



MICHIGAN WINE COLLABORATIVE

2025 MEDIA KIT

WWW.MICHIGANWINECOLLABORATIVE.COM

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INFO@MICHIGANWINECOLLABORATIVE.COM



MI WINE COLLABORATIVE

2025 MEDIA KIT

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, event production companies, 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.

EVENTS



AS SEEN IN

WINE ENTHUSIAST **Decanter**



MWC INITIATIVES

- ✓ Marketing & Promotion
- ✓ Inclusion & Diversity
- ✓ Workforce Development
- ✓ Sustainability
- ✓ Community Building & Expansion

LET'S COLLABORATE!

Help us with our initiatives AND yours by joining or sponsoring our organization TODAY!

✉ Info@MichiganWineCollaborative.com

🌐 MichiganWineCollaborative.com

Major Sponsors



📍 190+ Members
🌐 4K+ Social Media Followers
✉ 5K+ Contact List

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 unites us and there is room for everyone. Let's grow the industry, together.

OUR 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.

ABOUT US

DEMONSTRATED COMMITMENTS TO SUSTAINABILITY, INCLUSIVITY, DIVERSITY AND WORKFORCE DEVELOPMENT

SPECIALTIES

**MARKETING & PROMOTION
INDUSTRY OUTREACH & NETWORKING
INNOVATING INDUSTRY STANDARDS AND LEADERSHIP**

Vintage Michigan Wine Club

Consumer outreach is handled through MWC's Vintage Michigan Wine Club. Vintage Michigan is the only wine club that lets you explore the full range and variety of Michigan wines with just a single membership. With over 4000 members this entity is used to help drive traffic to participating tasting rooms and further solidify the image of Michigan wine as well as overall Michigan wine sales.



SUSTAINABILITY

MWC is committed to creating and maintaining sustainability of the Michigan wine industry by investing in advancing and expanding environmental efforts, inclusion & expansion projects, workforce development initiatives, and more!

We are proud to offer the Great Lakes Sustainable Wine Alliance which has worked towards solidifying environmental sustainability in Michigan vineyards and wineries with the goal of expanding these efforts to influence the entire Great Lakes region.



In 2024, MWC began rolling out a new sustainability certification pilot program. Originally developed by the New York Wine & Grape Foundation, VineBalance for Michigan, will work hand in hand with the Sustainable Agriculture App, a collaboration with MSU.

Behind Our Commitments

...AND IT'S JUST THE BEGINNING!

WORKFORCE DEVELOPMENT

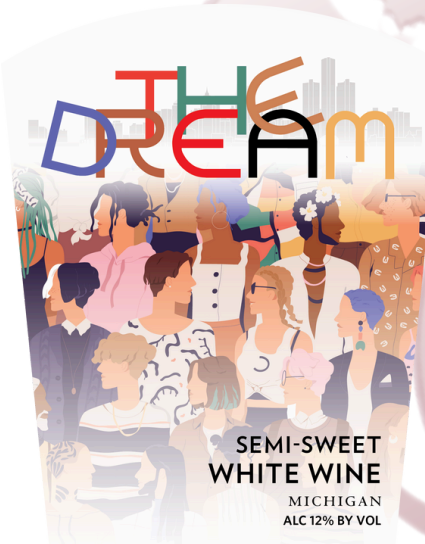
MWC, MSU Extension, and 4-H has been collaborating on establishing the very first 4-H Viticulture Club in the nation. This project included developing curriculum, promotional materials, and partnerships with wineries and growers across the state. We have also played an essential part in expanding Michigan wine country to the city of Detroit by planting vineyards with Pingree Farms, DPFLI, and working Drew Ryan Wines to cultivate interest in a whole new area of the state. This project is aimed at reinforcing the MWC Talent and Recruitment Pipelines by encouraging interest in careers in viticulture.



INCLUSION & EXPANSION

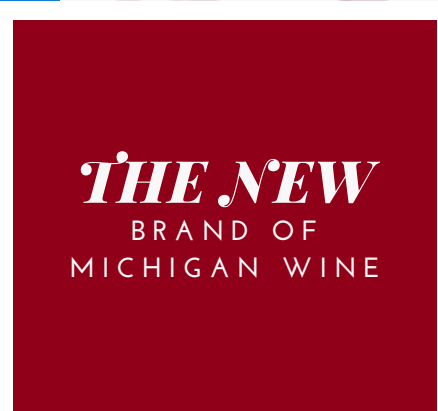
The Michigan Wine Collaborative's Inclusion & Expansion Committee is working to provide representation and advocacy for underserved people in the Michigan wine industry in order to increase inclusion and expansion in our industry. In 2023 the first collaborative benefit wine, The Dream, was launched. Proceeds from this wine helped to fund the MWC Inclusion & Expansion Educational Fund. MWC has since awarded \$6000 in educational awards to aid BIPOC wine professionals in advancing their careers in Michigan wine.

MWC is in collaboration for The DREAM 2.0 & 3.0 to continue this historic momentum.



LEARN MORE ABOUT THIS EXCITING PROJECT BY SCANNING THIS QR CODE!

INTRODUCING TASTE MICHIGAN



Taste Michigan is the new brand for Michigan's wine industry. Supported by wine professionals from around the state, Taste Michigan has the mission of advocating, educating and inspiring people about all things Michigan wine.

From teaching people about the wine grapes that grow particularly well in Michigan's unique geography and climate to helping them find the best of Michigan wine at tasting rooms, stores and restaurants, throughout the state, Taste Michigan will be the guide to exploring and experiencing the best of Michigan's world-class wine culture.

The Taste Michigan logo has already been seen across the state — billboards to print ads to online videos and more!

This project aims to serve the entire Michigan wine industry. We are excited to add this into our repertoire of activities and projects that serve to expand the Michigan wine industry beyond the current standards.

Supported by a grant written by and administered by the Michigan Wine Collaborative from the U.S. Department of Agriculture through the Michigan Department of Agriculture & Rural Development, the Taste Michigan campaign was created to help increase wine grape sales as well as awareness and interest of Michigan wines.

"TASTE MICHIGAN IS AN INVITATION TO FIND OUT WHAT'S INSIDE THE BOTTLE ... AND THE GLASS. WE'RE INVITING PEOPLE TO EXPLORE THE DIVERSITY AND QUALITY OF MICHIGAN WINES."

-Brian Lillie, President of the Michigan Wine Collaborative and Vice President of Hospitality & Distribution at Chateau Chantal Winery



WWW.TASTEMICHIGAN.ORG

LEADERSHIP

MEET THE LEADERS OF THE MI WINE INDUSTRY

BOARD OF DIRECTORS



PRESIDENT

BRIAN LILLIE
CHATEAU
CHANTAL



VICE PRESIDENT

ANDREW BACKLIN
MODALES WINES



TREASURER

PETER KING
DREW RYAN
WINES



SECRETARY

BRIAN LESPERANCE
FENN VALLEY
VINEYARDS



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EMILY DOCKERY
WINEMI



Mari

Bonnie Hardin



Tabor Hill
Free Run

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MAWBY

Mike Laing



Pleasant
Valley
Vineyards

Bob Sorenson



OPEN
SEATS
SW
GROWER



Flying
Otter

Bob Utter



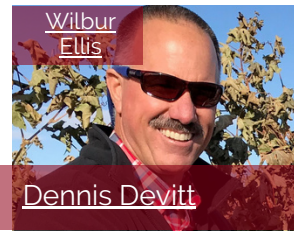
Folklor

Iza Babinska



O'Brien
Vineyards

Barry O'Brien



Wilbur
Ellis

Dennis Devitt



HOUR
Media

Ed Peabody



T&T Sip'n
Read

Tamela Todd



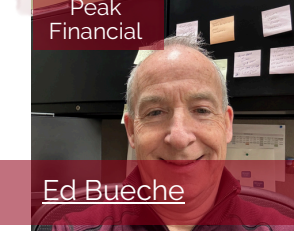
Thistlevalle
Vineyard

Jeff Wheeler



Howard &
Howard

Mark Vanneste



Peak
Financial

Ed Bueche

Want to become a board member or nominate someone?

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

MEMBERS INCLUDE

- 76 VINEYARD AND WINERY MEMBERS
- 76 NON-PROFIT GROUPS, EDUCATIONAL ORGANIZATIONS, INDIVIDUAL, AND AFFILIATE MEMBERS
- 30 RETAIL, VENDOR, SUPPLIER, AND MEDIA MEMBERS & SPONSORS

WINERIES & VINEYARDS



OTHER MEMBERS AND PARTNERS



michigan Uncorked



Music in the Bottle



OLD MISSION PENINSULA Wine trail



VANCE METAL Since 1880 • An Employee Owned Company



vinroom

vintrace



WILBUR-ELLIS



2024/25 SPONSORS



Michigan's Insurance Company

Howard & Howard

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DOUBLE-A VINEYARDS



RESOURCE LABEL™ A RESOURCE LABEL GROUP CO.



Prime Vintage INSURANCE



VANCE METAL Since 1880 • An Employee Owned Company

WATERLOO CONTAINER company

Supplier of Wine Bottles, Caps, Corks and Closures



Sell More Wine

MEMBERSHIP & SPONSORSHIP

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 financial contribution. Every hour and penny helps!

BECOME A SPONSOR

Enjoy promotional opportunities including your logo in all MWC publications, on our website social media marketing, exposure and access to our membership and contact lists, deals on industry events, 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.



PLATINUM SPONSORSHIP \$10,000

GOLD SPONSORSHIP \$5,000

SILVER SPONSORSHIP \$2,500

BRONZE SPONSORSHIP \$1,000

ADVOCATE \$500

FOR MORE INFORMATION:

MICHIGANWINECOLLABORATIVE.COM/HOME/PARTNERS/

Michigan Wine Collaborative
501(c)6
Michigan Wine Foundation
501(c)3

MEMBERSHIP LEVELS WINERY

- 0-3000 Case Production - \$156.25
- 3,000-9,999 Case Production - \$312.50
- 10,000+ Case Production - \$625

VINEYARD

- Less than 10 Acres - \$156.25
- 10-49 Acres - \$312.50
- 50+ Acres - \$625

OTHER VOTING \$312.50

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

UMBRELLA MEMBERSHIP \$1500

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

INDIVIDUAL MEMBERSHIPS \$31.25

JOIN OR SPONSOR NOW!

MWC.WILDAPRICOT.ORG