



DIRECT TO CONSUMER  
WINE SYMPOSIUM  
FREE THE GRAPES



MONTEREY, CALIFORNIA  
JANUARY 20-22, 2026

HYATT REGENCY MONTEREY





# 2026 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, including media outreach and consumer engagement tactics, 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!*



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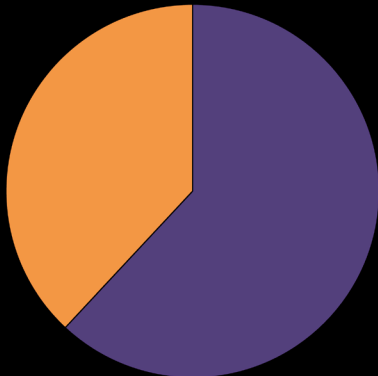
Monterey, California  
January 20-22, 2026  
[dtcwinesymposium.com](http://dtcwinesymposium.com)



# 2025 BY THE NUMBERS

**Total Attendees: 688 • Total Sessions: 37 • States Represented: 16**

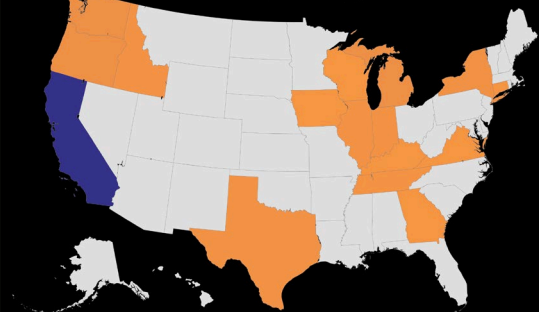
2025 Attendees



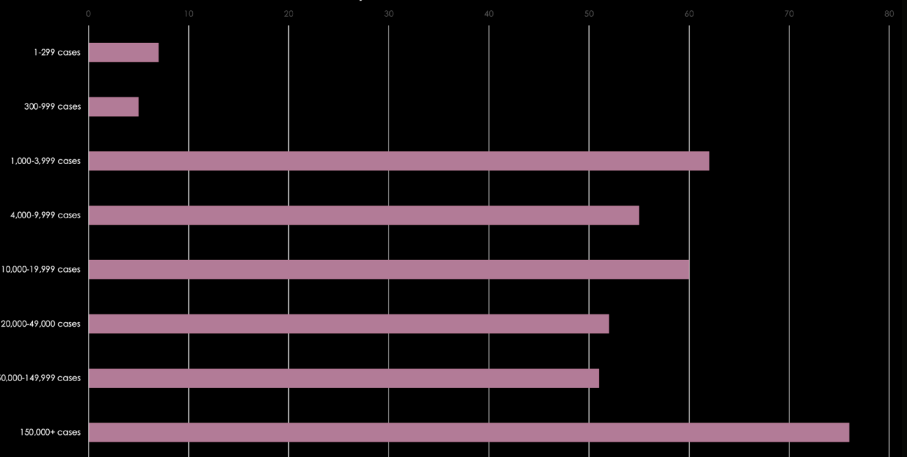
Repeat Attendees First-Time Attendees

Attendees by State

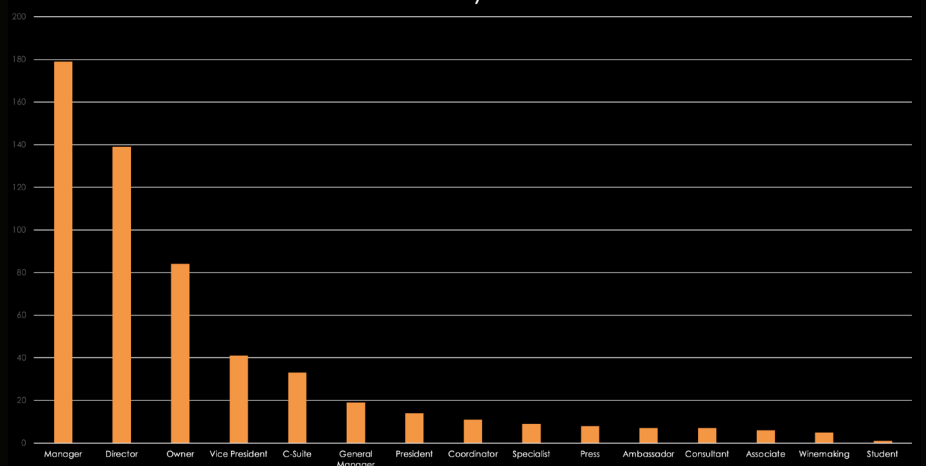
Attendees 1 277



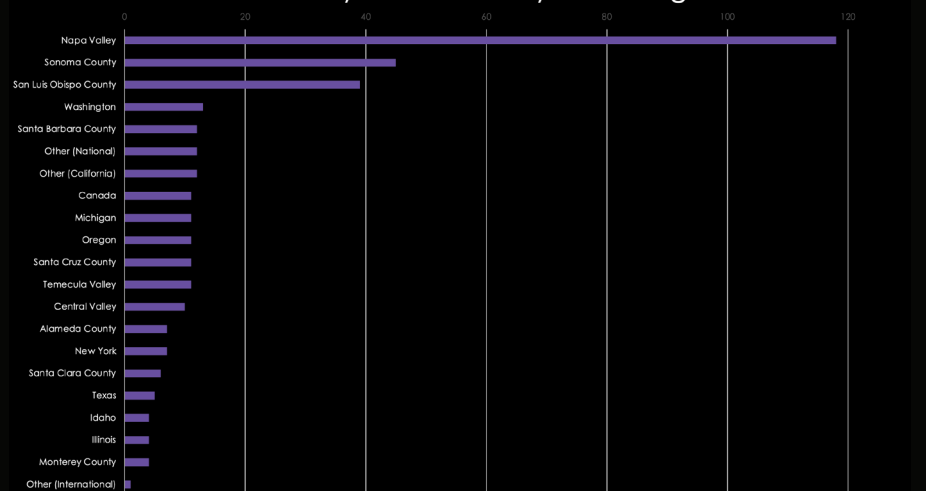
Wineries by Annual Production Size



Attendees by Job Level



Winery Attendees by Wine Region



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# 2026 SPONSORSHIP LEVELS

## PLATINUM

\$24,000

- ✓ Premium Trade Show booth located in Conference Center Foyer
- ✓ Educational Workshop session
- ✓ Four complimentary registrations
- ✓ Keynote Sponsor signage
- ✓ Hospitality Suite Option-3 total available
- ✓ Access to registrant email list
- ✓ Premium placement in the WHOVA app
- ✓ Platinum Media Package: 10% Share of Voice on Large Screens
- ✓ Two dedicated social media posts
- ✓ One dedicated email
- ✓ Premium trade show position

## GOLD

\$12,000

- ✓ Premium trade show position on floor
- ✓ Educational Workshop sessions available. First come, first served
- ✓ Three complimentary registrations
- ✓ Access to registrant email list
- ✓ One dedicated social media post
- ✓ One dedicated email
- ✓ Gold media package: 5% Share of Voice on Large Screens

## TRADE SHOW

\$3,750

- ✓ Trade Show: 6-foot table\*
- ✓ Two complimentary registrations
- ✓ Access to registrant email list

*\*No larger pop-ups, please.*

## Interested in learning more?

Complete our Sponsorship Information form here.

[dtcwinesymposium.com/sponsors/](https://dtcwinesymposium.com/sponsors/)

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



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