



2010 Sponsorship Opportunities June 25-27, Walla Walla, Washington

About the Conference

The Wine Bloggers Conference is a unique opportunity to connect with the “new media” of wine, getting your message and your product or service in front of key influencers who write about wine and the wine industry on a daily basis. Wine bloggers are more than just enthusiastic about their wine experiences. They are actively socializing their experiences by publishing their thoughts on the Internet and engaging their community of followers in conversations around their favorite topic - wine. There are more than 500 wine bloggers throughout the United States and up to 300 attendees are expected at the 2010 Wine Bloggers Conference.

Friday and Saturday Dinner Sponsors (sold)

Level: Cost of dinner

Benefits:

- Provide wines for dinner
- Premier Sponsorship benefits as per below (except staffing table)

After Hours Party Sponsorship

Level: \$5,000 Friday (sold) or \$10,000 Saturday (sold)

Benefits:

- Provide wine for an After Hours party on either Friday or Saturday from 9:00 to 11:00 PM
- Opportunity to address all participating bloggers during the party
- Premier Sponsorship benefits as per below (except staffing table)
- Saturday After Hours Party includes outdoor roped-off wine garden and separate area with a band open to WBC participants and citizens of Walla Walla

Premier Sponsorship

Level: \$4,000 sponsorship: Maximum 10 pouring wines and 10 non-pouring as Premier Sponsor

Benefits:

- Staff a table during Wine Tasting & Meet the Sponsors from 10:00 to 1:30 on Friday
- Insert literature, giveaway, or wine in participant goody bags (up to 300 bags)
- Sponsor listing and logo on website
- Highlighted in pre-conference email to participants
- Option to hang one banner in the conference main ballroom
- Includes two conference registrations
- Recognition during the event

2010 Sponsorship and Participation Opportunities

Event Sponsorship

Level: \$1,000 sponsorship

Benefits:

- Insert literature, giveaway, or wine in participant goody bags (up to 300 bags)
- Sponsor listing on website
- Includes one conference registration
- Recognition during the event

Wine & Food Pairing Sponsorship

Level: \$1,000 sponsorship: 10 wine (sold) and 10 food sponsors

Benefits:

- Provide one of your wines or your food product at a Saturday afternoon Wine & Food Pairing session at the conference. The wines and food will be served following a lecture on wine and food pairing. You will have the opportunity to pour your wine or serve your food product to all bloggers and you can attend in person or not as you choose.
- All food products must be "service ready" with little or no prep work to be done; sponsors should provide chafers in the event food items need to be kept warm; electrical units are allowed on a limited basis; cold storage units and holding units are available on a limited basis; two propane burners will be made available and will be shared amongst all food providers (burners are in the kitchen, separate from the exhibit area); one outside grill can also be made available.
- Food & Wine Pairing suggestions, based on wines that have already selected, will be provided when requested or when sponsorship is confirmed. These suggestions should be matched or considered when preparing the menu for this food and wine pairing experience.
- Food will be served on small plates as small appetizers.
- Select wines will be placed next to suggested food pairing stations. Participants will be encouraged to try the suggested pairings and to create their own.
- This sponsorship does not include conference registrations. Food and Wine Sponsors will need to provide staff to pour wine or prepare and serve food.

Live Wine Blogging Sponsorship – White & Red

Level: \$400 sponsorship

Benefits:

- Bloggers will taste, review, and blog or Tweet about one of your wines, either white or red, all while hearing directly from you about your wine and winery. The event will be divided into tables of ten participants. Each winery will have five minutes to pour one wine, give a short explanation, and answer questions while participants blog about the wine live. Wineries then rotate to a new table for a total of 12 tables. It's a fast process (although slower than speed dating) but this format allows winemakers and conference participants the opportunity to interact in a small group setting. Live Wine Blogging requires sponsors to provide two wine representatives to pour and speak to the wine. In 2010 we will have both a white (Friday) and red (Saturday) Live Wine Blogging session.
- This sponsorship does not include any conference registrations. Live Wine Blogging requires sponsors to provide two wine representatives to pour and speak to the wine.