



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

MONTEREY, CALIFORNIA
JANUARY 19-21, 2027

HYATT REGENCY MONTEREY
SPONSORSHIP

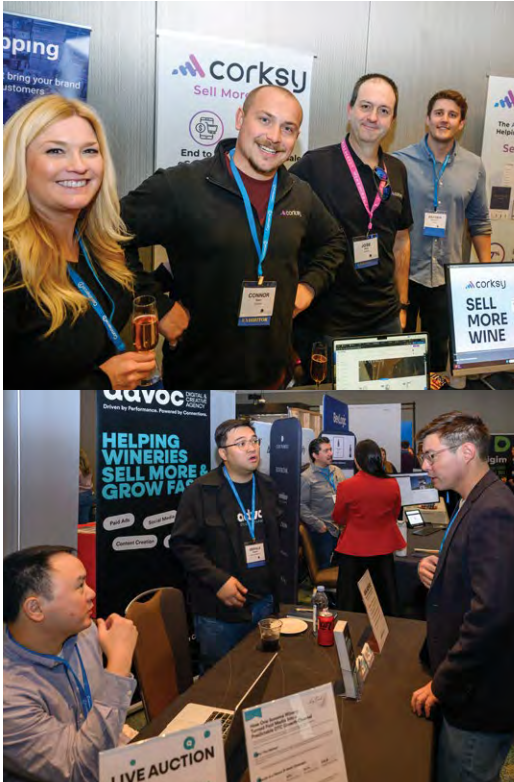


2027 SPONSORSHIP OPPORTUNITIES

Free the Grapes! was established in 1998 by the Wine Institute, Wine America, Napa Valley Vintners, Family Winemakers of California, and the Coalition for Free Trade. These organizations represent thousands of U.S. wineries. Consumers want and expect to be able to purchase wines in the manner they choose: online, by phone, and through periodic winery club shipments.

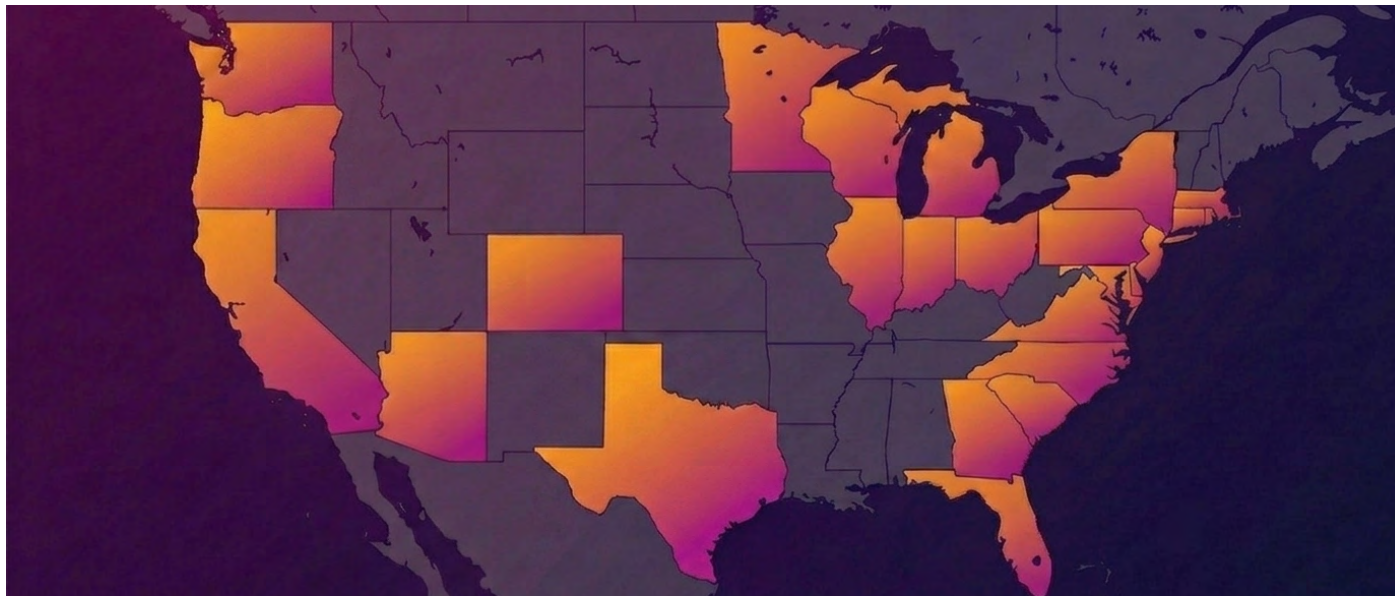
The mission for Free the Grapes is to ensure consumer choice in wine.

We execute state-specific campaigns to support favorable bills that help grow the DTC marketplace for wineries through legal, regulated direct-to-consumer shipments. The Direct to Consumer Wine Symposium and the Free the Grapes Board strive to bring education, relevance, and connectivity to the Wine Industry. We raise funds to support Free the Grapes' mission and winemakers throughout the U.S. Your support as a sponsor of our conference is essential to our work.



*Thank You! We appreciate it,
and so do winemakers all over America.
The Board for Free the Grapes!*

2026 BY THE NUMBERS



Total Attendees: 609 • **Total Sessions: 35** • **States: 22** • **Countries: 6**

SPONSOR TESTIMONIALS

“The DTC Wine Symposium is simply the best event in the wine industry, and I don't say that lightly. After attending earlier this year in Monterey, I can confidently say it's the most valuable conference I've attended in my time at DRINKS.

Everything about it was exceptional. Monterey set a stunning backdrop that made the whole experience feel intentional and special. The sessions were sharp and relevant, not the kind of surface-level content you sit through at most conferences, but real, pointed conversations that left you with actual takeaways. The trade show struck a rare balance: intimate enough to spark genuine connections, but with enough variety to keep things interesting and moving...

...If you're in the wine industry and you're not going to the DTC Wine Symposium, you're missing the best room in the business. We'll absolutely be back.”

Alissa Taggart VP,
Client Success & Professional Services
Gold Sponsor 2026
Drinks



“The DTC Wine Symposium sets the tone for where our industry can go next. With tactical content, thoughtful discussions, and genuine connection, it offers a much-needed sense of momentum to kick off the calendar year. In a challenging landscape, DTCWS reminds us that partnership and collaboration are the keys to moving forward.”

Jessica Silvius Smith,
Director of Marketing
Platinum Sponsor 2026
Wine Direct Fulfillment



“Copper Peak Logistics is the longest continuous sponsor of the DTC Wine Symposium, and with good reason! It brings together the most passionate people in the wine industry. Every conversation is energized, every session delivers something meaningful, and the collective commitment to moving our industry forward is unmistakable. It's a gathering that reminds us why we love doing what we do!”

Milton Cornwell COO,
Trade Show Sponsor 2026
Copper Peak Logistics



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2027 SPONSORSHIP TIERS

We have expanded our sponsorship program to six distinct tiers with more tailored opportunities that align with specific business goals.

From entry-level brand awareness in our Connect tier to high-impact thought leadership in our Legacy package, these new levels offer scaled benefits including different booth footprints, workshop sessions, demo rooms and exclusive networking access.

This refreshed structure ensures that whether you are looking to drive lead conversion or share deep industry insights, there is a dedicated space for your brand to shine.

TIER 1: CONNECT

\$4,200

- Tradeshow Booth 6' x 6'/ 36 Square Feet
- 2 Full Conference Registrations
- 1 General Admission Ticket to the Monterey Bay Aquarium Cocktail Reception
- Badge QR code scanning for lead retrieval during the event
- Opt-in registrant list
- Logo displayed on media wall throughout the conference
- Logo and Sponsor description on Conference App

TIER 2: ENGAGEMENT

\$7,500

- Tradeshow booth 8' X 8'/64 Square Feet
- 2 Full Conference Registrations
- 2 General Admission Tickets to the Monterey Bay Aquarium Cocktail Reception
- Badge QR scanning for lead retrieval during the event
- Opt-in registrant list
- Logo displayed on media wall throughout the conference
- Logo and Sponsor description on Conference App
- One Social Post
- One Tradeshow Pass

TIER 3: ELEVATE

\$13,500

- Tradeshow booth 8' x 8'/64 Square Feet
- 3 Full Conference Registrations
- Dedicated Meeting Room throughout the Conference for demos, and one-on-one meetings.
- 2 General Admission Tickets to the Monterey Bay Aquarium Cocktail Reception
- Badge QR scanning for lead retrieval during the event
- Opt-in registrant list
- One social post
- One dedicated Email
- Logo displayed on media wall throughout the conference
- Logo and Sponsor description on Conference App
- One Tradeshow Pass



MEETING ROOMS FOR ALL

Rent a demo room to host meetings, business, or demos. Up to 10 guests, includes tables and a full screen/AV.

\$1500 per hour



Interested in learning more?

Complete our Sponsorship Information form here.

dtcwinesymposium.com/sponsors/

Free the Grapes! is a 501c(6) non-profit California trade association



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2027 SPONSORSHIP TIERS



TIER 4: SHARED INSIGHT

\$15,000

- Tradeshow booth 8' x 8' / 64 Square Feet
- 4 Full Conference Registrations
- Sponsor Workshop session
- 3 General Admission Tickets to the Monterey Bay Aquarium Cocktail Reception
- Badge QR scanning for lead retrieval during the event
- Opt-in registrant list
- One social post
- One dedicated Email
- Logo displayed on media wall throughout the conference
- Logo and sponsor description on Conference App
- One Tradeshow pass

TIER 5: EXPERIENCE

\$20,500

- Premium Lobby Booth Location 8' x 10' / 80 Square Feet
- 4 Full Conference Registrations
- Sponsor Workshop session
- 3 General Admission Tickets to the Monterey Bay Aquarium Cocktail Reception
- Badge QR scanning for lead retrieval during the event
- Opt-in registrant list
- 1 social post
- One dedicated LinkedIn email
- Logo and Sponsor description on Conference App
- Logo displayed on media wall and main stage screens
- 2 Tradeshow passes

TIER 6: LEGACY

\$25,000

- Premium Lobby Booth 12' x 8' / 96 Square Feet
- 4 Full Conference Registrations
- Sponsor Workshop session
- 4 General Admission Tickets to the Monterey Bay Aquarium Cocktail Reception
- Badge QR scanning for lead retrieval during the event
- Opt-in registrant list
- Two social posts
- Two dedicated emails
- Logo displayed on media wall throughout the conference
- 3 Tradeshow Passes

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THE DTC OPEN

Get ready to tee off at the DTC Wine Symposium with our inaugural 9-hole golf scramble, kicking off January 19, 2027, at 10 AM at the scenic Hyatt Regency Monterey.

This shotgun-start event offers a prime networking opportunity for industry leaders to connect on the greens before all the main sessions begin. We are currently seeking partners for a wide variety of sponsorship levels, providing unique brand visibility to an exclusive audience of wine professionals.



TOURNAMENT NAMING SPONSOR

- This is designed as an “own the event” opportunity, positioning the partner as the headline brand across all touchpoints and promotions. Includes 2 foursomes.

\$5,000

GOLF FOURSOME

- 2 carts included.
- Club Rentals are available

\$700 each

LUNCH SPONSOR










- Bagged Lunch Sponsorship / Branding
- Sponsor branding is flexible:
 - Custom bags, stickers, or inserts allowed
 - Sponsor can provide their own materials

\$2,500

PREMIER SPONSORSHIPS

- Direct engagement with 100+ winery owners, DTC leaders, and industry decision-makers
- Multi-channel exposure (email, social, registration, and on-site branding)
- Extended engagement time, face-to-face interaction in a relaxed setting
- Post-event visibility through recap content and social tagging

See custom packages

| | | | |
|---|--|----------------------------|----------------|
| 10 |  | The Opening Pour | \$2,500 |
| First touchpoint for all players. Includes premier signage, welcome recognition, and activation opportunity. | | | |
| 11 |  | The Sip & Swing | \$2,000 |
| Ideal for brands looking to create a memorable activation (game, tasting, or experience). | | | |
| 12 |  | Precision Pour | \$1,500 |
| Closest to the Pin | | | |
| 13 |  | The Midway Bite | \$2,000 |
| Lunch Station. Mid-round food stop with strong appreciation value and extended dwell time. | | | |
| 14 |  | The Watering Hole | \$3,500 |
| Beverage Station. One of the most interactive placements. Direct guest engagement with hosted beverage service. | | | |
| 15 |  | On the Line | \$1,250 |
| Each includes signage, contest recognition, and prize association. | | | |
| 16 |  | Longest Drive | \$1,500 |
| The Big Swing | | | |
| 17 |  | The Local Pour | \$1,000 |
| Accessible option for local partners with signage and optional on-site presence | | | |
| 18 |  | The Final Toast | \$2,500 |
| Final impression and awards tie-in. High engagement as players finish their round. | | | |



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AQUARIUM SPONSORSHIPS

Sponsoring the Cocktail Party at the Aquarium offers an unmatched opportunity to align your brand with the DTC Wine Symposium's most anticipated social event, where 250 industry leaders gather amidst stunning sea life. Your business will gain premier visibility through high-impact signage while guests enjoy the evening's best craft cocktails in a truly immersive, high-energy atmosphere. It is the ultimate platform to elevate your presence and connect with key decision-makers during the weekend's standout celebration.



TITLE SPONSOR

- Promoted on the website and in all Aquarium promotional materials.
- Dedicated email & LinkedIn Post
- Gobo projected signage outside the Aquarium
- VIP Table

\$5,000



BAR SPONSOR - CUSTOM BARS

- Promoted on the website and in all Aquarium promotional materials
- Custom Branded Cocktail
- Custom Branded Cocktail Napkins
- Custom Light up Branded Bar
- Light up brand ice buckets
- 4 tickets

\$5,000



VIP TABLES

- VIP Tables of 8

\$2,000



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