

PRESENTED BY AND AS A FUNDRAISER FOR

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —

TRADE SPONSORSHIP PACKAGE

THE WINE INDUSTRY SUMMIT ON DTC SALES & MARKETING

January 21-23, 2025 • Hyatt Regency Hotel | Monterey, CA



18th Annual
DTCWS Conference



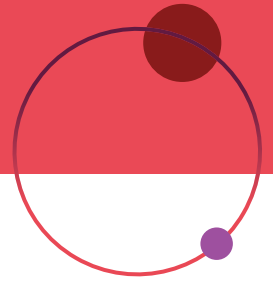
94% of Attendees Surveyed
Recommend DTCWS



Reaching More DTC and
Marketing Managers in 2025



WELCOME LETTER



New Benefits for Sponsors in 2025!

Now in its 18th year, the Direct to Consumer Wine Symposium makes a move to a new location in Monterey, CA! Our new venue and agenda allow for new ways to engage directly with winery DTC, club, tasting room, and marketing managers. In addition to the tradeshow, sponsor sessions, event app and other benefits, we're adding sponsor dinners, more premium booth locations and hospitality suites, as well as Keynote session presentation opportunities. Our agenda also expands from two days to three, with an opening night reception put on in concert with See Monterey. More ways, and time, to engage with your customers and prospects!

Support the DTC Channel, Support Free the Grapes!

Net proceeds from the Direct to Consumer Wine Symposium provide 70% or more of the annual budget for Free the Grapes! This campaign continues to work tirelessly with industry lobbyists, regional associations, press and consumers, helping to increase the number of legal winery shipping states from 17 to 47, representing 98% of the US population. In sum, the Direct to Consumer Wine Symposium has played a key role in creating and streamlining this sales channel. And our work is not done!

Signup is Easy!

Review the options in this document, then complete this [Sponsorship Commitment Form](#).

If you have questions you'd like to discuss before completing the form, please contact our Steering Committee for advice and counsel to make the most of your investment. Best contact is Meredith Hayes - mhayes@ramsgatewinery.com

We hope to see you at our conference in our new location in Monterey, CA!

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

Thea Schlendorf | Executive Director, Free the Grapes!

FREE THE GRAPES!
— TO ENSURE CONSUMER CHOICE IN FINE WINE —

SPONSORSHIP LEVELS

Sponsorship

Platinum

Take the premier position and enjoy the highest levels of awareness and engagement with our attendees

Limit – 3 available

\$24,000

SPONSORSHIP INCLUDES:

- ✓ **Up to 4 Complimentary Registrations & 4 Booth Passes:** Our highest level of complimentary access
- ✓ **Hospitality Suites & Demo Room Options:** Personalize your environment to meet with your customers
- ✓ **Tradeshow Booth in a Premium Location**
- ✓ **Exclusive Dining Event**
- ✓ **Educational Sponsor Session**
- ✓ **Keynote session advertisement opportunity**
- ✓ **Registrant Email List:** Receive a registrant email list for easy follow-up and lead development
- ✓ **Dedicated Email & Social Post**
- ✓ **Enhanced functionality** in event app included

Sponsorship

Gold

Expanded tradeshow presence and exclusive dinner options to help you connect more

Limit – 7 available

\$12,000

SPONSORSHIP INCLUDES:

- ✓ **Up to 3 Complimentary Registrations & 2 Booth Passes**
- ✓ **Tradeshow Booth in a Premium Location**
- ✓ **Exclusive Dining Event**
- ✓ **Educational Sponsor Session**
- ✓ **Registrant Email List:** Receive a registrant email list for easy follow-up and lead development
- ✓ **Group Email & Social Post**
- ✓ **Enhanced functionality** in event app included

Sponsorship

Silver

Stand out with add-on opportunities

Limit – 10 available

\$7,000

SPONSORSHIP INCLUDES:

- ✓ **Up to 3 Complimentary Registrations & 2 Booth Passes**
- ✓ **Tradeshow Booth**
- ✓ **Educational Sponsor Session**
- ✓ **Registrant Email List:** Receive a registrant email list for easy follow-up and lead development
- ✓ **Group Email & Social Post**
- ✓ **Enhanced functionality** in event app included
- ✓ **ADD-ON OPTIONS:** Broaden your exposure by including a Lanyard or WiFi sponsorship, for additional cost

Sponsorship

Tradeshow

Secure your presence at our 18th annual event

Limit – 17 available

\$3,750

SPONSORSHIP INCLUDES:

- ✓ **Up to 2 Complimentary Registrations & 1 Booth Pass**
- ✓ **Tradeshow Booth**
- ✓ **Registrant Email List:** Receive a registrant email list for easy follow-up and lead development
- ✓ **Enhanced functionality** in event app included
- ✓ **ADD-ON OPTIONS:** Extra booth space or an educational session, for additional cost

SPONSORSHIP BENEFITS

01/02

Our **NEW** Home!

We're excited to welcome everyone to our new home in the Hyatt Regency Monterey. This new venue gives us more space and with our location in Monterey we hope to welcome even more members of our DTC wine community to the conference.

o **NEW Expanded Agenda!**

We're also expanding our conference time frame to three days, instead of two. This allows for even more time and opportunities to connect with our attendees.

NEW Opening Night Reception!

With our expanded agenda we'll enjoy an opening night reception on Tuesday January 21, put on in concert with See Monterey. The tradeshow floor will be open during this reception, creating a unique and fun environment to meet with your targets.

NEW Exclusive Sponsor Dinners:

Keep the conversation going after hours. We'll work with you to arrange exclusive dinners for our community of DTC decision-makers.

NEW Keynote Presentation:

Platinum level sponsors will have the opportunity to address the conference during a keynote session with either a video or remarks from a spokesperson. Note: Each option will have a pre-set time limit.

Sponsor Instructions

STEP 1:

Complete the [Sponsorship Commitment Form](#)

You will then receive:

- A Sponsorship Agreement for signature
- An invoice for the full sponsorship fee
- Instructions for payment by check or Electronic Funds Transfer

Note: We cannot accept payment by credit card.

STEP 2:

Sign the agreement and initiate your Sponsorship payment in full. Sponsor Sessions are first come, first served and available based on date of receipt of both payment and agreement, whichever occurs later.

STEP 3:

Update your sponsor Exhibitor page on the event app once established by DTCWS.

SPONSORSHIP BENEFITS

02/02

Limit:

The maximum number of sponsors at each sponsorship level.

Complimentary Registrations:

Sponsors receive a set number of complimentary registrations providing access to all Sessions, if registered prior to posted deadlines. Sponsorship also includes a set number of booth passes which provide access exclusive to the tradeshow portion. Sponsors who require additional, all-access registrations pay for and register using the conference's online registration portal, if registrations are not sold out. We strongly recommend you purchase these registrations prior to the early bird discount expiration date of November 1, 2024 and enjoy the multi-registration PLUS early bird discounts!

Event App Benefits:

Each sponsor level includes one, exclusive exhibitor page including a variety of functionalities. It is the sponsor's responsibility to upload their content to the event app, including images, video, etc. The conference team can assist you in identifying how to utilize these benefits.

Sponsor Session:

Sponsor Sessions are optional presentations which are created, managed, and presented by sponsors. Additional fees apply for some sponsor levels. Sponsor Sessions are listed in the conference agenda providing significant additional brand visibility. Note that Sponsor Sessions are not guaranteed and must meet these basic requirements:

1. Completion of sponsorship registration.
2. Receipt of total sponsor fee payment and sponsor agreement while Sponsor Session. Slots are available (first come, first served).
3. Participation in two mandatory rehearsals (no pre-recordings will take place for DTCWS25).
4. Registration fees will be comped for one sponsor and up to three (3) winery panelists, if a sponsor chooses to use winery clients as panelists.
5. Final approval of DTCWS Steering Committee; note that blatant sales pitches will not be accepted.

ADDITIONAL SPONSORSHIP INFORMATION:

- Free the Grapes! is a California trade association 501(c)6. Contributions are not tax deductible.
- Sponsors agree that if their fee payment is not received by December 31, 2024, event organizers may reassign their sponsor slot to another company.
- No trade-outs or in-kind donations are accepted in lieu of sponsorship fees.
- No credit cards accepted for sponsorship fee payment.
- Sponsorship does not influence Workshop Session speaker selection.

FAQs

What can we expect from the opening night reception?

We will kick off the conference on Tuesday January 21 with some educational sessions and then enjoy an opening night reception, put on in concert with See Monterey. The tradeshow floor will be open, giving you additional time to connect with our attendees.

What should we include in our promotional video?

We recommend customizing videos for DTCWS25, encouraging attendees to visit your tradeshow booth, demo, and/or website. And make it fun and lively. (Only applicable to the Platinum Sponsorship Level. Videos longer than 90-seconds will not be aired.)

Can “Tradeshow” Exhibitors conduct a Sponsor Session?

Yes, if available. There are additional sponsor fees as indicated.

What if I need a larger team to staff our tradeshow booth than what's offered as in our package for complimentary booth passes?

Yes. First, double-check the number of comp'd booth passes which are included in your sponsor level. If you need more booth passes, discuss with our event planner. If you need more all-access registrations than provided with your sponsorship level, purchase them on the event's registration page. Do this before November 1 when the Early Bird pricing expires for best, discounted rates.

What do you provide for each tradeshow exhibitor?

At a minimum, the DTCWS provides tradeshow exhibitors an 8x10 foot space with a 6 foot, black-skirted table (if needed), power outlet, and WiFi through the hotel's system. Please contact event organizers if you have other requirements no later than December 1. Exhibitors will receive a Tradeshow Information Package in late November with details on load-in, etc.

Can you help us determine the right sponsorship level?

All sponsors of the conference are offered a booth on the tradeshow floor. Additional options for Premium locations are available as well, it is best to contact our Steering Committee to select the best option for your team.

- **Tradeshow Sponsorship:** Ideal for companies on a budget. There is no “bad space” in the tradeshow floor. Add on extra booth space or an educational session for additional exposure.
- **Silver Sponsorship:** Great tradeshow presence and an educational session are included at this level. Stand out with add-on opportunities like a Lanyard or WiFi sponsorship. (Note: Only one of each available as an add-on.)
- **Gold Sponsorship:** Expanded tradeshow presence, educational session, and exclusive dinner options help you connect more.
- **Platinum Sponsorship:** Take the premier position and enjoy the highest levels of awareness and engagement with our attendees; maximum number of complimentary registrations and booth staff passes, hospitality suite, exclusive dining events and educational sessions included in the fee, plus a Keynote session advertising opportunity.

Questions?

For All Logistics and Payment Questions:

Lynn Edwards | Event Manager
Email: Lynn@Evo3events.com

For All Other Questions:

Meredith Hayes | Sponsorship Committee Chair
Email: mhayes@ramsgatewinery.com



CONFERENCE HIGHLIGHTS

By The Numbers



Great Programming

94% of Attendees Surveyed Recommend DTCWS



Sponsorships

37 Sponsorship Slots Available in 2025



Enhanced Program

36 Presentations Over 3 Days



Dynamic Speakers

50+ experts from within and outside the industry



Function



83%

17%

DTC Managers

Owners

Wine Club Managers

Consultants

Tasting Room Managers

Sales & Marketing Managers

Represented Locations



83%

4%

3%

3%

3%

CA

WA

OR

MI

TX

2%

2%

Other States

Other Countries

Winery Case Size



25%

45%

25%

5%

<5k

5-50k

50-500k

>500k

PAST ATTENDEES & SPONSORS

WINERY ATTENDEES (PATRIAL LIST)

Abeja Winery
Adelsheim Vineyard
Ancient Peaks Winery
Artesa Vineyards
Baldacci Family Vineyards
Benziger Family Winery & Imagery Estate Winery
Berryessa Gap Vineyards
Boisset Collection
Bronco Wine Company
Cakebread Cellars
Caymus
Center of Effort Winery
Chappellet
Chimney Rock Winery
Cliff Lede Vineyards
Constellation Brands, Inc.
Davis Estates
DeLille Cellars
Duckhorn Portfolio
Elk Cove Vineyards
Emeritus Vineyards
Far Niente
Fetzer Vineyards
Foley Family Wines
Foppiano Vineyards
Fort Ross Vineyard & Winery
Foundry Vineyards
Gamble Family Vineyards
Gary Farrell Winery
Ghost Block Wine
Gold Hill Winery
Halter Ranch Vineyard
Handley Cellars
Heitz Cellar
Herzog Wine Cellars
J. Lohr Vineyards & Wines
J. Pedroncelli Winery
JaM Cellars
Joseph Phelps Vineyards
JUSTIN Winery
King Estate Winery
Korbel Champagne Cellars
Laird Family Estate
L'Ecole No 41
Long Meadow Ranch
Louis Martini
Markham Vineyards
MAWBY Sparkling Wine
McBride Sisters Collection
Merry Edwards Winery
Peak Cellars
Oak Ridge Winery
Obsidian Wine Co
Paul Hobbs Winery
PEJU
Peltier Winery
Pernod-Ricard, USA
Pisoni Family Vineyards
PlumpJack

Quails' Gate Winery
Quintessential Wines
RAEN Winery
Raventós Codorníu
Roederer Estate Winery
Rombauer Vineyards
Round Pond Estate
Rutherford Wine Company
Scheid Family Wines
Sequoia Grove Winery
Shafer Vineyards
Signorello Estate
Sonoma-Cutrer Vineyards
Spottswode Estate
St. Supery Inc.
Stag's Leap Wine Cellars
Chateau Ste Michelle Wine Estates
Tablas Creek Vineyard
Terlato Wine Group
Testarossa Winery
Treasury Wine Estates
Van Duzer Vineyards
Veritas Winery
Wente Family Estates
Willamette Valley Vineyards
William Chris Vineyards

SPONSORS

Wine Institute
Napa Valley Vintners
The Digest of Wine & Spirits Law
FedEx
UPS
RedChirp
Wine Direct
Wineshipping
Avalara
Enolytics
GLS
OrderPort
Sovos ShipCompliant
Activ8
Commerce7
experi
WineBusiness Analytics
Wine Pulse
WISE
Copper Peak Logistics