



Women in Wine 2020

We're going VIRTUAL!

About Us

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.

Through this annual event, we seek to elevate and inspire, developing change leaders, and role models for the wine industry: advocating and activating for diversity and gender equality, and fostering mentorship to be a strong example for the wine industry.

Founded in 2019, **Women in Wine: Fermenting Change** was Oregon's first event dedicated to empowering and advancing women in the wine industry. Taking place this year on July 20th, the Virtual 2020 Women in Wine Conference is the industry response to Stay At Home mandates during COVID-19. We have made the shift with the help of the technologies that our sponsors and speakers utilize everyday to connect employees and engage customers. The conference will feature keynote speakers **DJ Wilson, former President & General Manager, KGW Media Group** and **Annette Alvarez Peters, former Asst. Vice President / General Manager for Beverage Alcohol, Costco**, and includes breakout sessions that focus on some of the most important issues facing women in the industry today.

Women in Wine is an event for industry professionals to connect through our diverse network and collaborate across all industry sectors. **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.



The Audience

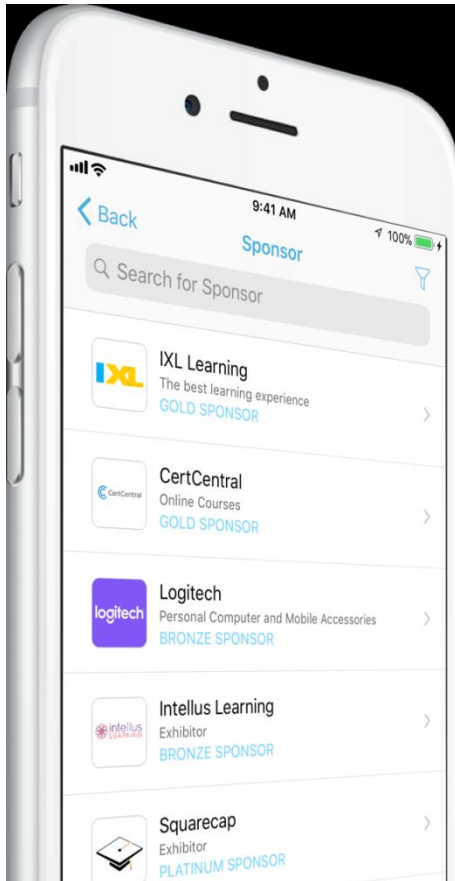
- 250 + Event guests
- Attendees and Founding Committee Members include professionals from across the wine industry, including senior executives, marketing and public relations professionals, journalists, educators, sommeliers, exporters and distributors.
- Additional, diverse network of wine industry-adjacent attendees, including business and accounting consultants, bankers, hospitality, equipment manufacturers, graphic designers and media
- Engaged, Purpose-driven Community



Elevate your brand at the *Virtual 2020 Women in Wine Conference* with a Virtual Conference Sponsorship Package

- Connect to influential wine industry professionals from around the NW
- To make this the best experience possible for your organization, with lasting results, we've shaped packages that will give you sustained visibility and create connections during the event. All packages have been enhanced with digital marketing benefits that promote your company to the registered attendees and our online community of professionals

\$7,500 Platinum Sponsorship – 2 Available



Prior to Conference:

- Logo featured with in pre-conference marketing emails.
- WIW website with link to sponsor's website.
- Pre-conference "Official Sponsor" social media (Instagram/Facebook) dedicated post on our WIW owned pages.
- One-time opportunity to send e-mail to attendees post conference through WIW.

Day of Event

- 5-minute welcome remarks delivered before keynote
- Logo on screen during keynote that is captured in the on-demand recording.
- Sponsored push notifications
- Company description and link to website listed in conference website.
- Virtual landing page with in-depth sponsor generated profile with option to link out to sponsor website, display contact information, and attach documents to be showcased
- 4 full registrations for staff or customers
- Additional tickets at discounted rate of \$59 (from \$99)

\$2,500 Gold Sponsorship— 7 Available

Prior to Conference:

- Logo featured with in pre-conference marketing emails.
- WIW website with link to sponsor's website.
- Pre-conference "Official Sponsor" social media (Instagram/Facebook) dedicated post on our WIW owned pages.

Day of Event

- 2-minute welcome remarks delivered before breakout session
- Logo on screen during breakout session that is captured in the on-demand recording.
- Company description and link to website listed in conference website.
- Virtual landing page with in-depth sponsor generated profile with option to link out to sponsor website, display contact information, and attach documents to be showcased
- 2 full registrations for staff or customers
- Additional tickets at discounted rate of \$69 (from \$99)



\$1,000 Silver Sponsorship— 7 Available



Prior to Conference:

- Logo featured with in pre-conference marketing emails.
- WIW website with link to sponsor's website.
- Pre-conference "Official Sponsor" social media (Instagram/Facebook) dedicated post on our WIW owned pages.

Day of Event

- 2-minute welcome remarks delivered before breakout session
- Logo on screen during breakout session that is captured in the on-demand recording.
- Company description and link to website listed in conference website.
- Virtual landing page with in-depth sponsor generated profile with option to link out to sponsor website, display contact information, and attach documents to be showcased
- 1 full registrations for staff or customers
- Additional tickets at discounted rate of \$79 (from \$99)

\$500 Bronze Sponsorship— 10 Available

Prior to Conference:

- Logo featured with in pre-conference marketing emails.
- WIW website with link to sponsor's website.

Day of Event

- Company description and link to website listed in conference website.
- Virtual landing page with in-depth sponsor generated profile with option to link out to sponsor website, display contact information, and attach documents to be showcased
- Tickets at discounted rate of \$79 (from \$99)

Sponsorship Tiers

Tier	Platinum	Gold	Silver	Bronze
Logo featured within pre-conference marketing emails	x	x	x	X
Link to sponsor's website on WIW webpage	x	x	x	x
Pre-conference "Official Sponsor" social media (Instagram/Facebook) dedicated post on our WIW owned pages.	x	x	x	
One-time opportunity to send e-mail to attendees post conference through WIW	X			
Welcome Remarks	5 minutes prior to keynote	2 minutes prior to breakout	2 minutes prior to breakout	
Logo on Screen during recorded keynote/breakout	x	x	x	
Virtual landing page during conference	x	x	x	x
Number registrations for staff or customers	4	2	1	0
Additional tickets at discounted rate	\$59	\$69	\$79	\$79