



## Request for Proposal: Sponsor Sessions

2022 Direct to Consumer Wine Symposium

January 19-20, 2022

Sponsor Sessions are created and presented by sponsors, providing an opportunity to share expertise and insights with attendees.

### What do Attendees Value?

Our attendees – DTC, tasting room, club, and e-commerce managers – are looking for practical content and useful ideas they can implement immediately. Post-event surveys indicate that attendees want solutions, not generalities or vague recommendations; they value innovative solutions to common challenges. Finally, while our guests are assuming a Sponsor Session will include a review of the company’s strengths, they are sensitive to prolonged sales pitches and will score that session poorly.

Sponsor Sessions are a “value added” benefit of certain sponsorship levels and are not guaranteed even if included within the sponsor fee. The number of Sponsor Sessions is limited; they are available on a first come, first served basis requiring: 1) online registration, receipt of sponsorship payment and agreement by the DTCWS; 2) receiving final approval by the Steering Committee on topics and speakers; and 3) participation in mandatory meetings, rehearsals, and recordings.

<p>The DTCWS and its Steering Committee has the right to cancel a Sponsor Session without a reduction in sponsorship fees.</p>
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### Format

The 2022 Symposium will include pre-recorded Sponsor Sessions with a maximum length of 30 minutes. Assuming that COVID-19 restrictions allow for an in-person conference – which we are planning for – then the sponsor will present their session “live” to attendees. The Steering Committee will choose the day and time of your Sponsor Session during the event dates. Sponsors will utilize the DTCWS recording schedule and process rather than recording and submitting their own MP4 file.

**IMPORTANT:** If you cannot commit to the posted deadlines do not sign up for a Sponsor Session.

### How Do I Sign Up?

#### Step 1

- **Register online.** Read the Sponsor Package for information on costs and benefits; not all sponsorship levels include a sponsor session benefit. Then register at [dctwinesymposium.com/sponsorship/](http://dctwinesymposium.com/sponsorship/)

## Step 2

- **Sign sponsorship contract, pay fee.** Your registration will trigger an invoice, payment instructions and a contract for your signature. Fee payment and a signed contract must be received before our Sponsor Session Committee can discuss your topic ideas.

## Step 3

- **Discuss your topic ideas.** Our Sponsor Committee is here to help you create a win-win for your company and the attendees. See FAQ for contacts.

## Step 4

- **Submit Session Outline by Oct. 31.** Submit a brief written outline of your proposed presentation to [dtcwinesymposium@gmail.com](mailto:dtcwinesymposium@gmail.com). Include: session title (keep it snappy!); intended audience (who would benefit most?); your 3-5 key takeaways each in 1 sentence; as well as speaker names, titles, and companies.

## Step 5

- **Participate in a meeting to review your Session Outline, Nov 3, 4 or 5:** . Present your outline for feedback and encouragement! (we'll look to avoid redundant content)

## Step 6

- **Participate in Dress Rehearsal, Dec 1 or 3.** Again, the Steering Committee is here to help you get the most benefit out of your Sponsor Session. See dates below.

## Step 7

- **Participate in Recording, Dec. 9 or 15.** The DTCWS and its vendors will coordinate a Zoom recording and prep for post-production. This is a one-take presentation limited to 30 minutes maximum.

## Step 6

- **Complete a Speaker Agreement:** Upon acceptance by Sponsor Committee, approved sponsors must complete the Speaker Agreement form online and located here: <https://forms.gle/pXoBxeuuhLLzDqNd7>

<b>DTCWS TIMELINE</b>
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## ASAP

- Register at [dtcwinesymposium.com/sponsorship/](https://dtcwinesymposium.com/sponsorship/)

## October 15, 2021

- Submit your Session Outline.

## November 3, 4 and 5: Review Session Outline Meeting

- Virtual meeting with members of Sponsor Session Committee.

## December 1 & 3: Dress Rehearsal Meeting

- Virtual, full presentation with finished PPT.

## December 9 & 15: Recording

- Your Sponsor Session is recorded live. Little or no editing is expected.
- Complete Speaker Agreement.

## January 19-20, 2022: DTCWS Conference

- Deliver live presentation. See [dtcwinesymposium.com/covid/](https://dtcwinesymposium.com/covid/) for updates

## FAQ

***What's the best format? A panel or single presenter?***

Generally, our attendees prefer a Q&A panel format of a moderator and 2 panelists; you can include 3 panelists if the live and pre-recorded sessions move quickly. If you choose a panel, note that your panelists are not given complimentary event registrations; either you should allocate your comps to them or purchase additional registrations for them.

***How will my sponsor session title refer to my company?***

We will use this convention: "How to Sell More Wine Online, presented by XYZ Company."

***Will my presentation be live or pre-recorded?***

We hope it will be both. We are pre-recording all Sessions in the event COVID restrictions and concerns prevent an in-person conference and we conduct only the virtual component.

***Who can answer my questions?*** Please contact members of the Sponsor Committee: Leah McNally, [leah.mcnally@cask23.com](mailto:leah.mcnally@cask23.com); Meredith Hayes, [meredith@ramsgatewinery.com](mailto:meredith@ramsgatewinery.com); or Jeremy Benson, [benson@bensonmarketing.com](mailto:benson@bensonmarketing.com)

***What if I cannot attend the in-person conference?***

Please do not submit a proposal if you cannot commit to both the meeting dates, including pre-recording, and attending the live event to deliver your presentation.

***What if my recorded presentation is longer or shorter than 30-minutes?***

Practice your pre-recording to come in at 20-30 minutes. If it comes in longer than 30, we'll need to cut it off or replace it with another.

***Assuming the in-person conference takes place as planned, will your virtual attendees view the live presentation or the pre-recorded one?***

At this time, we expect to present our virtual attendees with a live stream of your presentation, not the pre-recorded MP4 file, which we will only use if the in-person conference component does not take place. As the event dates approach, we will update our website with COVID-related protocols.

***Can I demo my product/service during my presentation?***

Yes. But just be aware attendees expect to receive 2-3 solutions to a common challenge that they can implement immediately. A 'hard sell' will reflect poorly on your company, and the DTCWS.