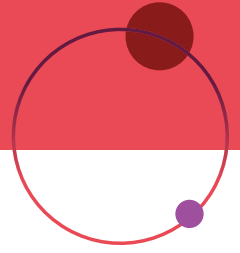




DIRECT TO CONSUMER WINE SYMPOSIUM



Dear

I hope this message finds you well. I am writing to request approval to attend the 2025 Direct to Consumer Wine Symposium, the nation's premier conference dedicated to direct-to-consumer sales and marketing for the wine industry, presented by and as a fundraiser for Free the Grapes! The conference will be held from January 21-23, 2025, at the Hyatt Regency in Monterey, CA. More details about the event are available [here](#).

Attending this symposium will equip me with valuable insights, skills, and industry connections that will greatly benefit . The event offers a robust lineup of sessions and provides an unmatched opportunity to network with top leaders and innovators in the direct-to-consumer wine industry.

Here are some of the key benefits I anticipate from attending:

- Gaining New Ideas and Best Practices: I will learn innovative strategies that can be implemented to optimize our direct-to-consumer operations.
- Staying Current with Industry Trends: The symposium will help me stay informed about the latest trends and identify strategic opportunities to drive our goals.
- Building and Strengthening Industry Connections: Networking with other professionals in the field will be invaluable for our ongoing and future operations.

The following sessions align with our objectives and goals:

- Leveraging Data Analytics for Better Consumer Insights
- Innovative Digital Marketing Strategies for Wineries
- Enhancing Customer Experience through Personalized Engagement
- Effective Use of Social Media in Wine Marketing
- Best Practices for Wine Club Management
- Building Brand Loyalty in a Competitive Market
- E-commerce Solutions for Modern Wineries
- Legal and Compliance Considerations in Direct-to-Consumer Sales

The conference fee is \$, and with travel and accommodation, I estimate the total cost to be \$.

I strongly believe that this will be a valuable investment in the future success of . The knowledge and connections I will gain will directly contribute to the growth and success of our direct-to-consumer wine strategy.

Thank you for considering this request. I look forward to your approval.

Best regards,