



**Boldly,  
NY.**

[newyorkwines.org](http://newyorkwines.org)

# Boldly Supportive

2024-25 Sponsorship & Advertising Packages



**Boldly,  
NY.**

**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.

NYWGF hosts a variety of exciting events, both live and recorded, as well as in-person educational and promotional activities.





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

From sponsoring educational and research seminars, to advertising and sponsored content, to awards and recognition for outstanding achievements, there is an opportunity to support and engage with the New York wine and grape community this year. Please read more below to learn more about your options.







# New York Wine & Grape Industry

Connect with the Community





# 2024-25 Opportunities

The following are innovative marketing activities being introduced as of 2024. 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.**



01

## Empowering the Wine & Grape Industry

Support the growth and success of the wine and grape industry by sponsoring our comprehensive lineup of Basic and Enhanced workshops. Gain visibility as a leader in advancing professional skills and knowledge among industry professionals.

02

## Promoting the Wine & Grape Industry

Showcase your commitment to the vibrancy of New York's wine industry and gain unparalleled exposure by sponsoring the renowned New York Wine Classic. As a sponsor, you'll align your company with the pinnacle event celebrating the diverse terroir and exceptional winemaking talent of our state.

03

## Advertising to the Wine & Grape Industry

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

# Educational Workshops

\$1,000 Sponsorship  
Multiple Available

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

## Benefits:

- Business Partner membership in NYWGF (\$150 value)
- Company name and logo featured on all pre-and-post event communications.
- 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 York Wine Classic

\$1,500 Sponsorship  
3 Available

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.
- Invitation to New York Wine Classic Virtual event
- One (1) Award-winning Tasting Pack shipped to address of choice.
- Free 1-year Business Partner Membership

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



NEW YORK  
WINE  
CLASSIC



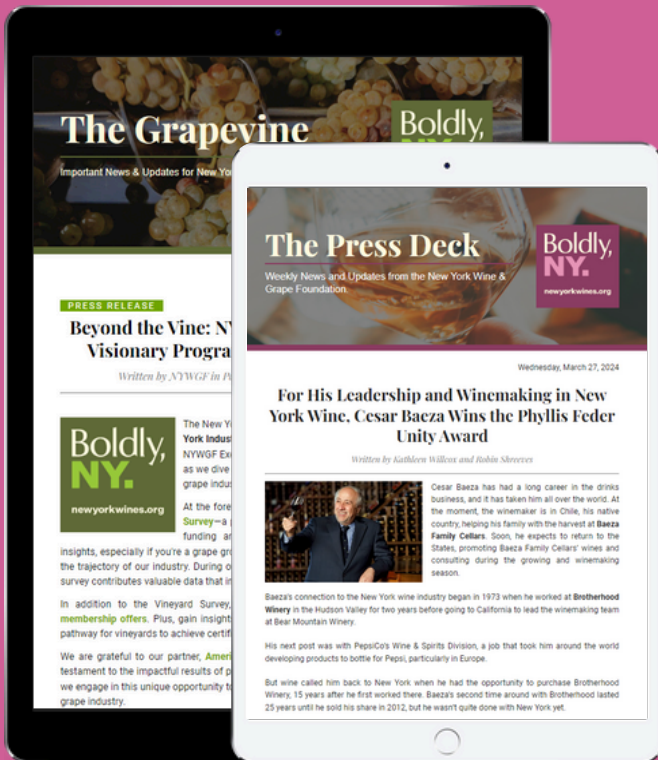
# Email Advertising

\$150 per week or \$600 monthly

Be seen weekly by up to 7,000 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 6,000 individuals worldwide who are interested in the New York wine scene. Readers include both consumers and trade.

**The Grapevine newsletter** reaches over 1,300 winery and grape growers across New York state. This email is extremely focused on the business, science, and news of the wine industry.



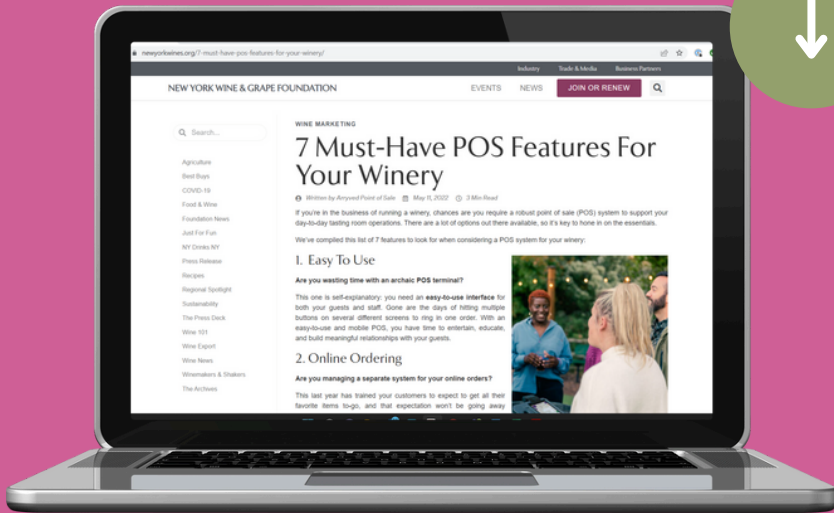


# Sponsored Content

\$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. 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.

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# Sign Up Today!

**Become a valued partner in advancing the wine and grape industry. Together, let's make a difference and grow together.**

Discover the power of partnership and elevate your business within the New York State wine and grape industry. By sponsoring our events and initiatives, you'll not only gain visibility but forge meaningful connections that drive growth and success. Join us in making a lasting impact and unlock new opportunities for your business today.

Sign Up Here





# Get Connected Today!

## Contact Information



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