

2024 SPONSORSHIP OPPORTUNITIES

Secure the opportunity to support the Michigan wine's only statewide non-profit while promoting your business or organization, expanding your client base, and more!



To lock in your sponsorship visit:
mwc.wildapricot.org/join-us

Michigan Wine Collaborative
501(c)3

Michigan Wine Foundation
501(c)6

About Us



The Michigan Wine Collaborative (MWC) 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 unites us and there is room for everyone. Let's grow the industry, together.



Mission

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.



Specialties

- Marketing & Promotion
- Industry Outreach & Networking
- Innovating Industry Standards & Leadership
- Leading DEI, Sustainability, & Workforce Development Efforts



Assets

- Over 180 members
- Over 4000 contacts in industry & consumer databases
- Online forums
- Webinar hosting capabilities
- In house marketing & graphic design management
- Relationships with media outlets and industry influencers

View our 2024
Media Kit



Packages

There's no shortage of reasons to sponsor the Michigan Wine Collaborative. Enjoy promotional opportunities and the option to customize your sponsorship experience to best benefit your business or organization. Help us expand the Michigan wine industry while we help you expand your business opportunities.



\$10,000 Platinum Sponsor

- Logo/bio on Michigan Wine Collaborative and Taste Michigan website/brochure as a Platinum sponsor
- Ad in every MWC newsletter (sent to over 600 wine industry members)
- Monthly mention on MWC social media (Instagram, Facebook, LinkedIn, Twitter/X)
- Logo ad on all signage all MWC-hosted virtual and in-person events as well as optional table or booth at all MWC-hosted in-person events
- Quarterly opportunity to host targeted webinar to MWC membership
- Quarterly opportunity to coordinate targeted email blast to MWC membership
- Complimentary tickets (2) to MWC exclusive industry events
- Two complimentary memberships for Key Employees.

\$5,000 Gold Sponsor

- Logo/bio on Michigan Wine Collaborative website/brochure as a Gold sponsor
- Ad in every MWC newsletter (sent to over 600 wine industry members)
- Monthly mention on MWC social media (Instagram, Facebook, LinkedIn, Twitter/X)
- Logo ad on all signage all MWC-hosted virtual and in-person events
- Bi-Annual Opportunity to host targeted webinar to MWC membership
- Bi-Annual opportunity to coordinate targeted email blast to MWC membership
- One complimentary membership for Key Employees

\$2,500 Silver Sponsor

- Logo/bio on Michigan Wine Collaborative and Vintage Michigan website/brochure as a Silver sponsor
- Ad in every MWC newsletter (sent to over 600 wine industry members)
- Quarterly mention on MWC social media (Instagram, Facebook, LinkedIn, Twitter/X)
- Annual Opportunity to host targeted webinar to MWC membership
- Annual opportunity to coordinate targeted email blast to MWC membership

\$1000 Bronze Sponsor

- Logo on Michigan Wine Collaborative website/brochure as a Bronze sponsor
- Quarterly mention on MWC social media (Instagram, Facebook, LinkedIn, Twitter/X)
- Quarterly opportunity to coordinate targeted email blast to MWC membership

\$500 Advocate Sponsor

- Logo on Michigan Wine Collaborative and Vintage Michigan website/brochure as an Advocate sponsor
- Annual mention on MWC social media (Instagram, Facebook, LinkedIn, Twitter/X)

Michigan Wine Collaborative Entities

Michigan Wine Collaborative is more than just an industry authority. We also have influence over Michigan wine consumers. In addition to our passion for marketing the Michigan wine industry, innovating sustainability advances in the vineyard and winery, creating a more diverse and welcoming wine industry, and providing training and education to the next generation of wine professionals- we also provide resources, communication, and benefits to the consumers of Michigan wine. Our network is vast. And we want to share it with you!



Vintage Michigan Wine Club

Vintage Michigan Wine Club is the state's largest and most inclusive wine club. This unique offering includes discounts at tasting rooms, retailers, hospitality, restaurants, and more across the state. Featuring over 4000 members, this robust database is a valuable source of Michigan wine consumers to advertise your products or services to.



Taste Michigan

Taste Michigan is the new statewide wine brand of the Michigan wine industry. This visually appealing and inclusive brand is offered to wineries to utilize across the state, regardless of MWC membership. Additionally, it is a brand that has been seen on billboards and print ads and featured in radio ads in the state's largest markets. It's a brand any businesses or organizations supportive of Michigan wine value attachment to.

Targeted Sponsorships

Interested in having your contribution earmarked for specific Michigan Wine Collaborative causes or projects? We can do that! Considering sponsoring specific areas such as:

- Inclusion & Expansion Efforts
- Michigan Wine Foundation (Educational awards and workforce development projects)
- Sustainability Efforts
- MWC Talent Pipeline
- Taste Michigan
- Events
- & More!



Get Started!



Ready to lock in your Michigan Wine Collaborative sponsorship? Let's do it! Follow the quick and easy steps below:

Step 01 Select Your Sponsorship!

Select which sponsorship level suites your business or organization best. You can select from our **Platinum, Gold, Silver, Bronze, and Advocate** levels. Remember, you can also earmark your contribution to be dedicated to particular causes or projects.

Step 02 Sign Up!

Visit mwc.wildapricot.org/join-us to lock in your sponsorship level. If you will be earmarking your contribution please note where you would like the funds dedicated in an [email](#).

Step 03 Take Advantage of Your Benefits!

- Make sure you are familiar with the benefits offered within your sponsorship level and take advantage of them! MWC will reach out periodically to check in but feel free to [email us](#) anytime we can assist with your benefits.
- Once you sign up for your sponsorship your profile on [Wild Apricot](#) will be generated. On Wild Apricot you can access the MWC membership database, event calendar, and more!
- We also invite you to participate on our [Basecamp](#) where the industry connects on projects via forums. To be added to Basecamp, reach out to us by [email](#).