



2021 Grape Day Summary Report

A. FANTASTIC EVENT

- i) Record number registered 269.
- ii) Actual attendance: ~ 150. (Anecdotal head count)
- iii) 18 Exhibitors

B. Exhibitors and Sponsors billed. Monies flowing directly to Foundation bank account ~ \$6,800.

C. Set up DONATE button on webpages = \$1900 checks + 205 cash = \$2,105

D. Scholarship Recipients = \$1000 each

- **Alexis De Cecco** – Texas Tech University, Lubbock
- **Aaron Essary** - Texas A & M University
- **Cassie Hutcheson** – Texas A & M University
- **Rogelio Orocio** – Texas Tech University, Fredericksburg
- **Matthew Southard** – Grayson Colleges

Texas Wine and Texas Bold Campaign

4 videos launched.

- March: Damn Country video. Highlight Texas Independence month
- April: People Flocking video. Highlight wildflower season and Spring in the vineyard.
- May: Which Wines are Winning Awards. Highlight Texsom IWA competition results.
- June: Steak video: Highlight kick off of summer, BBQ and all things under the sun.
- July: Hard Working video. Highlight July 4th and the beginning of vineyard harvest.
- August: Hard Working video. Highlight the end of vineyard harvest of summer.
- September: Texas Pour video. Highlight the 'labor' of making of wine.
- October: People Flocking video. Highlight Texas Wine Month & Lone Star International Wine winners
- November: Which Wines are Winning Awards video: Highlight competition awards (SAT and Houston Rodeos, San Francisco International, etc.)
- December: Texas Pour video. Celebrate the holiday season and introduction to the New Year.

52 licensure agreements signed.

TDA/Uncork Texas Wine Ad Campaign Using Texas Wine Texas Bold (preliminary stats)

The Texas Wine Texas Bold campaign ads finished running on May 11th. During the 22-day period, those ads were seen 808,130 times and had a click through rate of 30%! In addition, below is a table of the ads viewable time in seconds. Interesting the standard banner sizes had longer engagement than the High Impact Paramount.

Line Item	Dates	Total Active View	Average Viewable Time (seconds)
Cross Platform-RON (300x250 & 300x600-ATF&BTF)	4/25 - 5/3		26.73
Cross Platform-RON (300x250 & 300x600-ATF&BTF)	5/2 - 5/9		27.41
Cross Platform-RON (Paramount 1x1)	4/25 - 5/11		20.23
Cross Platform-RON (Paramount 1x1)	5/2 - 5/16		19.13