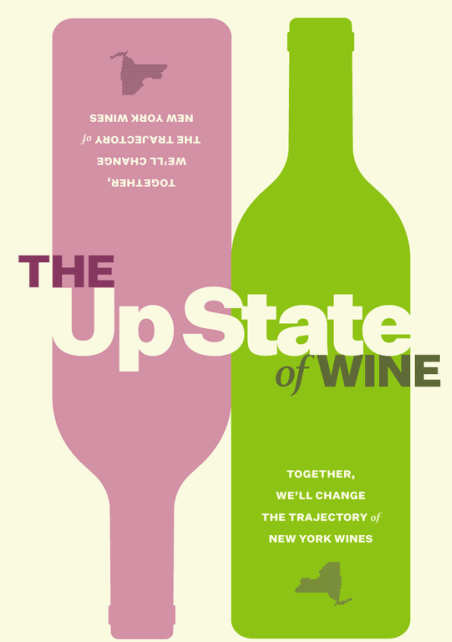




NEW YORK WINES

INDUSTRY LEADERSHIP SUMMIT

January 15, 2026 | 11:00 AM–4:00 PM | The New Yorker Hotel
Learn more at newyorkwines.org/turnup



An industry-wide call to action. The New York wine industry is entering a defining moment. Global oversupply, declining U.S. wine consumption, and shifting consumer behavior demand bold ideas and coordinated action. This Leadership Summit will bring together **50–100 winery owners, growers, marketers, distributors, retailers, media, and public officials** to develop a shared strategy for the next 3–5 years.

Featuring **Christian Miller** (Wine Market Council), **Christina Pickard** (Wine Enthusiast), and **MC Wanda Mann** (SOMM Journal).

Sponsorship offers high-impact visibility with the leaders shaping New York's wine future:

Presenting Sponsor — \$15,000

Exclusive, high-profile placement

- “Presented by...” naming rights
- 3–4 minutes of stage remarks
- Logo on all collateral, screens, and promotions
- Branded materials at each attendee's seat
- Dedicated social media + premier placement in post-summit report

Speaker Session Sponsor — \$7,500

Three Available: Miller / Pickard / World Café Session

- Branding during the selected session
- Opportunity to introduce the speaker
- One curated question for moderated discussion
- Mention in social + recap report

Industry Partner Sponsor — \$3,500

- Logo on event signage, screens, agenda
- Materials at registration
- Social media recognition + post-event visibility

Supporting Sponsor — \$1,500

- Logo on screens and agenda
- One promotional item for attendee materials

Add-on Opportunities:

- Networking Lunch Sponsor — \$5,000
- Post-Event Report Sponsor — \$4,000
- Coffee & Dialogue Stations — \$3,000
- Name Badge & Lanyards — \$2,500
- Photography/Media Sponsor — \$2,500

Why partner with us?

- **Access to decision-makers** across the state's wine industry
- **Alignment with urgent sector-wide priorities:** marketing to younger consumers, revitalizing tourism, strengthening public policy
- **Prime visibility** before, during, and after the event
- **A leadership role** in shaping New York's industry strategy during a pivotal moment
- **Connection to national momentum** following the Finger Lakes' recognition as *Wine Enthusiast's 2025 American Wine Region of the Year*

Audience Snapshot

- Winery owners, winemakers, vineyard managers
- Wine trail & marketing association directors
- Distributors, retailers, sommeliers
- Wine media & PR agencies
- Public officials shaping agriculture, tourism, and economic development

Ready to Elevate Your Impact?

To reserve a sponsorship or discuss custom sponsorship options, please contact:

Sam Filler, NYWGF Executive Director

sam@newyorkwines.org | 315-924-3701

Boldly, NY.