inquire about additional sponsorship opportunities that may include:

- Sponsor a watch party - provide food for guests, along with AV support for screening virtual event
- Sponsor a scholarship for someone who may not be able to afford the cost of registration
- Sponsor a pop-up event - several events are being scheduled throughout the year
- Provide in-kind products, services, or visibility

SPONSORSHIP OPPORTUNITIES

2021 Women in Wine - Oregon Event Series



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ALL SPONSORS AT \$500 AND ABOVE RECEIVE:

- Logo and link included on WomenInWineOregon.com (3,000+ views)
- Logo featured in e-marketing to an audience of 1,000+
- Opportunity to provide a promotional item for guest gift bags
- Complimentary event registration(s)

SILVER - \$1,000 - SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide promotional offer in post-event e-blast
- Inclusion on social media posts (1,500+ followers)
- Two full registrations
- Additional registrations at discounted rate of \$79 (from \$99)

GOLD - \$2,500 - SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide one-minute pre-recorded spot to play during event
- Promotional offer included in post-event e-blast
- Inclusion on social media posts (1,500+ followers)
- Logo on screen during one breakout session, captured in recording
- Four full registrations
- Additional registrations at discounted rate of \$69 (from \$99)

PLATINUM - \$5,000 - SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide two-minute pre-recorded spot to play during event
- Pre-conference dedicated social media post
- Logo on screen during one session, captured in recording
- Inclusion on social media posts (1,500+ followers)
- Logo on home page of website
- Six full registrations
- Additional registrations at discounted rate of \$59 (from \$99)

DIAMOND - \$7,500 - LIMITED TO TWO SPONSORS SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide three-minute pre-recorded spot to play during event
- Sponsorship rights to one pop-up event
- Logo printed on guest gift bags
- Logo on home page of website
- Two dedicated social media posts
- Logo on screen during one session, captured in recording
- Eight full registrations
- Additional registrations at discounted rate of \$49 (from \$99)

