



MICHIGAN Wine Collaborative

TO ENHANCE THE SUSTAINABILITY AND PROFITABILITY OF THE MICHIGAN WINE INDUSTRY BY SUPPORTING WINERIES, GROWERS AND OTHER BUSINESSES AND INDIVIDUALS CONNECTED TO THE INDUSTRY – TODAY AND FOR FUTURE GENERATIONS.

Press Kit 2021

[MICHIGANWINECOLLABORATIVE.COM](https://www.MICHIGANWINECOLLABORATIVE.COM)
INFO@MICHIGANWINECOLLABORATIVE.COM



The MI Wine Collab



VINTAGE 2016

In 2016 when the Michigan wine industry's state organization, the Michigan Grape and Wine Industry Council, began transitioning to the Michigan Craft Beverage Council, the wine industry created the Michigan Wine Collaborative. MWC was created to supplement losses the industry would experience in the Council's absence.

WHO WE ARE

The MI Wine Collaborative is made up of a wide variety of wine professionals and enthusiasts from all sectors of the wine industry. Our members include wineries, growers, suppliers & vendors, researchers & educators, government officials, retailers, hospitality, media, and MORE! We are big into the idea that MI wine is for everyone and there is room for everyone. Let's grow the industry, together.

WHAT WE DO

- Promotion & Marketing
- Winery Support
- Grower Support
- On/Off Premise Support
- Communications
- Increase Inclusion
- Constantly Expanding the Industry
- Workforce Development
- Wine Drinking

LEADERSHIP

MEET THE LEADERS ON THE MI WINE INDUSTRY

EXECUTIVE BOARD



PRESIDENT
DAVE
MILLER



VICE PRESIDENT
GINA
SHAY



TREASURER
LEE
LUTES



SECRETARY
BRIAN
LESPERANCE



Jessica Youngblood



Matt Moersch



Brian Lillie



Josh Morgan



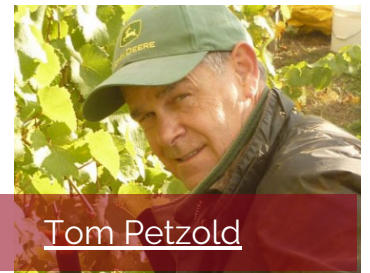
Bob Utter



Chris Southern



Todd Robbins



Tom Petzold



Ed Peabody



Lisa Lyon



Emily Dockery



**OPEN
WINERY
SEAT**

BOARD OF DIRECTORS

Want to become a board member or nominate someone?

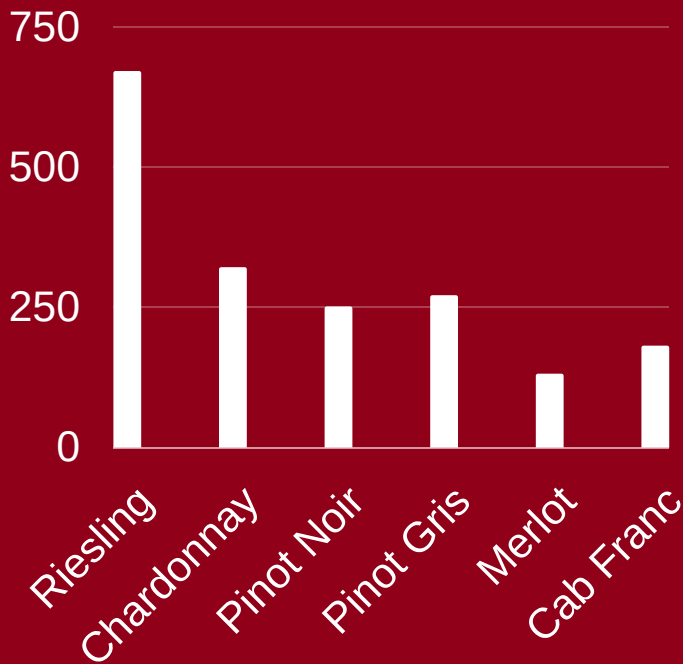
Contact us about our open board seats at
info@michiganwinecollaborative.com

THE MI GRAPE & WINE INDUSTRY...AT A GLANCE

TOP GRAPES

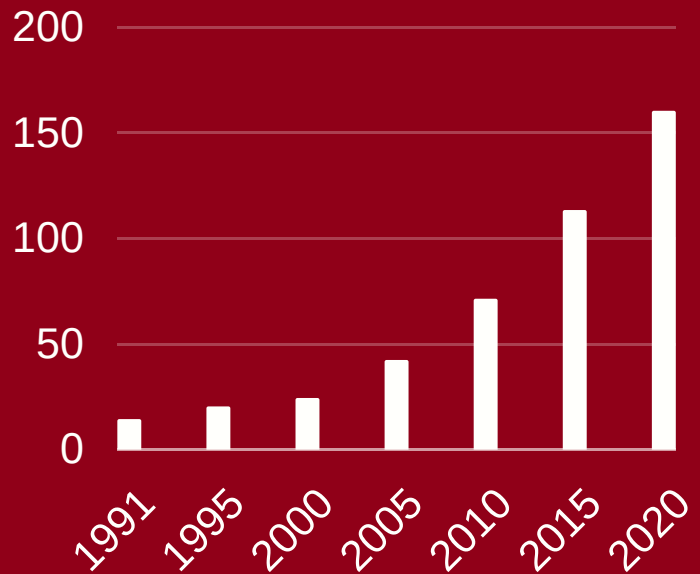
vinifera by acres

According to the 2020 Michigan Grape & Hop Inventory



WINERY GROWTH

Wineries per year in MI



5 AVAS

We are lucky to have distinct AVAs in Michigan. These include Fennville, Lake MI Shore, Leelanau Peninsula, Old Mission Peninsula, and our newest, Tip of the Mitt.



2.75 MILLION
gallons of wine
produced
annually

\$5.4
BILLION
economic
impact

\$1.8 BILLION
in wages
annually

MEMBERSHIP

MAKE AN INVESTMENT IN THE FUTURE OF OUR INDUSTRY.



WE NEED YOU!

Whether it's supporting the industry as a dues-paying member or as a board member, a sponsor, or a volunteer, we need your help! Our goal is to support and promote the Michigan wine industry, but we can only accomplish this together. Please consider giving your time or a small donation. Every hour and penny helps!

MEMBERSHIP LEVELS

WINERY

- 0-3000 Case Production - \$125
- 3,000-9,999 Case Production - \$250
- 10,000+ Case Production - \$500

VINEYARD

- Less than 10 Acres - \$125
- 10-49 Acres - \$250
- 50+ Acred - \$500

OTHER VOTING \$250

Suppliers, industry consultants, related businesses, restaurants, retail, wholesale, for-profit organizations

Includes free company logo advertising in every MWC monthly newsletter and spot on Supplier/Affiliates page on MWC website.

UMBRELLA MEMBERSHIP \$1200

up to 5 companies under one umbrella, such as a winery group that has more than one winery plus associated restaurants or other industry businesses



JOIN NOW!

MICHIGANWINECOLLABORATIVE.COM

NON-VOTING MEMBERSHIPS

- Academic \$25 (individual students, educators, researchers, activists, retired wine industry)
- Other Non-Voting Affiliates \$150 (out of state, other commodity groups, government organizations, colleges/universities, or other industry non-profits)
- FREE non-voting reciprocal memberships: For Michigan wine trails, approved non-profits, organizations, and media.



BECOME A SPONSOR

Promotion and support of Michigan's wine industry used to be a line item in our state budget through the Michigan Grape and Wine Industry Council, who worked hard to increase the viability of the state's grape growing, winemaking, and associated industries through education, industry events, advertising, and consumer messaging and events. In the council's absence, MWC is working hard to secure financial commitments to continue to promote our industry.

We work to promote Michigan wine throughout our state and across the country. We bring speakers, conferences, research, and education/certification to our industry members to help grow their businesses. The MWC also manages Vintage Michigan, a consumer wine club offering discounts, events, and VIP promotions at participating partners (wineries, restaurants, and places of lodging) to raise awareness of the Michigan wine industry.

Every penny counts in our work as the voice of Michigan wine in the Great Lakes and across the nation. Thank you in advance for your partnership to help make that happen!

PLATINUM SPONSORSHIP \$10,000

- Logo/bio on Michigan Wine Collaborative Vintage Michigan website/brochure
- Ad in every MWC (sent to 200 wine industry members) newsletter and Vintage Michigan monthly newsletter (5,000 consumer members)
- Monthly mention on MWC/Vintage Michigan social media (Instagram, Facebook, LinkedIn)
- Logo ad on all signage all MWC-hosted virtual and in-person events
- Optional table at all MWC-hosted in-person events

GOLD SPONSORSHIP \$5,000

- Logo/bio on Michigan Wine Collaborative Vintage Michigan website/brochure as a Gold sponsor Ad in every MWC (sent to 200 wine industry members) newsletter and Vintage Michigan monthly newsletter (5,000 consumer members) Monthly mention on MWC/Vintage Michigan social media (Instagram, Facebook, LinkedIn) Logo ad on all signage all MWC-hosted virtual and in-person events

SILVER SPONSORSHIP \$5,000

- Logo/bio on Michigan Wine Collaborative Vintage Michigan website/brochure as a Silver sponsor Ad in every MWC (sent to 200 wine industry members) newsletter and Vintage Michigan monthly newsletter (5,000 consumer members) Monthly mention on MWC/Vintage Michigan social media (Instagram, Facebook, LinkedIn)

BRONZE SPONSORSHIP \$1,000

- Logo on Michigan Wine Collaborative Vintage Michigan website/brochure as a Bronze sponsor Monthly mention on MWC/Vintage Michigan social media (Instagram, Facebook, LinkedIn)

ADVOCATE \$500

- Logo on Michigan Wine Collaborative Vintage Michigan website/brochure as an Advocate sponsor

EMAIL MWC ABOUT YOUR SPONSORSHIP AT INFO@MICHIGANWINECOLLABORATIVE.COM

COMMITTED TO MWC'S MISSION

HELP US PROMOTE YOU FOR SUPPORTING OUR MISSION



MICHIGAN Wine Collaborative

I do commit to the MWC mission of,

Providing representation and advocacy to historically excluded people in order to increase inclusion and expansion of the Michigan wine industry through increased consumption and sales of Michigan wine, increased tourism, and a diverse recruitment pipeline to the industry..

TODAY I WILL:

List my name as a supporter

List my business as a supporter (list business below)

Volunteer as a mentor

Donate to the Inclusion & Expansion Education Fund

Get involved on the committee

Please provide contact information:

Name:

Phone:

Email Address:

Business or Organization:

Please scan or take a photo of this completed form and email to Emily Dockery at winenotask@gmail.com.

For any inquiries and additional information, contact Emily.

Donate NOW

All donations will be earmarked for use only for execution and promotion of the MWC Inclusion & Expansion Educational Fund.

Donate at mwc.wildapricot.org/Donate/
Please include INCLUSION & EXPANSION in the comment box.

You may also send a check to:
Michigan Wine Collaborative
PO Box 4243
Traverse City, MI 48165
Please put "Inclusion & Expansion Educational Fund" in the memo line

I sign below acknowledging my general commitment to the MWC Inclusion & Expansion Mission as well to my actionable items I can do today to help create a bigger, better, brighter, funkier, tastier, MI wine industry.

Please Sign

Date