

A photograph of two men in a vineyard. One man, wearing a blue polo shirt and dark pants, stands on the left. The other man, wearing a light-colored t-shirt, shorts, and a cap, is bent over on the right, examining the vines. The vineyard is lush with green leaves, and a hazy mountain range is visible in the background under a soft sky.

Boldly,
NY.

www.newyorkwines.org

Boldly, supportive.

2022-23 Sponsorship & Advertising Packages

Boldly, NY.

www.newyorkwines.org

The New York Wine & Grape Foundation (NYWGF) is the promotion, research, and advocacy champion for the winery and grower community in New York State.

Each year, NYWGF hosts a variety of events and programs designed to showcase New York wineries and growers to the world, and to ensure that the industry has the tools necessary to conduct business on a global scale.

As a new world unfolded in 2020, many live events and programs became virtual. While we will continue to incorporate virtual components in the future, we cannot wait to see our community members again for live, in-person events in 2022-2023.





Our Business Partners are just that, partners in building a community. Below you will find a range of opportunities to connect your business with the wineries and growers of New York state – and to the consumers who enthusiastically support them.

From advertising and sponsored content to awards and recognition for outstanding achievements, from promotional or educational seminars to multi-day conferences, there is an opportunity to support, connect and, at long last, meet up with the New York wine and grape community this year.

Opportunities exist to connect with industry members and consumers alike. Please read more below to learn more about your options.





New York Wines

See the Big Picture



Annual Events

The following activities occur each year as a part of NYWGF's annual marketing and educational programming. **Business Partners receive a 10% discount off prices listed when they choose to sponsor or support an event.**



01

B.E.V. NY 2023

This three-day conference focuses on Business, Enology, & Viticulture curriculum for winery and vineyard industry members.

02

Unity Awards

Show your support of our industry Champions at our annual Industry Awards, held during B.E.V. NY.

03

New York Wine Classic

For over 30 years the competition has been known as the pinnacle competition for New York wine recognition amongst peers.

04

New York Wines, Online!

These virtual experiences are hosted by some of the most recognized names in the wine industry.

05

Educational Sessions

Support one of our Basic or Advanced workshops for winery and growers members and the industry at large.



B.E.V. NY 2023

\$350 - \$5,000 Packages

B.E.V. NY is the annual conference for the grape and wine industry in New York State, combining the resources of the New York Wine & Grape Foundation, Cornell's Extension Enology Lab, and the Finger Lakes Grape Program. This three-day conference focuses on Business, Enology, and Viticulture curriculum for winery and vineyard, owners, managers, marketing and sales staff, academic researchers and anyone interested in the leading-edge trends and discoveries in cool climate winemaking and marketing. B.E.V. NY invites academic and industry experts from around the world to present information that addresses critical issues for the industry, and to do so in a way that provides practical information to those who attend.

Opportunities include the following:

- Exhibitor (\$350)
- Featured Exhibitor (\$750)
- Bronze Sponsor (\$1,000)
- Silver Sponsor (\$2,000)
- Gold Sponsor (\$5,000)

More information can be found at www.bevny.org

**All NYWGF Business Partners receive a 10% discount off prices shown.*





Unity Awards

\$750 Sponsorship

Show your support of our industry Champions! 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. Award winners are provided with the opportunity to donate to an industry-related nonprofit located in New York state.



Benefits

- Company choice of Award category
- Recognition in all pre-and post-award communication
- Recognition at Annual Award Ceremony at B.E.V. NY 2023
- One registration for B.E.V. NY 2023

**All NYWGF Business Partners receive a 10% discount off prices shown.*



New York Wine Classic

\$1,500 Sponsorship

For over 30 years The New York Wine Classic has been known as the pinnacle competition for New York wine recognition amongst peers. 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.

Benefits:

- 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
- Award-winning wines Tasting Pack shipped to one (1) address of choice.



NEW YORK
WINE
CLASSIC



**All NYWGF Business Partners receive a 10% discount off prices shown.*



New York Wines, Online!

\$1,000 Sponsorship

Back for its second successful year, the New York Wines, Online! virtual experiences will be hosted by some of the most recognized names in the wine industry. These hosts will lead the at-home audience through a tasting of world class wine made right here in New York.

Benefits

- Company name and logo featured on all pre-and-post event communications and recordings
- One (1) tasting pack to be sent to the address of your choice

**All NYWGF Business Partners receive a 10% discount off prices shown.*



Educational Sessions

\$1,000 Sponsorship

We believe that a world class industry means having world class business, leadership, and marketing skills. To increase the collective business intelligence of our industry, NYWGF hosts Basic and Advanced workshops for members and the industry at large. Basic sessions are sessions that are introductory in style and provide a high-level overview of a topic. Advanced webinars provide a more in-depth educational experience online.

Benefits

- Company name and logo featured on all pre-and-post event communications and recording
- Opportunity to send one (1) dedicated email to attendees after session
- Access to the recording will be available for 1 year.

**All NYWGF Business Partners receive a 10% discount off prices shown.*

New for 2022

The following are innovative marketing activities being introduced as of 2022. As these activities are in development, we welcome the opportunity to speak with you about your company's interest in being a part of these bespoke, curated events. **Business Partners receive a 10% discount off prices listed when they choose to sponsor or support an event.**



06

New York Winemakers on the Road

This “road show” takes New York wines to three major markets such as New York City, Philadelphia, and Washington, D.C.

07

Local Trade Mission (Finger Lakes & Long Island)

Trade missions will host small groups of buyers from New York City on short (or day) trips to New York's two major wine regions.

08

National Trade Mission (Finger Lakes)

Trade missions will host small groups of influential buyers from key markets so that they can meet winery principals and hear their stories.

09

New York Wines Seminars (NYC & Various Markets)

These exciting live tasting events will take a deep dive into the wines of New York State.

New York Winemakers on the Road

\$1,000 Sponsorship

This year NWYGF will invite New York winemakers to tour the U.S. and participate in a series of small trade events in key markets. This “road show” takes New York wines to three major markets such as New York City, Philadelphia, and Washington, D.C. to host intimate trade masterclasses and winemaker lunches. Each stop would invite 10-15 trade to attend the event hosted by 2 New York winemakers.

Benefits:

- Company name and logo featured on all pre-and-post event communications
- Attendance for one company representative at the event
- One tasting pack to be shipped to the address of your choice

**All NYWGF Business Partners receive a 10% discount off prices shown.*

Trade Mission – Local Buyers

(Finger Lakes & Long Island)

\$1,500 Sponsorship

One of the most valuable connections we can make for wineries is with important buyers from right here in New York State. Trade missions will host small groups of buyers from New York City on short (or day) trips to New York's two major wine regions. The trade mission would consist of tastings at individual wineries, winemaker lunches and dinners, walk-around tastings, and other activities that will immerse guests in the New York wine country.

Benefits:


- Company name and logo featured on all pre-and-post event communications
- Attendance for two company representatives at one winemaker dinner or tasting
- One tasting pack to be shipped to the address of your choice

**All NYWGF Business Partners receive a 10% discount off prices shown.*



Trade Mission – National Buyers (Finger Lakes)

\$2,500 Sponsorship



One of the most valuable connections we can make for wineries is with important buyers from across the United States. Trade missions will host small groups of influential buyers from key markets so that they can meet winery principals and hear their stories. The tour would consist of tastings at individual wineries, winemaker lunches and dinners, walk-around tastings, and other activities that will immerse guests in the New York wine country.

Benefits:

- Company name and logo featured on all pre-and-post event communications
- Attendance for two company representatives at one (1) winemaker dinner or tasting
- One tasting pack to be shipped to the address of your choice

**All NYWGF Business Partners receive a 10% discount off prices shown.*



New York Wines Seminars (NYC & Various Markets)

\$2,500 Sponsorship

These exciting live tasting events will take a deep dive into the wines of New York State. NYWGF will welcome a respected NYC-based sommelier/educator to host the 90-minute sessions in well-known restaurants supportive of New York wines. Classes will include wine, printed materials, complimentary snacks. An intimate event with significant impact, these seminars will target 25-30 consumers each, featuring 3 New York wines per session.

Benefits:

- Sponsored Content Email to New York Wineries
- Company name and logo featured on all pre-and-post event communications
- Attendance for one (1) representative

**All NYWGF Business Partners receive a 10% discount off prices shown.*

Additional Opportunities

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.

10

Email Advertising

Be seen weekly by up to 8,000 wine enthusiasts, producers, growers, trade, and media.

11

Sponsored Content

Spotlight your company's commercial products and services to the growers and winery owners of New York State.



Email Advertising

\$150/week | \$600/month

Be seen weekly by up to 8,000 wine enthusiasts, producers, growers, trade, and media. Reserve your headline or banner ads and grab our readers' attention! Choose the audience you prefer, and we will help determine the right newsletter and time to run your ad.

The Press Deck newsletter reaches over 7,500 individuals worldwide who are interested in the New York wine scene. Readers include both consumers and trade.

The Grapevine newsletter reaches over 1,400 winery and grape growers across New York State. This email is extremely focused on the business, science, and news of the wine industry.



10

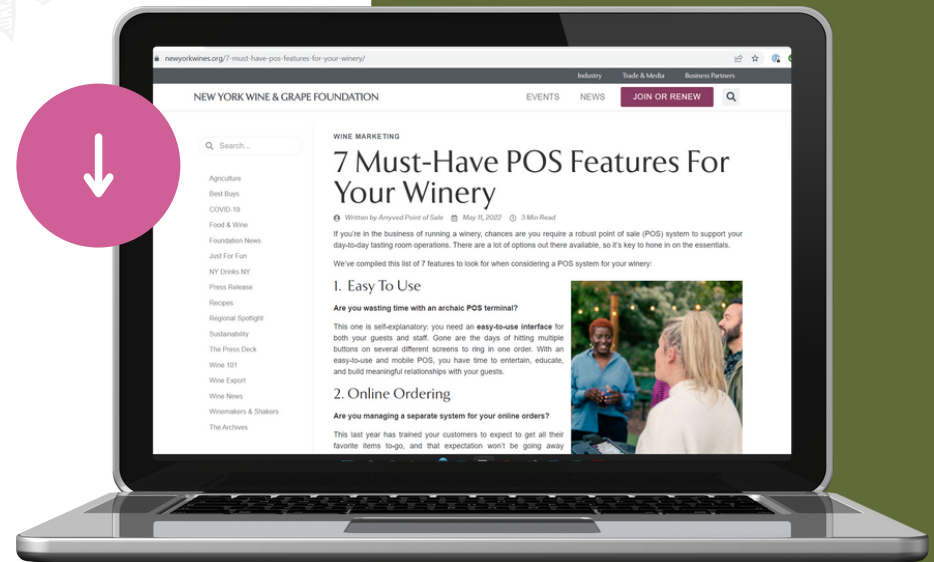
**All NYWGF Business Partners receive a 10% discount off prices shown.*

Sponsored Content

\$750 Activation

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. Sponsored articles will be distributed in one of our email newsletters and appear on your business listing on our website. Business Partners may also have the option for a dedicated email to our members when appropriate.

Please note that Business Partners may inquire about free email announcements to New York wineries and growers when providing educational content not solely designed to sell a product or service.



Get Connected Today!

Contact Information



(315) 924-3700



@newyorkwines



valerieross@nywgf.org



newyorkwines.org



1 Keuka Business Park
Suite 208
Penn Yan, NY 14527



New York winery photos by Rima Brindamour