



**WOMEN IN WINE**

Fermenting Change in Oregon

## **2024 SPONSORSHIP OPPORTUNITIES**

**Sixth-Annual Conference**

Tuesday, July 16, 2024

Abbey Road Farm in Carlton, Oregon

### **Our Mission**

Women in Wine Oregon provides a platform of inclusion for the advancement of female leadership in the wine and beverage industry. We provide opportunities for personal and professional development through an annual conference, community engagement events, and a mentorship program. As a membership-based nonprofit, we serve as a catalyst for “fermenting change” through empowerment, engagement, diversity, and accountability.

# WHY BECOME A SPONSOR?

## 2024 Women in Wine Oregon Event Series

For the past five years, the Women in Wine: Oregon conference has offered attendees a memorable day of incredible speakers and connection, with insight provided from leading winemakers, coaches, entrepreneurs, business leaders, and industry trailblazers.

Plans are underway for the sixth-annual conference in 2024 at a new, larger venue to allow for more impact and greater attendance. In addition, we offer community engagement events throughout the year to keep people connected, professional development opportunities, and a mentorship program. 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 in-person.
- 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.
- 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.
- 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.



### Thank you to our 2023 Sponsors

#### PLATINUM SPONSOR

Argyle Winery

#### VENUE SPONSOR

Stoller Family Estate

#### GOLD SPONSORS

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KGW8

NW Wine Company  
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#### SILVER SPONSORS

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Galaxy Wine Company  
Neuman Hotel Group  
Oregon Wine Experience  
Republic National Distributing Company  
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Zepponi & Company

#### BRONZE SPONSORS

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Wilderton Botanical Spirits

#### MEDIA SPONSOR








































The Oregonian

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Sprig & Spread

<div>  <div> WOMEN IN WINE 2024 CONFERENCE SPONSORSHIP OPPORTUNITIES </div> </div>	<div>  <div> TITLE SPONSOR \$10,000 </div> </div>	<div>  <div> DIAMOND SPONSOR \$7,500 </div> </div>	<div>  <div> PLATINUM SPONSOR \$5,000 </div> </div>	<div>  <div> GOLD SPONSOR \$2,500 </div> </div>	<div>  <div> SILVER SPONSOR \$1,000 </div> </div>	<div>  <div> BRONZE SPONSOR \$500 </div> </div>
LOGO ON EVENT E-MARKETING						
LOGO ON WEBSITE & EVENT SIGNAGE						
LOGO ON HOME PAGE OF WEBSITE						
LOGO PRINTED ON ATTENDEE GIFT BAGS						
SOCIAL MEDIA POST INCLUSION						
DEDICATED SOCIAL MEDIA POST(S)	2 posts	1 Post				
WEBSITE LINK INCLUDED IN POST EVENT E-BLAST TO ALL ATTENDEES						
LOGO ON SCREEN DURING IN-PERSON EVENT						
COMPLIMENTARY EVENT REGISTRATION	In Person 5	In Person 4	In Person 3	In Person 2	In Person 1	
OPPORTUNITY TO PROVIDE PROMO PIECE IN ATTENDEE GIFT BAGS						
PRE-RECORDED VIDEO SHOWN DURING EVENT	3 minutes	2 minutes	1 minute			
COMPLIMENTARY ANNUAL MEMBERSHIP	4	2	2	2	2	1
COMPLIMENTARY HOLIDAY PARTY TICKETS	4	3	2	1		
RESERVED SEATING AT CONFERENCE	5	4				
INVITATION TO ATTEND PRE-CONFERENCE BOARD & SPEAKER DINNER	2					



# SPONSORSHIP OPPORTUNITIES

## 2024 Women in Wine Oregon Conference

### ALL SPONSORS AT \$500 AND ABOVE RECEIVE:

- Logo included on womeninwineoregon.com and event signage
- Logo featured in e-marketing to an audience of 2,000+
- Opportunity to provide a promotional item for attendee gift bags
- Complimentary Women in Wine Membership(s)

### BRONZE - \$500

#### SPONSORS RECEIVE IN ADDITION:

- Inclusion on social media posts (3,500+ followers)
- 1 annual membership

### SILVER - \$1000

#### SPONSORS RECEIVE IN ADDITION:

- Inclusion on social media posts (3,500+ followers)
- 2 annual memberships
- 1 in-person conference registration

### GOLD - \$2,500

#### SPONSORS RECEIVE IN ADDITION:

- Inclusion on social media posts (3,500+ followers)
- Website link included in post-event e-blast to conference attendees
- 2 annual memberships
- 1 holiday party ticket
- 2 in-person conference registration

### PLATINUM - \$5,000

#### SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide one-minute pre-recorded video to play during event
- Logo on screen during one breakout session, captured in recording
- 2 annual memberships
- 2 holiday party tickets
- 3 in-person conference registrations

### DIAMOND - \$7,500

#### SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide *two*-minute pre-recorded video to play during event
- Pre-conference dedicated social media post
- Logo on home page of website
- 2 annual memberships
- 3 holiday party tickets
- 4 in-person conference registrations
- VIP Reserved seating for 4 at conference

### TITLE - \$10,000

#### SPONSORS RECEIVE IN ADDITION:

- Opportunity to provide *three*-minute pre-recorded video to play during event
- Logo printed on guest gift bags
- Invitation for two attend pre-conference Board & speaker dinner
- Two dedicated social media posts
- 4 annual memberships
- 4 holiday party tickets
- 5 in-person conference registrations
- VIP Reserved seating for 5 at conference



# AUDIENCE BREAKDOWN

## Women in Wine Oregon

*Note: This data is intended to provide a general overview of our audience, and is based off of attendee registrations and surveys from the 2023 conference.*



## CONFERENCE ATTENDANCE BY STATE

**87.4%** Oregon

**12.6%** Out-of-State

## JOB FUNCTION

**29%** Sales

**16.9%** Other

**14.3%** Winemaking

**12.1%** Administration & Marketing

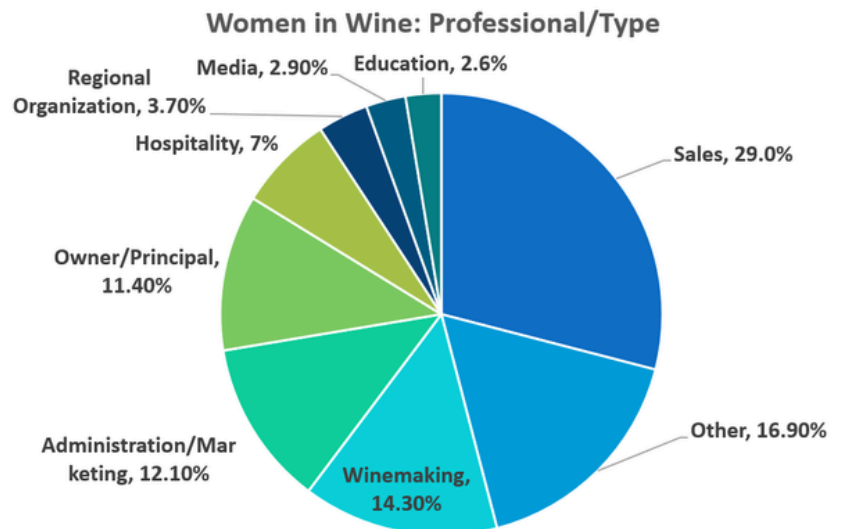
**11.4%** Owner/Principal

**7%** Hospitality

**3.7%** Regional Organization

**2.9%** Media

**2.6%** Education



## GUEST QUOTES

"Thank you for creating a venue that is engaging and supportive. I loved seeing so many new entrants to our industry and meeting new people."

**"This was my 2nd year, and I can't wait to go again next year!"**

"I really appreciate the thought that went into all of the themes and who the speakers were. The diversity was awesome to see and it was refreshing to see real problems being spoken about."

**"I loved this event! Being new to the industry, I felt very valued and found a sense of place."**

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## Women in Wine Oregon

There are opportunities year-round to sponsor Women in Wine Oregon. Whether you'd like to invest in Board Development, host a happy hour, give to the mentorship program, sponsor a scholarship or donate to our wine library, there are plenty of ways that you can give to support female leadership in the wine and beverage industries.



- Sponsor a scholarship (for education, event attendance, membership and more)
- Sparkling wine sponsor for annual conference
- Sponsor breakfast, lunch or happy hour at the conference
- Sponsor a networking happy hour, virtual event or professional development workshop
- Provide in-kind products, services, or visibility
- Sponsor the pre-conference Board and speaker dinner
- Sponsor the Board retreat and training opportunities



*The 2023 Women in Wine Board of Directors*