



## 2012 WTC Sponsorship Opportunities

The Wine Tourism Conference is an excellent opportunity to showcase your product, service, or destination to wine tourism professionals throughout North America and the world. Over 200 participants attended the inaugural conference in 2011 and more than that are expected in 2012. The conference will be held November 14-15 in Sonoma County, California. This is an opportunity to establish your company or organization as a world wine tourism leader. Please email Reno Walsh at [reno@zephyradventures.com](mailto:reno@zephyradventures.com) or call him direct at 406-580-5919 for more information.

### **Elite Sponsorship : \$10,000 or Cost of Thursday Lunch or Dinner**

- Option to create a special event for conference attendees such as a giveaway promotion, help shape a topic presentation, or sit on an applicable panel
- Elite Sponsorship could also include sponsoring a Thursday lunch (at the host hotel or close by) or a Thursday dinner, in which case cost of sponsorship is the actual cost of the meal
- Exclusivity can be granted for certain non-wine segments such as credit cards, online travel services, rental car agencies, hotel chains, travel insurance companies, shipping companies, airlines, car brands, etc.
- Highlighted in one pre-conference blog post that will be Tweeted
- Special conference registration price of \$275 (a \$75 savings) for your employees, customers, members, etc.
- Premier Sponsor benefits as per below

### **Premier Sponsorship : \$3,000**

- Staff a table where you can serve your wine and distribute literature or product samples from 12:30 to 1:45 on Wednesday during Trade Show and Lunch
- Sponsor listing and logo on website
- Highlighted in one pre-conference blog post about your company and written by us using your key points
- Multiple Tweets by the conference about your company
- Option to place one free-standing banner in the conference main ballroom
- Includes two conference registrations
- Recognition during the event

### **Event Sponsorship : \$1000**

- Staff a table where you can serve your wine and distribute literature or product samples from 12:30 to 1:45 on Wednesday during Trade Show and Lunch
- Sponsor listing on website
- Includes one conference registration