



2012 WBC Sponsorship Opportunities

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. An estimated 350 attendees are expected at the August 17-19, 2012 Wine Bloggers Conference in Portland, Oregon. To reserve your spot, please fill out our [online sponsor registration form](#) or email reno@zephyradventures.com for more information.

Lunch Sponsorship: Friday or Saturday : \$5,000 + Cost of Lunch

- Provide wine for lunch on either Friday or Saturday
- Lunch can be arranged via the hotel or nearby (lunch truck, pizza in the park, etc); please note lunch on Friday takes place during registration and must be complete by 12:15 PM and so will need to be casual
- One blog post about the sponsorship prior to the conference that will be Tweeted by the WBC
- Premier Sponsorship benefits as per below

Grand Sponsorship : \$8,000

- Grand Sponsors will have the opportunity to work with conference organizers to create special programs related to the content or attendees. Any such program must meet the needs of conference attendees and be approved by conference organizers. Details will be discussed with organizers but might include a Saturday breakout session that features your wine; a Sunday wine pairing lunch post-conference; giveaways of prizes or other programs communicated to all wine bloggers via email, blog post, and/or Twitter; or other special programs to be coordinated with the Wine Bloggers Conference.
- One blog post about the sponsorship prior to the conference that will be Tweeted by the WBC
- Premier Sponsorship benefits as per below

Saturday Pre-Dinner Reception Sponsorship : \$5,000

- Provide wine and optionally snacks for a pre-dinner reception on Saturday from 5:30 – 6:30
- One blog post about the sponsorship prior to the conference that will be Tweeted by the WBC
- Premier Sponsorship benefits as per below

Premier Sponsorship : \$4000

- Staff a table during Registration & Tradeshow from 10:00 to 12:30 on Friday
- Provide literature, giveaway, or wine for our participant Gift Suite
- Sponsor listing and logo on website
- Highlighted in pre-conference Participant Packet
- Option to place one popup banner in the conference main ballroom
- Includes one conference registration
- Recognition during the event

2011 WBC Sponsorship Opportunities

Saturday International Wine Tasting Sponsorship : \$4000

- Staff a table and pour your international wines at the Saturday evening party; if you are an international winery or region, this is the best opportunity to pour your wines at the conference
- Sponsor listing and logo on website
- Includes one conference registration

Event Sponsorship : \$1000

- Provide literature, giveaway, or wine for our participant Gift Suite
- Sponsor listing on website

Live Wine Blogging Sponsorship – White or Red : \$500

- Bloggers will taste, review, and blog or Tweet about one of your wines, either white/rosè (Friday) or red (Saturday), all while hearing directly from you about your wine and winery. The event will be divided into tables of approximately seven 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 10 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. You will need one or two wine representatives to pour and speak about your wine.
- This sponsorship does not include any conference registrations.