



MICHIGAN
Wine Collaborative

2026 SPONSORSHIP OPPORTUNITIES

Sponsorship with the Michigan Wine Collaborative is more than a logo or a single event. It is a year-round partnership platform connecting brands to the Michigan wine industry, consumers, and trade professionals through curated experiences, trusted communications, and meaningful engagement.

Partners choose how they activate the platform – through digital visibility, event participation, educational programming, or targeted outreach – while MWC manages execution and measurement.



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

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

About MWC Sponsorship



The Michigan Wine Collaborative (MWC) sponsorships operate as a year-round partnership platform, offering organizations strategic access to the Michigan wine industry, consumers, and trade professionals through curated engagement and professionally managed activations.

MWC partners are not purchasing individual event placements. They are investing in a structured platform that delivers consistent visibility, meaningful engagement, and measurable value across multiple touchpoints throughout the year.

The MWC Partnership Platform



Audience Access & Reach

Partners gain year-round exposure to Michigan's most engaged wine industry decision makers and stakeholders through MWC's trusted communication channels, signature events, and statewide programming.



Strategic Engagement & Brand Integration

MWC partnerships prioritize thoughtful brand integration within programming, education, and experiences—facilitating authentic engagement rather than passive logo placement.



Managed Activation & Measurable Value

MWC manages activation logistics end-to-end, ensuring streamlined execution, consistent presentation, and clear reporting on engagement and visibility.



Impact Snapshot

Delivering measurable reach across Michigan's wine ecosystem.

Industry Influence

75+

Winery & Vineyard Members

110+

Industry Partners & Other Members

5-8

Annual Industry Events and Programming Initiatives

Industry & Consumer Reach

800+

Industry, Trade, and Other Stakeholder Contacts

3500+

Vintage Michigan Wine Club/Consumer Contacts

3500+

Social Media Followers

50%+ Open Rate

6-10%+ Click Rate

Trade & Professional Network

- Opt-in member database of wine industry professionals
- Conference planning engagement and educational initiatives
- Workforce Development and foundation programming

Platform Value

- Year-round communications (daily, weekly, monthly!)
- Managed activation and reporting
- Access to both 501(c)(3) and 501(c)(6) initiatives
- Strategy support
- Facilitation of relationships

The Choice is Yours!

MWC provides partners with direct access to the Michigan wine industry, consumers, and the trade through trusted, opt-in channels built over years of industry engagement. Our partnerships emphasize meaningful engagement – not just impressions – through experiences that connect brands with Michigan wine.



Choose your partnership level, then activate the platform in ways aligned with your objectives.

\$500 Advocate of MI Wine

- Brand visibility across MWC platformsn Advocate of MI Wine
- Welcome promotional post on MWC social media and in newsletter

\$1000 Supporter of MI Wine *Best for first-time sponsors seeking brand alignment and visibility.*

- Brand visibility across MWC social platforms and MWC website partner page
- Inclusion in annual sponsor newsletter feature circulated via email blast, website post, and social media campaign
- Social media and newsletter welcome post
- Access to MWC member database, member forum, and board/membership meeting spotlight.

Choice of ONE per year:

- MWC Homepage Banner Take Over (1 week)
- Targeted Email Blast

\$1500 Friend of MI Wine *Ideal for businesses looking to engage directly with MWC members.*

- Supporter of MI Wine benefits
- Welcome webinar opportunity to engage with MWC membership and showcase and promote your business
- Welcome email blast highlighting sponsorship
- 2 complimentary tickets to MWC event

Choice of ONE twice a year:

- MWC Homepage Banner Take Over (2 weeks)
- MWC Newsletter Banner Take Over (1 annually)
- Targeted Email Blast
- Additional webinar opportunity

\$2500 Champion of MI Wine *Designed for partners seeking consistent promotion and deeper industry engagement.*

- Supporter and Friend of MI Wine benefits
- Brand visibility at MWC industry, trade, and consumer events
- Ongoing brand visibility in front of 4,000+ engaged wine consumers and 800+ industry professionals through recurring newsletter placement
- 2 complimentary key employee memberships
- 4 complimentary tickets to MWC event

Choice of TWO twice a year:

- MWC Homepage Banner Take Over (2 weeks)
- MWC Newsletter Banner Take Over (2 annually)
- Targeted Email Blast
- Additional webinar opportunity

\$5000 Grand Cru Package *For organizations ready to lead, shape conversations, and maximize exposure.*

- Support, Friend, and Champion of MI Wine benefits
- 6 complimentary tickets to MWC events
- Opportunity to collaborate on crafting targeted session at industry conference (When applicable)

Option to take advantage of :

- MWC Homepage Banner and Facebook Banner Take Over (4 weeks; consecutively or split up)
- MWC Newsletter Banner Take Over (2 annually)
- MWC Social Media 4 Week Story Spot (1 month, one post on Instagram and Facebook story per week; twice a year)
- Targeted Email Blast 4 times a year
- 4 webinars opportunities a year



The Benefits Breakdown

MWC partnership tiers are designed to deliver clear, scalable value. From foundational visibility to strategic industry integration, each level provides structured opportunities for engagement across digital communications, events, and professional programming.

Benefit Included	Advocate \$500	Supporter \$1000	Friend \$1500	Champion \$2500	Grand Cru \$5000
Logo Placement on MWC website	✓	✓	✓	Enhanced Placement	Enhanced Placement
Social media and newsletter welcome post	✓	✓	✓	2 Posts + 1 spotlight feature	3 Posts + 2 spotlight features
Access to MWC member database & resources	✓	✓	✓	✓	✓
Inclusion in annual sponsor publication	✓	✓	✓	✓	✓
Opportunity to engage directly via MWC-hosted programming.	—	—	✓	✓	✓
Welcome email blast highlighting sponsorship	—	—	✓	✓	✓
MWC Event Visibility	—	Branded Presence	Branded Presence	Premium Placement	Premium Placement
Strategic Planning Call	—	—	—	✓	✓
Enhanced visibility at industry conferences	—	—	—	✓	✓
Complimentary event tickets	—	—	2	4	6

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 a partnership level and activate the Michigan Wine Collaborative platform in ways that support your business goals.

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 Activate and enjoy year- round visibility

- 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 please remember 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](#).