

# MICHIGAN Wine Collaborative

*Supporting and promoting the Michigan wine industry through education, events, and campaigns*

## **Michigan Wine Collaborative Sponsorship Levels**

*The Michigan Wine Collaborative is a non-profit organization supporting the sustainability and profitability of the Michigan wine grape and wine industries.*

*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 anticipation of the state's dissolution of the Michigan Grape and Wine Industry Council in 2019, the Michigan Wine Collaborative, a dues-based non-profit organization, was formed to pick up the torch and continue much of the work of the MGWIC, albeit without funding from the state. We are made up of almost 200 Michigan wineries, grape growers, industry suppliers, enology and viticulture educators/students, sommeliers, and other wine-associated businesses throughout the state. 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 \$10,000**

Logo/bio on Michigan Wine Collaborative Vintage Michigan website/brochure as a Platinum sponsor

Ad in every MWC (sent to 200 wine industry members) newsletter and Vintage Michigan monthly newsletter (5,000 consumer members)

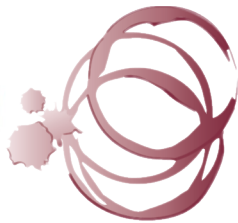
Monthly mention on MWC/Vintage Michigan social media (Instagram, Facebook, LinkedIn)

Logo ad on all signage all MWC-hosted virtual and in-person events

Optional table at all MWC-hosted in-person events

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## **Gold \$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

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## **Silver \$2,500**

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)

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## **Bronze \$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)

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## **Advocate \$500**

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