

2021

TEXAS WINE & GRAPE VIRTUAL CONFERENCE

Sponsorships

TITLE SPONSOR - SOLD - UNCORK TEXAS WINES

- Text placed on all graphics associated with Virtual Forum
 - *The 2021 Texas Wine and Grape Virtual Forum Sponsored by XYZ Company*
- Prominent Header Banner on virtual landing page with hyperlink
- Two 'All Access' Passes to all 4 educational day tracks
- One "Virtual Wine Tasting " package
- Promotional one-minute video posted on TWGGA website and social media sites and at the General Session on March 4, 2021
- Automatic participation in a 'Solutions Partner' Virtual Booth

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LANDING PAGE SPONSOR - SOLD - Wine Software by Microworks

- Prominent Banner Placement on virtual landing page with hyperlink
- Two 'All Access' Passes to all 4 educational day tracks
- One "Virtual Wine Tasting" package
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DAILY SESSION SPONSOR (\$2,000.00 each - Four available)

- Prominent Banner Placement on virtual landing page for sponsored daily session
- Promotional one-minute video shown prior to session starting and after session ends
 - Vineyard Management - February 23, 2021
 - **SOLD - Wonderful Nurseries**
 - Winemaking/Winery Management - February 24, 2021
 - **SOLD - Trysk Print Solutions**
 - Tasting Room Management - March 2, 2021
 - Marketing/Business Management - March 3, 2021
- Two 'All Access' Passes to all 4 educational day tracks
- Automatic participation in a 'Solutions Partner' Virtual Booth

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Sponsorships

VIRTUAL GOLD MEDAL TASTING SPONSOR - SOLD - FERMENTIS

- Prominent Header Banner virtual landing page for sponsored session on March 2, 2021
- Two 'All Access' Passes to sponsored virtual wine tasting
- Promotional one-minute video shown prior to session starting and after session ends
- Ability to provide printed 'collateral' materials which will be sent to all virtual wine
- Automatic participation in a 'Solutions Partner' Virtual Booth

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"DEALS AND STEALS" SPONSOR - SOLD - TriCoreBraun

- Prominent Header Banner on 'Deals and Steals' landing page
- Two 'All Access' Passes to all 4 educational day tracks
- Promotional one-minute video shown prior to session starting and after session ends
- Automatic participation in a 'Solutions Partner' Virtual Booth

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PESTICIDE IN THE VINEYARD SPONSOR - SOLD - NovaVine

- Prominent Header Banner on virtual landing page for sponsored session March 4, 2021
- Two 'All Access' Passes to sponsored virtual pesticide session
- Promotional one-minute video shown prior to session starting and after session ends
- Automatic participation in a 'Solutions Partner' Virtual Booth

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"NETWORKING VAULT" - SOLD - ANJUDI3

- **The "Networking" Vault is our version of meeting around the water cooler. Reconnect, exchange notes, meet the speakers & chat via ZOOM. While we may be behind the camera, we can still be together!**
- Prominent Header Banner with hyperlink on virtual landing page for Networking Vault during virtual event
- Two 'All Access' Passes to all 4 educational day tracks
- Promotional one-minute video posted on TWGGA website and social media sites
- Automatic participation in a 'Solutions Partner' Virtual Booth

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"UN-WINED' LOUNGE - \$800 (one available)

- **The "Un-Wined' Lounge is designated as the 'fun, get away from it all, let your hair down, scream at the top of your lungs' lounge for participants, exhibitors and sponsors. We'll feature video based wine comedies & myths, meditation, & goat yoga (nameste!) - Anything to give your mind a break from the mundane.**
- Prominent Header Banner on virtual landing page for the "Un-Wined" Lounge for the duration of the virtual event
- Two 'All Access' Passes to all 4 educational day tracks
- Promotional one-minute video posted on TWGGA website and social media sites
- Automatic participation in a 'Solutions Partner' Virtual Booth

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Sponsorships

"Speak-Easy" Confab - SOLD - San Marcos CVB

- **The end of the day doesn't have to end without some fun and setting the tone for tomorrow Our "Speak Easy" is our 'all in' meeting where can, at last, see everyone virtually. Bring your favorite end-of-day cocktail and snack to share - figuratively!**
- Prominent Header Banner on virtual landing page for the "Speak Easy" Confab @ 4:30 pm on 2/23/21, 2/24/21, and 3/3/21
- Two 'All Access' Passes to all 4 educational day tracks
- Promotional one-minute video posted on TWGGA website and social media sites
- Automatic participation in a 'Solutions Partner' Virtual Booth

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Sponsorships

REGIONAL MEETING SPONSOR (\$500.00 each - 5 available)

- Prominent Header Banner on virtual landing page for sponsored session. All Regional Meetings on March 4, 2021
 - Region 1: High Plains - **SOLD - SAXCO**
 - Region 2: North Texas - **SOLD - Inland Desert Nursery**
 - Region 3: Gulf Coast - **SOLD - Inland Desert Nursery**
 - Region 4: West Texas - **SOLD - Inland Desert Nursery**
 - Region 5: Hill Country - **SOLD - Texas Hill Country Wineries**
- Promotional one-minute video shown prior to session starting and after session ends
- Automatic participation in a 'Solutions Partner' Virtual Booth

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Sponsorships

INSTANT REPLAY - SOLD - MIRAMOUNT ESTATE VINEYARDS

- Prominent Banner Placement on virtual landing page with hyperlink
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- Promotional one-minute video posted on TWGGA website and social media sites
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Sponsors' Solutions Partners Booth

All Sponsors and Solutions Partners logos with hyperlinks will be posted on the TWGGA website and promoted in TWGGA Social Media platforms

Expanded Trade Show Hours and Post Virtual Exposure

- Up to 42 hours virtual access by participants of the 'Solutions Center'
 - February 22nd & 23rd, March 2nd & 3rd - 8:00 am - 5:30 pm
 - March 4th - 8 am - 12 pm
- You won't have to be available all these hours, but the nice thing is that when you do step away, participants can still access chat and you will still be collecting their contact information each time they visit your virtual booth.
- Additional access by participants to your Sponsor and/or Exhibitor page. TWGGA will engage in a 'slow drip' promotion of the Solutions Center throughout the rest of the year
 - Think of this as 'classifieds' for TWGGA virtual participants that are specific only to our virtual 'Solutions Partners'

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Sponsors' Solutions Partners Booth

Exposure Abounds Virtually

- Company booth you can design yourself online
 - Showcase your logo, company description, website links, demo videos
 - Have searchable tags, downloadable collateral, and manage polls
- Host virtual meetings from within your booth through the 'Talk Now!' app at any time.
- Be listed on the Sponsor and/or Partner's page of TWGGA's website and partner's menu on the virtual platform
- Real-time lead generation from participants visiting your virtual booth

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WE ARE DIFFERENT THAN ANY OTHER VIRTUAL FORUM

- ALL ACCESS to paid participants during the virtual event. That's right!
- "Deals & Steals". Our virtual showcase of Sponsors' & Exhibitors' specials and discounts. TWGGA will engage in separate 'Deals & Steals' Campaign, before, during and after the Virtual Forum.
- "Networking Vault". Our own version of meeting at the water cooler. Public and private text options allow participants, exhibitors and sponsors to connect.
- "UnWined Lounge". Just as the names says, everyone needs a break from the mundane. Unwind with funny videos, Ted Talks, meditation & wine games.
- "Speak Easy" Confab. At the end of the day, generate more leads with games, scavenger hunt, or drawings for participants who set up a virtual appointment, offer a 'Grub Hub' lunch drawing, or a 'Starbucks' gift card for an early meeting. Let your creativity rise to the challenge!
- Post-event exposure and marketing. Paid participants can review their previously live-streamlined sessions and visit all the virtual booths till December 31st.
- TWGGA will engage in routine 'push' campaigns of paid registrants to re-visit the 'solutions partners' booth through December 31st.

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WHO ARE THE VIRTUAL LEARNERS and NETWORKERS?

Our inaugural Virtual Forum exponentially expands our educational and networking opportunities beyond the owners. Without travel, hotel and food expenses, wineries and vineyards can NOW offer valuable educational and networking opportunities to ALL their employees. That's a 'score' for the employer taking care of their employees and a "double score' for an employee who would never be able to afford to attend in person. We are so excited about the expanded educational and networking opportunities because WE BELIEVE in its importance.

Vineyard & Winery Owners

Vineyard & Winery Managers

Tasting Room Managers & Ambassadors

Advertising/Marketing/Branding Personnel

Sales/Event/Distribution Personnel

Accounting/Finance Personnel

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VIRTUAL PLATFORM GOES LIVE
MID-FEBRUARY THROUGH END OF 2021

*SIGN ME UP FOR A
SPONSORSHIP*

(click here)

The "Speak Easy" Confab
Additional Networking Opportunities
You Design
(limited to one activity each day)

Member Price* \$100
Non Member Price \$200

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THE FINE PRINT

All Sponsors must be a member in good standing with TWGGA

Annual Vendor Membership* dues are \$150 annually With your Vendor Membership dues you are afforded:

- Listing in TWGGA Partner's Directory
- Complimentary postings in TWGGA classifieds
- Discounted TWGGA Solutions Partner's booths
- Discounted online and newsletter advertising

Cancellations & Refunds

- Cancellation on or before Friday, February 11, 2021 - 50%
- Cancellation on or after Saturday, February 12, 2021 - 0%

Cancellations and Refunds must be requested in writing via 'Cancellation and Refund' [form](#) which will document date and time for such requests. No-Shows will not be granted a refund