



2022 Sponsorship Benefit Summary

Complimentary passes to the Tasting. FWC will furnish each sponsor a set number of wristbands or badges to the Tasting that can be utilized to invite employees, clients or friends. The sponsor and guests are entitled to enter the tasting 45 minutes before it starts; admittance is restricted to actual sponsorship days. Additional wristbands may be purchased at a discounted rate.

Logo listing on Sponsor's page in program. Sponsors will have their logo displayed on the Sponsor page or section of the event program. Sponsors are required to furnish the logo in line art or as an electronic image.

Web link on FWC web Sponsor listing. FWC's web site, www.familywinemakers.org, has a "Tastings" page where sponsors' web sites will have a hot link. Each sponsor is noted as a Tasting Sponsor. At designated levels a sponsor's logo will also be posted with the link.

Listing in FWC weekly newsletter through Tasting. Each sponsor is included in the newsletter and on the FWC facebook page.

Use of sponsor tag in their promotions. Sponsors, at their discretion, may include the following in their own product promotions: "Proud Sponsors of Family Winemakers of California's Tasting 2022."

Inclusion in pre-event winery packet. Prior to each Tasting, FWC will assemble and package printed material furnished by sponsors for delivery to each winery station. Material must fit in a 10x13 inch logo bag and be not more than five (5) pages. **(Note: Material must be sent to the FWC offices to be included: FWC Office: 1001 K Street, 6th Floor, Sacramento, CA 95814)**

One year associate membership. Each sponsor will automatically receive a complimentary one-year associate membership in FWC and a listing in the association's membership roster. Upon receipt of your sponsorship, you will begin receiving the Family Wine Chronicle and FWC Tasting Notes.

Logo & Advertisement in program. The event program will include logos and advertisements from sponsors contributing at designated levels. Sponsors are responsible for furnishing their ads to program specifications by the deadline.

Table space. FWC will furnish a standard event table at the Tasting for sponsors contributing at designated levels. Table signage is included; additional display signage is the sponsor's responsibility. Event sites have size limitations so sponsors wanting a table should act promptly.

Access to FWC membership list. FWC will furnish a one-time copy of its membership list to sponsors if requested. Sponsors must agree not to share or resell the list.

Logo listing in all non-branded tasting paid print advertising. FWC collaborates with a variety of print media outlets to promote the Tastings. Sponsors contributing at designated levels will have their logos displayed in non-branded paid print advertising.

Banner ad on FWC tasting page. FWC will furnish, for designated periods, banner ad space on its web Tasting Event page for sponsors contributing at designated levels. Sponsors are responsible for furnishing the banner ad to FWC specs.

**For additional information regarding sponsorship benefits, please contact
Kathy Spallas at (916) 498-7500, or kathy@familywinemakers.org**