

2021  DIRECT TO CONSUMER  
WINE SYMPOSIUM

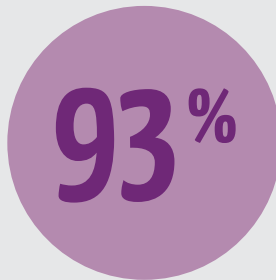
**JANUARY 19-22, 2021** A NATIONAL, VIRTUAL CONFERENCE

THE WINE  
INDUSTRY SUMMIT  
ON DTC SALES  
& MARKETING

**TRADE  
SPONSORSHIP  
PACKAGE**



Going  
**100% Virtual**  
in 2021



2020 Attendees  
**Recommend**  
the DTCWS



Reaching  
**More DTC Managers**  
in 2021

**REGISTER TODAY AT**  
**DTCWINE SYMPOSIUM.COM**



**PRESENTED BY**  
**FREE THE GRAPES!**

DTCWS  
2021

# WELCOME LETTER

## WE'RE GOING 100% VIRTUAL IN JANUARY 2021

Not just a webinar, the re-imagined Symposium will leverage virtual conference technology so you can reach and interact with more DTC managers than with past in-person conferences. Sponsorship levels are simplified this year with new features such as lead generation tools, live demos, video presentations and more. Your pre-recorded Sponsor Sessions, Workshop Session Sponsorship video ads will all be available for registrants to watch after the January event, extending viewership and sponsor benefits well into 2021.

## THE WINE INDUSTRY'S ANNUAL SUMMIT ON DIRECT MARKETING AND SALES

Now in its 14th year, the summit attracts winery DTC managers, marketing directors, club and tasting room managers, owners and thought leaders. Once again, we'll connect buyers and sellers when many wineries are finalizing their 2021 strategies and partners.

## SUPPORT THE DTC CHANNEL. SUPPORT FREE THE GRAPES!

Net proceeds provide 70% of the budget for Free the Grapes! The beneficiary and presenting organization continues to work tirelessly with industry lobbyists and regional associations. The coalition has helped to increase the number of legal winery shipping states from 17 to 45, representing 95% of the US population (with Kentucky soon to be the 46th). In sum, the DTC Wine Symposium has played a key role in creating and streamlining this sales channel, which is more important than ever.

## SIGNUP IS EASY

Just complete the online sponsorship form and we'll send you a deposit invoice. First come, first served!

On behalf of the Steering Committee and the Board of Directors at Free the Grapes!, thank you for your involvement and financial support.



**Jeremy Benson, Executive Director**  
Free the Grapes!

2021 Steering Committee Members: Brandon Allen, Patricia O'Brien, Ron Scharman, Nina Depiesse, Leah McNally, Brian Baker, Meredith Hayes, Barbara Gorder, Adrienne Stillman, Susan DeMatei, Lindsay Kana and Chris Grossman

**REGISTER TODAY AT [DTCWINESYMPIUM.COM](https://dtcwinesymposium.com)**

**FOLLOW US!**



@DTCWS



DTCWS21

# DTCWS 2021

# SPONSORSHIP LEVELS

SPONSOR BENEFIT	PLATINUM SPONSOR	ASSOCIATION SPONSOR: PLATINUM	ASSOCIATION SPONSOR: GOLD	SWAG SPONSOR	GOLD SPONSOR
Fee	\$8,000	\$17,000	\$2,500	\$6,000	\$1,500
Limit	4	2	4	1	20+
Complimentary Registrations	8	8	4	4	4
Event App Benefits	✓	✓	✓	✓	✓
Event App: Extra Banner Visibility	✓	✓			
Conduct A Sponsor Session	1			\$1,000	\$1,000
Workshop Sponsorship	1			\$500	\$750
Exclusive Email Push Notifications and Posts	2				
Email Blast	✓	✓	✓	✓	✓
Registrant Email List (As of 1/1/21)	✓	✓	✓	✓	✓

\*Registrants have the option to opt-out

## NOTES ON SPONSOR LEVELS AND BENEFITS

**Fees:** Sponsorship fees include the base fee plus any additional fees for Sponsor Sessions and Workshop Sponsorship.

**Limit:** The maximum number of sponsors at each level.

**Complimentary Registrations:** Sponsors receive a set number of complimentary registrations which can be used for staff, clients, etc. Sponsors must complete registrations using the event's registration portal.

**Event App Benefits:** Using the DTCWS event app, Whova, each sponsor is provided one, exclusive exhibitor page including livestream functionality, video content functionality, chat functionality, and lead generation tools (raffle, giveaways, etc.). Additional fees apply for banner visibility at select sponsor levels. Additional background on Whova is located here:

[whova.com/virtual-conference-platform](http://whova.com/virtual-conference-platform)

**Sponsor Session:** These are optional, pre-recorded, 40-minute sessions created, managed and presented by sponsors. Additional fees apply for some sponsor levels. Sponsor Sessions are listed in the DTCWS app Schedule providing significant additional brand visibility. Note that Sponsor Sessions are not guaranteed as part of a sponsor level.

### Requirements:

- 1) Completion of online sponsorship registration
- 2) Receipt of total sponsor fee payment
- 3) Participation in initial meeting and mandatory rehearsal for DTCWS Steering Committee
- 4) Payment for and registration of all panelists/speakers through the event's registration portal (or use of comp registrations), and
- 5) Final approval of DTCWS Steering Committee.

**Swag Sponsorship:** The DTCWS Steering Committee will review proposals from prospective sponsors for delivery of one shipment to each registrant, based on creativity and cost. Deadline for submissions is November 1 to [benson@bensonmarketing.com](mailto:benson@bensonmarketing.com).

**Workshop Session Sponsorship:** These are optional, one-minute 'commercials' aired at the beginning of each Workshop Session. One sponsor per Workshop Session. Sponsors provide the DTCWS with a 60-second maximum video file in MP4 format no later than December 17, 2020 that will precede the chosen Workshop Session. Additional fees apply for some sponsor levels.

### **Additional Sponsorship Information:**

- No trade-outs or in-kind donations are accepted in lieu of sponsorship fees.
- Sponsors are not prevented from submitting Workshop Session proposals.
- Sponsors are responsible for uploading sponsorship content to the event app, including images, video, etc.
- All Sessions will be available to registrants after the January conference.
- Payments may be made by electronic funds transfer or check; no credit card payments accepted. Instructions included in invoices.
- Free the Grapes! is a California trade association 501(c)6. Contributions are not tax deductible.

## SPONSOR INSTRUCTIONS

**Step 1:** Complete the online Sponsorship Form at [www.DTCWineSymposium.com/Sponsorship](http://www.DTCWineSymposium.com/Sponsorship) and an invoice will be emailed to you.

**Step 2:** Make full payment by check or electronic funds transfer. Benefits are assigned based on receipt date.

**Step 3:** Update your sponsor Exhibitor page on Whova once established by DTCWS.

## QUESTIONS?

Contact Jeremy Benson at 707.738.6520 or [Benson@BensonMarketing.com](mailto:Benson@BensonMarketing.com).

## 2020 HIGHLIGHTS



### Sold Out

4<sup>TH</sup> Consecutive Year:  
500 total attendees



### Positive Feedback

93% of 2020 survey respondents  
recommend the event



### Winery Diversity

All production sizes  
represented from 15 states



### Returning Sponsors

Sponsorship sold out  
in October



### Programming

24 Sessions: Keynotes, Breakouts,  
Town Halls, Roundtables

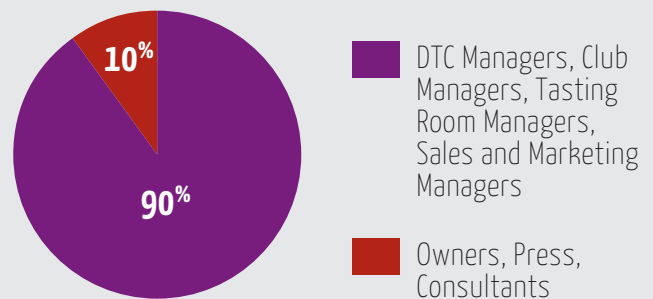


### Dynamic Speakers

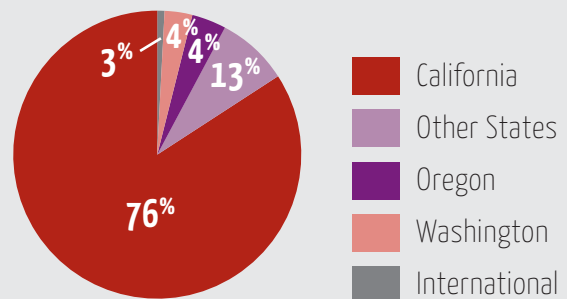
60 experts from within and  
outside the industry

## STATISTICS ON 2020 ATTENDEES

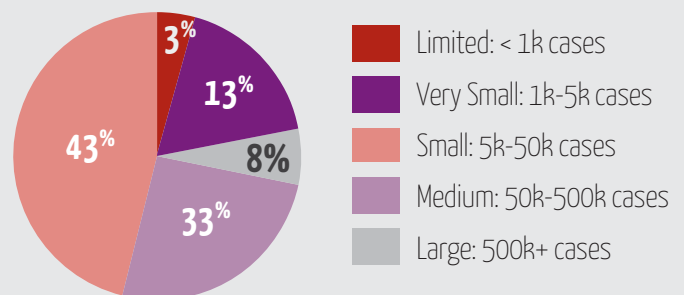
### Function



### US States Represented (15)



### Winery Case Size



# DTCWS 2020

# WINERY ATTENDEES

Alpha Omega Winery	E&J Gallo Winery	Kenzo Estate Napa Valley	Schramsberg Vineyards
Ancient Peaks Winery	Eberle Winery	Keswick Vineyards	Scott Harvey Wines
Artesa Winery	Eco Terreno Wines & Vineyards	Krupp Brothers	Seghesio Family Vineyards
Avennia Winery	Eleven Eleven Wines	Lambert Bridge Winery	Sequoia Grove Winery
Baldacci Family Vineyards.	Elizabeth Chambers Cellar	Landmark Vineyards	Sextant Wines
Balletto Vineyards	Elizabeth Spencer Winery	Larson Family Winery	Silvan Ridge Winery
Bennett Lane Winery	Elk Cove Vineyards	L'Ecole No 41	Silverado Vineyards
Bernardus Winery	Emeritus Vineyards	Long Meadow Ranch	Silver Oak Cellars
Betz Family Winery	F. Korbel & Bros.	Long Shadows Vintners	Spottswode Estate Vineyard & Winery
Black Hills Estate	Far Niente Family of Wineries	Louis Martini & William Hill Estate Wineries	Stag's Leap Wine Cellars
Black Stallion Estate Winery	Fess Parker Winery	MacRostie Winery & Vineyards	Ste. Michelle Wine Estates
Blustone Vineyards	Fetzer Vineyards	Markham Vineyards	Stone Edge Farm Estate Vineyards & Winery
Boisset Collection	Foley Family Wines	McFadden Family Vineyard & Farm	Stone Edge Farm Winery
Breathless Wines	Foundry Vineyards	McGrail Vineyards and Winery	Stony Hill Vineyard
Bronco Wine Company	Four Lanterns Winery	Mercer Wine Estates	Sullivan Rutherford Estate
Brooks Wine	Foxen Vineyard & Winery	Mira Winery	Tablas Creek Vineyard
Bryant	Gary Farrell Winery	Murrieta's Well	Talisman Wine
Cakebread Cellars	Gloria Ferrer Caves and Vineyards	Nakedwines.com, Inc.	Testarossa Winery
Chappellet Vineyard	Groth Vineyards & Winery	Nicora Wine	The Prisoner Wine Company
Chateau Montelena Winery	Hagafen Cellars	Oak Ridge Winery, LLC	The Wine Group
Chronic Cellars	Hahn Family Wines	ONX Wines	Three Sticks Wines
Cline Family Cellars & Jacuzzi Family Vineyards	HALL Wines	Opus One	Tinte Cellars
Clos Du Val Winery	Halter Ranch Vineyard	Patz & Hall	Tolosa
Clos Solène	Handley Cellars	Paul Hobbs Wines	Treasury Wine Estates
Concannon Vineyard	Hawks Hill Ranch	Peju Winery	Trefethen Family Vineyards
Conn Creek	Heitz Cellar	Penrose Hill	Trincherio Family Estates
Constellation Brands	Hestan Vineyards	Pernod Ricard USA	Trione Vineyards & Winery
Crimson Wine Group	Hugh Hamilton Wines	Pisoni Family Vineyards	Troon Vineyard
Cristom Vineyards	J. Cage Cellars	Ponte and Bottai Winery	Truett Hurst & VML Winery
Cuvaision Estate	J. Lohr Vineyards & Wines	Ramey Wine Cellars	Turley Wine Cellars
Danza del Sol Winery	Jasper Winery	Ram's Gate Winery	Turnbull Wine Cellars
DAOU Vineyards & Winery	John Anthony Vineyards	Riverbench Vineyard & Winery	Wente Family Estates
Donelan Family Wines	Jordan Vineyard & Winery	Rodney Strong Vineyards	Willamette Valley Vineyards
Donum Estate	Joseph Phelps Vineyards	Round Pond Estate	Winc, Inc.
Duckhorn Portfolio	JUSTIN Vineyards & Winery	Scheid Family Wines	Winderlea Vineyard & Winery
Duplin Winery	K Vintners, LLC		