



MICHIGAN
Wine Collaborative



SHOWCASE TASTING
SPONSORSHIP
OPPORTUNITIES

6/29/2023

Lock in your opportunity to get your brand, services, and products in front of the Michigan wine consumers at the first annual 2023 Michigan Governor's Cup Tasting Event this June in Lansing, Michigan.

DEADLINE FOR COMMITMENT: June 1, 2023



ABOUT MWC

& THE 2023 MI GOVERNOR'S CUP

The mission of the Michigan Wine Collaborative (MWC) is to serve as the flagship ambassador for the Michigan wine industry by amplifying the Michigan brand, providing resources, and fostering connection for the wine community. The Michigan Wine Collaborative specializes in promoting, marketing, and supporting the Michigan wine industry. We do this through cultivating and maintaining relationships with media organizations, freelance writers, and social media engagement. We also strategically choose event opportunities to expand the reach of our winery and vineyard members and to grow the brand of Michigan wine as a whole. Our latest strategic event opportunity includes the 2023 Michigan Governor's Cup event where we have partnered with the Beverage Testing Institute (BTI).

[Click Here for Our 2023 Media Kit](#)

This exciting and historic event includes a wine evaluation unlike any competition the Michigan wine industry has experienced with our previous statewide wine competitions: BTI conducts a series of professional blind tastings to rate and rank a set of Michigan produced wines, meads, and ciders at the BTI Chicago testing facility. Following the results of the wine evaluation, MWC will host the Michigan Governor's Cup Award Ceremony and Gala in Lansing, MI June 28-29, 2023 These events will be attended by Governor Gretchen Whitmer's office, state representative and legislators, press and media, wine and grape industry professionals, and a limited number of tickets will be available to the public.

Learn More! 



WHY SPONSOR

THE 2023 MI GOVERNOR'S CUP TASTING

Support the Michigan Wine Collaborative and the Michigan Wine Foundation by attending this fundraising event. The proceeds will go towards activities supporting and promoting the Michigan grape and wine industries, developing workforce development programs, evolving educational opportunities, creating groundbreaking sustainability standards, and more. Help support the Michigan Wine Collaborative, our state's grape and wine industries, and our causes and beneficiaries by sponsoring and attending this historic event. Together we can grow the Michigan wine industry.

- **Get your brand, services, and products in front of wine consumers and members of the grape and wine industry**
- **Network and make connections with potential future customers and clients**
- **Taste award winning wines from the Governor's Cup Competition**
- **Support a statewide non-profit that is working to expand and secure a sustainable wine industry**
- **Be a part of a historic event for Michigan wine**

Learn More! 

SPONSORSHIP LEVELS

**VIP Happy
Hour
Sponsor**
\$2500

**ONLY 1
AVAILABLE!!**

- Logo & Bio on MWC Website
- Logo on all printed and digital 2023 MI Governor's Cup Materials
- Logo on VIP Swag Bags
- Targeted Email Blast, Webpost, and Social Media promotion to the MWC membership and contact databases
- Table space at the 2023 Governor's Cup Tasting Event
- 4 Tickets to the MI Governor's Cup Showcase Tasting Event
- MWC and Vintage Michigan Membership

**Double
Gold
Sponsor**
\$2500

- Logo & Bio on MWC Website
- Logo on all printed and digital 2023 MI Governor's Cup Materials
- Targeted Email Blast, Webpost, and Social Media promotion to the MWC membership and contact databases
- Table space at the 2023 Governor's Cup Tasting Event
- 4 Tickets to the MI Governor's Cup Showcase Tasting Event
- MWC and Vintage Michigan Membership

**Gold
Sponsor**
\$1500

- Logo & Bio on MWC Website
- Logo on all printed and digital 2023 MI Governor's Cup Materials including full banner
- Shared exhibition table space at the 2023 MI Governor's Cup Gala
- 2 Tickets to the MI Governor's Cup Showcase Tasting Event
- MWC & Vintage Michigan Membership

More Opportunities! 

SPONSORSHIP LEVELS

Silver Sponsor

\$1000

- Logo & Bio on MWC Website
- Logo printed 2023 MI Governor's Cup Brochure and Posters and digital materials
- Shared exhibition table space at the 2023 MI Governor's Cup Gala
- 2 Tickets to the MI Governor's Cup Showcase Tasting Event
- MWC & Vintage Michigan Membership

Bronze Sponsorship

\$500

- Logo & Bio on MWC Website
- Logo on all digital 2023 MI Governor's Cup Materials
- Shared exhibition table space at the 2023 MI Governor's Cup Gala
- 1 Ticket to the MI Governor's Cup Showcase Tasting Event
- MWC and Vintage Michigan Membership

Flight Sponsor

\$250

- Logo & Bio on MWC Website
- Logo on all digital 2023 MI Governor's Cup Materials
- 1 Ticket to the MI Governor's Cup Showcase Tasting Event

Advocate Sponsor

\$150

- Logo & Bio on MWC Website
- Logo on digital 2023 MI Governor's Cup materials

More Info! 

NEXT STEPS

CONTACT US

info@michiganwinecollaborative.com

CLAIM YOUR SPOT

mwc.wildapricot.org/join-us

PROMOTE THE EVENT

Help us make this event a success and increase your exposure by aiding us in promoting! Share our posts on social media or contact us for creative to send out to your followers.



michiganwinecollaborative.com