



# Boldly, engaging.

Advertising & Sponsorship Opportunities

Boldly,  
NY.  
[www.newyorkwines.org](http://www.newyorkwines.org)



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The New York Wine & Grape Foundation is the advocacy, research, and promotional champion of the winery and grower community. As we all are adapting to a new reality, many of our programs and activities are going virtual. We choose to look at this as an opportunity. An opportunity to raise the profile of New York wines to more people across the globe, and an opportunity to work with business leaders to bring necessary programs and support to a vital industry.

Virtual Tasting Series

Virtual Vineyard Tours

New York Winemaker Profiles

Industry Conferences

New York Wine Classic

Unity Awards

Advertising & Custom Content





# Boldly, virtual.

This year we are bringing New York wines online to our fans in New York, and around the world.

## Tasting Series

Join some of today's most recognized names in New York wines to taste world class products made right here at home. Sessions can be Trade or Consumer Focused.

### *Virtual Tasting Series (Trade) \$4,000*

Support includes a Brand Ambassador hosted 60-minute seminar, NYWGF staffing, and the provision of 20 tasting packs sent to selected Trade and media. Expected attendance is 25-50 trade per session. Company name and logo featured on registration page, social media, email promotions, and during live event. Access to the recording will be available for 1 year. Sponsorship also includes attendance and one (1) tasting pack to be sent to the address of your choice and a one-year Business Partner Package.

### *Virtual Tasting Series (Consumer) \$2,000*

Support includes a Brand Ambassador hosted 60-minute seminar and NYWGF staffing. Expected attendance is 50-75 consumers per session. Company name and logo featured on registration page, social media and email promotions, and during live event. Access to the recording will be available for 1 year. Sponsorship also includes attendance and one (1) tasting pack to be sent to the address of your choice and a one-year Business Partner Package.

## Vineyard Tours

Climb through the vines and into the cellar to explore the winemaking process from grapes to glass with some of New York's most celebrated vintners.

## New York Winemaker Profiles

Go behind the scenes into the lives of the intrepid winemakers who call New York home. These unique personalities, from Master Sommeliers to a former neuroscientist, take on cool climate viticulture and the drama those goes with it each year.

### *Virtual Vineyard Tour or New York Winemaker Profile \$2,000*

Support includes a Brand Ambassador hosted 30-minute tour with winery owner or winemaker. Profiles are an in-depth interview with a winemaker. Company name and logo featured on event page, social media, and email promotions, and during live event. Access to the recording will be available for 1 year. Sponsorship also includes attendance and one (1) tasting pack to be sent to the address of your choice and a one-year Business Partner Package.

# Boldly, educational.

*Through our membership program and in partnership with Cornell, we are proud to bring capacity building workshops and webinars to New York's wine and grape industry.*

## Webinars

To increase the collective business intelligence of our industry, we provide Basic and Advanced workshops to our members. Basic sessions are introductory in style and provide a high-level overview of a topic. Advanced webinars provide a more in-depth educational experience online.

### *Advanced Workshop Underwriter \$1,000*

Company name and logo featured on registration page, social media, and email promotions, and during live event. Opportunity to send one (1) dedicated email to attendees after session. Access to the recording will be available for 1 year.

## B.E.V. NY Business Day

New York's annual conference for the grape and wine industry combines our resources with those of Cornell's Extension Enology Lab, the Finger Lakes Grape Program, and the Charles H. Dyson School of Applied Economics and Management to deliver a robust educational line-up for Business Day.

### *B.E.V. NY (Virtual) Business Day Presenting Sponsor \$5,000*

Company name and logo featured on registration page, social media, and email promotions, and during live event. Opportunity to send one (1) dedicated email to attendees after session. Access to the recording will be available for 1 year. Opportunity to welcome attendees at the beginning of conference. Free 1-year Business Partner Package.

### *B.E.V. NY (Virtual) Business Day Keynote Underwriter \$2,500*

Company name and logo featured on registration page, social media, and email promotions, and during live event. Opportunity to send one (1) dedicated email to attendees after session. Access to the recording will be available for 1 year. Opportunity to introduce the Keynote Speaker. Free 1-year Business Partner Package.



# Boldly, celebrating.

*For over 30 years our wine competition has been known as the “Oscars of the New York wine industry.”*

## New York Wine Classic

Recognizing the unique diversity of our terroir, and that quality and creativity are the hallmark of our winemaking regions, our wine competition celebrates entries from all New York wineries and has categories for vinifera, hybrid, and labrusca wines.

### *New York Wine Classic Presenting Sponsor (2 Available) \$5,000*

Company name and logo featured on event promotional page, in social media, and email promotions, and during live award ceremony. Opportunity to send one (1) dedicated email to wineries or consumers after session. Invitation to New York Wine Classic Virtual Tasting event and award-winning wines Tasting Pack shipped to one (1) address of choice. Free 1-year Business Partner Package.



# Boldly, together.

*Recognizing the longstanding and bold spirit of our community members and their numerous achievements, the New York Wine & Grape Foundation has been honoring industry leaders, champions, and heroes since 1990.*



## Unity Awards

Each year during the B.E.V NY Conference, the New York Wine & Grape Foundation honors several individuals for their distinguished contributions to the New York wine and grape industry. There are also awards to recognize a restaurant and retailer for their promotion of New York wines, and a consumer for support of and loyalty to New York wines.

### *Unity Awards Underwriter (11 Available) \$500*

Company choice of Award category sponsorship, announcement in The Press Deck newsletter, Featured as Underwriter for award of your choice at B.E.V. NY Virtual Conference, Two (2) Business Day registrations for attendees of your choice. Dedicated email to New York wineries and growers regarding your support of the community and your product and service offerings.



# Boldly, connected.

*By crafting educational content and direct advertising in our two major electronic newsletters, the Press Deck & The Grapevine, you can meaningfully connect to the winery and grower community in New York state.*

## Headline Banner

This ad will run under the editorial section of the Press Deck or will be the top line banner ad in the Grapevine. (Placement in the Grapevine is only available to current business partners.)

*\$300/month for Partners or \$600/month for Non-partners*

## General Banner

This ad will run under the industry news section of the Press Deck. This banner ad will be in the lower body of The Grapevine email newsletter. (Placement in the Grapevine is only available to current business partners.)

*\$200/month for Partners or \$500/month for Non-partners*

## Sponsored Content

This option, available to current Business Partners only, will spotlight a company's commercial products and services to the growers and winery owners of New York State. Please note that Business Partners may inquire about free email announcements to New York's grower and winery community, if not intended to sell a product or service.

*\$750— Two (2) per year max*





# Let's work together!

All inquiries, please contact:

**Valerie Venezia-Ross**

Director of Marketing & Programs

[valerieross@nywgf.org](mailto:valerieross@nywgf.org)

c: (518) 229-3765

*Please note that no contact lists will be shared with partners and communication will originate from the New York Wine & Grape Foundation (NYWGF) to event participants. All ads submitted for publication must comply with applicable U.S. and International laws. All advertising and sponsorship is subject to NYWGF approval. NYWGF reserves the right to refuse any advertisement or sponsorship at its sole discretion for any reason whatsoever.*

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