

Program Description and Sponsorship Opportunities

Wine Executive Program

From Grape to Table

www.wineexecutiveprogram.com

March 22-26, 2020

UC Davis Campus
Davis, CA





Wine Executive Program

Presented by the **Graduate School of Management** and **Department of Viticulture & Enology**, the UC Davis Wine Executive Program is uniquely designed to teach the fundamentals of winemaking and management skills necessary to be profitable in today’s challenging and dynamic wine industry. Sessions are tailored to help industry leaders grow their businesses by expanding on such topics as building one’s financial acumen and expanding a company’s current marketing and branding strategies. In addition, participants will be exposed to the latest state-of-the-art technologies and processes for making and selling wine as demonstrated in the world’s first LEED platinum winery at the UC Davis Department of Viticulture and Enology.

Participants will develop relationships with other key wine industry leaders that will continue long after the program ends. We have educated over 1,000 wine executives in this unique and informative program over the past two decades. Don’t miss the opportunity to get your name in front of them. Become a sponsor today!

Leveraging the Expertise of Executive Education at the UC Davis Graduate School of Management and the UC Davis School of Viticulture and Enology

For two decades we have partnered with the Department of Viticulture and Enology to deliver The Wine Executive Program, one of the most exciting and well received Executive Education programs offered for the wine industry. Attendees have consistently referred their colleagues to our program and given it high marks for the quality of the curriculum, the world-class faculty and the excellent networking opportunities.

The Audience

Since the UC Davis Graduate School of Management and the Department of Viticulture and Enology joined forces to create the Wine Executive Program in 2001, it has drawn wine industry decision-makers from major wine making regions of the world, including 27 U.S. states, France,

England, Italy, Hungary, Australia, China, Chile, Argentina, South Korea, Japan, Canada, Indonesia and the Philippines.

Specifically designed to teach the fundamentals of winemaking and management skills necessary to be profitable in the challenging wine trade, the innovative program is tailored for middle and senior managers from wineries and vineyards of all sizes, industry suppliers, distributors, financial institutions, service providers and affiliated businesses. Investors, developers, entrepreneurs and those looking to enter the wine business also benefit greatly from the program.

Below are just a few companies that have sent attendees to the program:

- Amcor
- American AgCredit
- Ardagh Group
- Arrowhead Vineyards & Winery
- Beringer Blass Wine Estates
- Biltmore Estate Wine Company
- Brown-Forman
- Buena Vista Winery
- C. Mondavi & Family
- Constellation Brands
- Cakebread Cellars
- Canandaigua Wine Company
- Caribbean Wine Institute
- CIT Business Credit
- The Charmer-Sunbelt Group
- Clos Du Bois Winery
- Columbia Crest Winery
- Constellation Brands
- D'Agostini Vineyards
- Delicato Family Vineyards
- Deutsche Financial Services
- Domaine Chandon
- Dry Creek Vineyard
- Duckhorn Vineyards
- E. & J. Gallo Winery
- Early Mountain Vineyards
- Epic Wines
- Evans & Tate, Ltd.
- Far Niente Winery
- First Republic Bank
- Free Flow Wines
- Golden State Vintners
- Hahn Family Wines
- J. Lohr Vineyards
- King Estate Winery
- Knudsen Vineyards
- Kobrand Corporation
- Ma(i)sonry Napa Valley
- Mumm Napa Valley
- Netofa Winery
- Nickel & Nickel Winery
- Niebaum-Coppola Estate Winery
- Nomatic
- O'Neill Vintners and Distillers
- Opus One Winery
- Owens-Illinois
- O-I Packaging Solutions
- Paraiso Vineyard
- Pescadero Creek Vineyard
- Pulsair Systems, Inc.
- Rabobank International
- Regal Wine Co.
- Renwood Winery, Inc.
- Robert Mondavi Winery
- Rodney Strong Vineyards
- Seagram Chateau & Estate Wines Co.
- Serra Vineyards
- Silicon Valley Bank
- Southwest Wines
- Stag's Leap Wine Cellars
- St. Supery Vineyards & Winery
- Treasury Wine Estates
- Trinchero Family Estates
- Trinitas Cellars
- Union Bank
- Vinop Farms
- Vineyard & Winery Management
- Washington Mutual Business Bank
- Wente Family Estates
- William Grant & Sons Int'l Ltd.
- Wine Business Monthly
- The Wine Group
- Wines & Vines
- Zaca Mesa Winery
- . . . and many more

Program Sponsorship Opportunities

Gold Medal Sponsor	\$15,000
Exclusivity: We will accept only one organization per industry category as a Gold Medal Sponsor	

- Two complimentary registrations for qualified corporate staff or affiliates to attend the program and participate in all activities; includes all course materials, education fees and meals for the full program, a **\$10,500 value**.
- Full-color logo representation in all pre-event marketing collateral including trade magazine ads and select digital communications.
- Your full-color clickable logo with premium placement on the program website.
- The opportunity to provide branded swag which will be included in the participants' gift bags.
 - *Fair Market Value of two complimentary registrations is \$10,500*
Industry categories: Winery, Vineyard, Producer, Supplier, Distributor, Accounting Firm, Law Firm, Financial Institution, Cooperage, and e-Commerce.

Silver Medal Sponsor	\$9,000
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- One complimentary registration for qualified corporate staff or affiliates to attend the program and participate in all activities; includes all course materials, education fees and meals for the full program, a **\$5,250 value**.
- Full-color logo representation in all pre-event marketing collateral including trade magazine ads and select digital communications.
- Your full-color logo on the program website.
- The opportunity to provide branded swag which will be included in the participants' gift bags.
 - *Fair Market Value of one complimentary registration is \$5,250*

Dinner Sponsor	\$4,500
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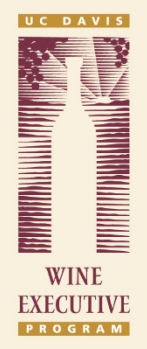
- One complimentary registration for qualified corporate staff or affiliates to attend the program and participate in all activities; includes all course materials, education fees and meals for the full program, a **\$5,250 value**.
- Public recognition and opportunity for brief remarks during the dinner.
- Your full-color logo on the program website.
- The opportunity to provide branded swag which will be included in the participants' gift bags.
 - *Fair Market Value of three dinners is \$240*

Lunch Sponsor	\$3,500
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- Public recognition and opportunity for brief remarks during the lunch.
- Two complimentary tickets for qualified corporate staff or affiliates to attend the lunch.
- Your full-color logo on the program website.
- The opportunity to provide branded swag which will be included in the participants' gift bags.
 - *Fair Market Value of two lunch tickets is \$80.*

In-Kind Wine Donations are also accepted for this program
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- Public recognition and opportunity for brief remarks at any event where your wine is used.



UC Davis 2020 Wine Executive Program Sponsorship Donation Form

PLEASE CHOOSE YOUR SPONSORSHIP LEVEL

- GOLD MEDAL SPONSOR (FMV \$10,500) - **\$15,000**
Exclusivity- We will accept only one organization per industry
Please select:
 - Winery
 - Restaurant
 - Vineyard
 - Cooperage
 - Supplier
 - Machinery
 - Distributor
 - Producer
 - Financial
 - Consulting
 - Accounting
 - Law Firm
- SILVER MEDAL SPONSOR (FMV \$5,250) - **\$9,000**
- DINNER SPONSOR (FMV \$240, exclusive for two dinners) - **\$4,500**
- LUNCHEON SPONSOR (FMV \$80) - **\$3,500**
- Enclosed is a check made payable to: UC Regents**
- Please charge my credit card**

Name as it appears on the card: _____
 Card Number: _____ Exp. Date: _____
 Billing Address: _____
 City: _____ State _____ Zip _____

We CANNOT accept e-mailed credit card information per credit card privacy regulations.
To pay by credit card, submit by mail to the address below or call (530) 219-7447. DO NOT LEAVE A MESSAGE with your credit card information.

Thank you for your generous donation.
<http://giving.ucdavis.edu/ways-to-give/disclosures>

SPONSOR CONTACT INFORMATION

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Tel _____ E-mail _____

PLEASE MAIL COMPLETED FORM TO:

Candace Harrington
 Development Operation Manager
 UC Davis Graduate School of Management
 540 Alumni Drive, 2209 Gallagher Hall
 Davis CA, 95616

For additional information regarding the program:
www.wineexecutiveprogram.com or E-mail: info@wineexecutiveprogram.com



In-Kind Wine Donation to the UC Davis Graduate School of Management

Please complete this entire form to ensure your gift is recorded properly. Your in-kind donation is tax-deductible as allowable by law. The University of California Regents is a 501(c)(3) organization.

Please return this form when you drop-off your wine donation. You can also email your form to: WineExecutiveProgram@gsm.ucdavis.edu prior to your arrival on campus.

If you prefer to mail your donation, please ship your wine and this completed form to:
Davis Graduate School of Management
540 Alumni Lane, Gallagher Hall
Davis, CA 95616
Attn: Wine Exec Program

Wine Donation Details

This area must be completed. Please be sure to include total market value for tax purposes.

Description/Name, Varietal of Wine:	
Quantity:	
Total Market Value:	\$
Contact Information:	Name: Email: Title: Company: Address: City, State, Zip Code:

<http://giving.ucdavis.edu/ways-to-give/disclosures>

Date Received: _____

Received By: _____ Title _____