



# WiVi Central Coast

The largest gathering of wineries, growers and vendors on the Central Coast.

March 25, 2020 ~ Paso Robles Event Center

## Sponsorship Opportunities

### Platinum \$10,000

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- Four (4) premium exhibitor booths
- Logo recognition in pre-event marketing collateral
- Logo recognition in the show program
- Logo recognition in Wine Business Monthly ads
- Complimentary banner ad on Event website and digital communications
- Logo Recognition and web link on event website and select digital communications
- Opportunity to include on promotional piece in tote bag distributed at registration
- Six (6) session passes
- Twelve (12) exhibitor staff passes

### Gold \$7,500

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- Two (2) premium exhibitor booths (end cap)
- Logo recognition in pre-event marketing collateral
- Logo recognition in the show program
- Logo recognition in Wine Business Monthly ads
- Complimentary banner ad on Event website and digital communications
- Logo Recognition and web link on event website and select digital communications
- Opportunity to include on promotional piece in tote bag distributed at registration
- Four (4) session passes
- Eight (8) exhibitor staff passes

### Silver \$5,000

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- One (1) premium exhibitor booth
- Logo recognition in pre-event marketing collateral
- Logo recognition in the show program
- Logo recognition in *Wine Business Monthly* ads
- Logo Recognition and web link on event website and select digital communications
- Opportunity to include on promotional piece in tote bag distributed at registration
- Two (2) session passes
- Four (4) exhibitor staff passes

### Bronze \$2,500

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- One (1) premium exhibitor booth
- Logo recognition in pre-event marketing collateral
- Logo recognition in the show program
- Logo recognition in *Wine Business Monthly* ads
- Logo Recognition and web link on event website and select digital communications
- One (1) session pass
- Four (4) exhibitor staff passes

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\* Note: Each sponsorship package includes a specific number of tickets.

For Sponsorship Opportunities, contact Tamara Leon at 707-940-3937 or send an email to [tleon@winebusiness.com](mailto:tleon@winebusiness.com)



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## Sponsorship Opportunities

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### Reception – \$3,500 (1 available)

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### Session Sponsor – \$3,000 (6 available)

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Showcase your company strengths by becoming the official sponsor of the educational sessions. Sponsorship includes the following benefits:

- Company logo displayed on session screens before each session and during break periods.
- Pull up signage allowed at the doors of designated session room (provided by sponsor, limit 2)
- One piece of collateral placed on each seat at start of first session (Sponsor to provide)
- Collateral placed on small table at entrance to the main session room for entire day (Sponsor to provide)

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### Lanyard – \$3,000 (1 available)

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Ensure every attendee and speaker sees your brand with your company's logo printed on each lanyard (subject to approval) alongside the WiVi 2020 event logo. All logos will be printed in color.

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### Bag – \$3,000

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Distributed to every attendee when they collect their badge. Includes company logo in color on one side of the attendee bag. The other side of the bag will include event logo.

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### Water Bottle – \$2,500 (1 available)

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Put your company directly in attendees' hands throughout the day. This sponsorship includes your logo on 8oz. water bottles in the main session room. Bottles will be placed at each seat before the start of each session and set out in break and meal areas. Sponsor to provide bottles and high-resolution logo. WBM/WiVi team to distribute the water bottles at the event site.

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### Coffee Break – \$2,000 (1 available)

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Put your company directly in attendees' hands throughout the day. This sponsorship includes your logo printed on disposable coffee cups along with tent card signage on coffee stations during the event. WBM/WiVi team to supply cups and signage.

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### Swag – \$1,000

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One piece of collateral (one letter-sized sheet) placed in each tote bag handed to all attendees at registration.

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### Event Program Ads

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- Back Cover (Full Page): \$1,700
- Inside Back Cover (Full Page): \$1,600
- Inside Front Cover (Full Page): \$1,500
- Full Page: \$1,200
- Half Page: \$800
- Quarter Page: \$500

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## Sponsorship Opportunities

Contract Date: \_\_\_\_\_

### 2020 Sponsorship Level & Price

- Platinum
  - Gold
  - Silver
  - Bronze
- \$\_\_\_\_\_    \$\_\_\_\_\_    \$\_\_\_\_\_    \$\_\_\_\_\_

### Other Sponsorship Opportunities

- Reception Sponsor
- Bag Sponsor
- Swag Sponsor
- Session Sponsor
- Water Bottle Sponsor
- Event Program Ad
- Lanyard Sponsor
- Coffee Cup Sponsor

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### Provide Sponsor Contact Information

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

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## WIVI BOOTH RENEWAL FORM **Renew your WiVi booth for 2020.**

Contract Date: \_\_\_\_\_

### 2020 Renewal Exhibitor/Sponsorship Level & Price

Regular Exhibitor: 8x10'       Regular Exhibitor: 10x10'       Regular Exhibitor: other size  
 Booth # \_\_\_\_\_ \$ \_\_\_\_\_      Booth # \_\_\_\_\_ \$ \_\_\_\_\_      Booth # \_\_\_\_\_ \$ \_\_\_\_\_

Platinum       Gold       Silver       Bronze       Other  
 \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_

### Provide Sponsor Contact Information

Company Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_

### 2020 Waitlist Exhibitor/Sponsorship Preference

Reg. Booth       Platinum       Gold       Silver       Bronze       Other  
 \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_      \$ \_\_\_\_\_

**Additional Opportunities include:** Coffee Break Sponsor, Breakfast Sponsor, Networking Lunch Sponsor, Session Sponsor, Water Bottle Sponsor, Pen Sponsor, Lanyard Sponsor, Event Guide Ad

Notes:

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