



ONTARIO
CRAFT
WINERIES

ONTARIO CRAFT WINE CONFERENCE & TRADE SHOW

Thursday, April 2nd, 2020

SPONSORSHIP PROPOSAL

OVERVIEW

Hosted by the Ontario Craft Wineries (OCW), the Ontario Craft Wine Conference & Trade Show is the third annual one-day industry event featuring presentations from wine professionals and experts. Topic streams include: retail, marketing, finance, government/regulatory, technical & more. Education sessions feature keynote presentations, panel discussions, and demonstrations. Participate in networking and business opportunities in a 9,500 square foot trade show with wine industry trade suppliers displaying products and services.

With over 60 industry suppliers in the trade show, 400+ attendees, 15 seminars, learning opportunities and tasting experiences, this is a must-attend event for anyone working in the wine and grape industry. Your involvement as a sponsor for the conference ensures that it meets the expectations of attendees, providing top-notch educational content and a venue to accommodate all aspects of the event. Your involvement in helping make this event a success is greatly appreciated.

ABOUT THE ONTARIO CRAFT WINERIES

The OCW leads the growth and profitability of Ontario's respected VQA wine sector – through strategic partnership and authoritative trusted advocacy. As a non-profit trade association, OCW represents over 100 wineries from across the three designated viticultural areas of the province (Niagara, Prince Edward County and Lake Erie North Shore – including Pelee Island) as well as emerging wine producing regions such as Ontario's South Coast and Georgian Bay/Grey County. OCW members are independently owned small and medium sized enterprises – grape growers, manufacturers and leaders in tourism in their communities. Our members are the future of Ontario's wine industry, which is a source of new investment, jobs and award-winning wines.

Fast Facts:

The industry supports directly and indirectly over 18,000 full-time equivalent jobs, an annual economic impact of \$2,475 billion and produces more than 14 million bottles of Ontario VQA wine. OCW winery members annually produce:

- **10,794,452 litres**
- **1,199,383 cases**
- **14,392,596 bottles**

DATE & LOCATION – 2020

DATE:

Thursday, April 2nd, 2020

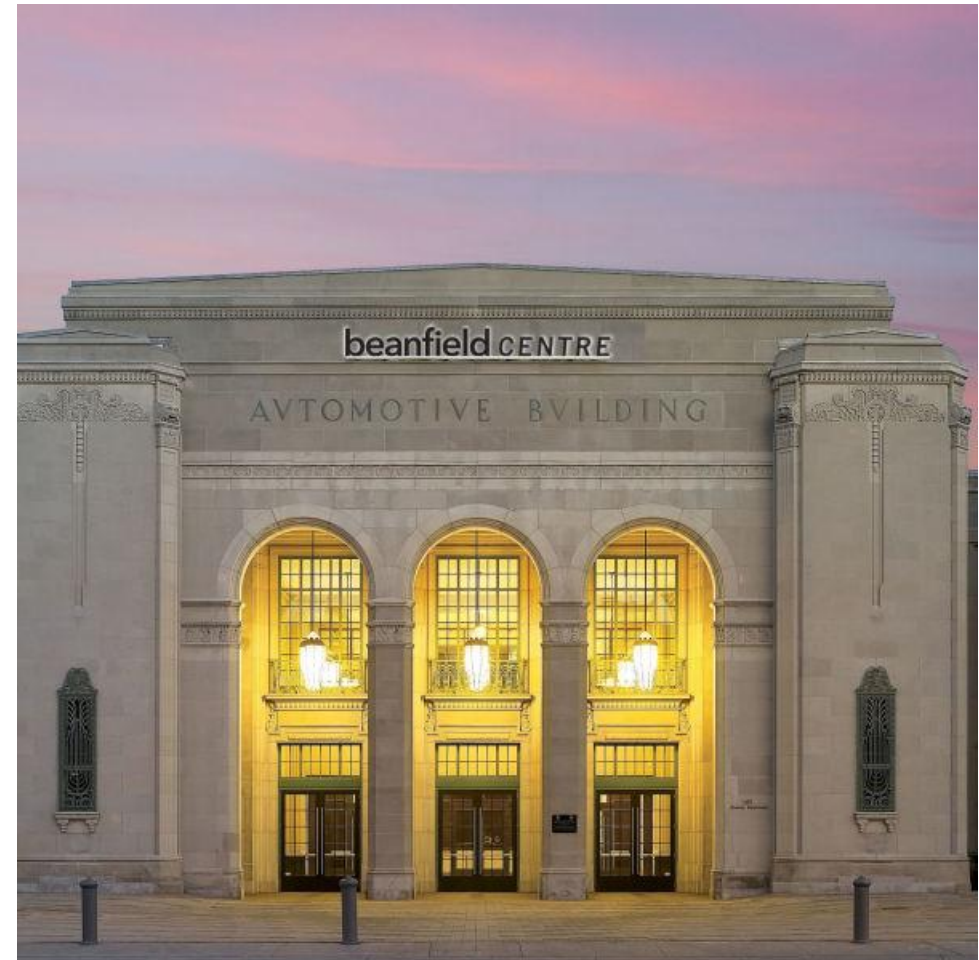
LOCATION:

Beanfield Centre (2nd Floor)

105 Princes' Blvd

Toronto, Ontario

M6K 3C3



ABOUT THE EVENT:

2020 FAQ / Event Details:

| | |
|----------------|--|
| When: | Thursday, April 2nd, 2020 |
| Where: | Beanfield Centre, Toronto, ON |
| Attendance: | 400+ |
| Exhibitors: | 60 |
| Ticket Prices: | Early Bird (Member and Non-Member): \$175.00 General OCW member rate, <i>early bird</i> : \$175.00 OCW Member Rate – <i>Regular</i> : \$200.00 General Industry Rate (Non-Member) – <i>Regular</i> : \$225.00 Student Rate: \$100 |
| Website: | www.ontariocraftwineconference.ca |

KEY NUMBERS:

EDUCATION SESSIONS

15



EXHIBITORS

60



ATTENDEES

400+



PLATINUM SPONSORSHIP OPPORTUNITY

Presenting Sponsor

Top tier exposure for your company at the leading Ontario Craft Wine Conference & Trade Show in Canada! With over 400 industry professionals in attendance, the Presenting Sponsor will receive top tier representation via on-site, web & social media promotion at the conference and more.

Industry exclusive sponsorship opportunity

- Four (4) complimentary tickets to the conference & trade show
- One premium double booth space in the trade show
- Prime logo placement on the OCW conference website
- Social media exposure on OCW social networks (4 mentions)
- OCW Newsletter mentions (4)
- Exclusive signage in the main plenary and throughout the conference venue
- Option to make a two-minute remark in opening session
- Sponsor will be mentioned and thanked in opening & closing remarks
- Official Badge/ Lanyard sponsor
- Option to place material in all conference bags
- OCW Trade Supplier Membership for one year
- Option to lead an OCW Webinar

GOLD SPONSORSHIP OPPORTUNITIES

Catering / Wine Bar

Networking epicentre at key food and beverage spots: Ontario Craft Wine Bar or Catering Areas.

➤ **Two Gold Sponsorships available:**

- Catering Sponsor
 - Wine Bar Sponsor
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- Three (3) complimentary tickets to the conference & trade show
 - One premium booth space in the trade show
 - Logo placement on the OCW conference website
 - Social media exposure on OCW social networks (3 mentions)
 - OCW Newsletter mentions (3)
 - Exclusive signage in sponsored area (Catering Area & Wine Bar)
 - Sponsor will be mentioned and thanked in opening & closing remarks
 - Official Glassware Sponsor (Bar Sponsor) / Official Conference Bag Sponsor (Catering Sponsor)
 - Option to place material in all conference bags
 - Option to lead an OCW Webinar

SILVER SPONSORSHIP OPPORTUNITIES

Registration

High volume conference hub throughout the one day event.

➤ **One Silver Sponsorship available:**

- Three (3) complimentary tickets to the conference & trade show
- One premium booth space in the trade show
- Logo placement on the OCW conference website
- Social media exposure on OCW social networks (2 mentions)
- OCW Newsletter mentions (2)
- Exclusive signage in sponsored area (Registration)
- Sponsor will be mentioned and thanked in opening & closing remarks
- Option to place material in all conference bags
- Option to lead an OCW Webinar

BRONZE SPONSORSHIP OPPORTUNITIES

Breakout Rooms

High traffic area with a focused exposure in breakout room sessions.

➤ **Four Bronze Sponsorships available:**

- Two (2) complimentary tickets to the conference & trade show
- One premium booth space in the trade show
- Logo placement on the OCW conference website
- Social media exposure on OCW social networks (2 mentions)
- OCW Newsletter mentions (2)
- Exclusive signage in sponsored rooms
- Sponsor will be mentioned and thanked in opening & closing remarks

Good exposure in upstairs breakout rooms; table space set up outside of breakout rooms OR inside trade show.

| PLATINUM (1) (Presenting Sponsor) *Industry exclusive sponsorship* | GOLD (2) (Catering/Bar Sponsor) | SILVER (1) (Registration) | BRONZE (4) (Breakout Room Sponsor) |
|---|---|---|---|
| Up to four (4) complimentary tickets to the conference, trade show and hospitality reception | Up to three (3) complimentary tickets to the conference, trade show and hospitality reception | Up to two (2) complimentary tickets to the conference, trade show and hospitality reception | Up to two (2) complimentary tickets to the conference, trade show and hospitality reception |
| Premium double booth space on the exhibitor floor | Premium booth space on the exhibitor floor | Premium booth location on the exhibitor floor | One booth on the exhibitor floor |
| Prime logo placement on the OCW conference website | Logo placement on the OCW conference website | Logo placement on the OCW conference website | Logo on the sponsors section of OCW conference website |
| Social media exposure on OCW social networks (4 mentions) | Social media exposure on OCW social networks (3 mentions) | Social media exposure on OCW social networks (2 mentions) | Social media exposure on OCW social networks |
| Newsletter mentions (4) | Newsletter mentions (3) | Newsletter mentions (2 mentions) | Newsletter mentions (1 mention) |
| Exclusive signage in the main plenary and throughout the conference venue | Exclusive signage in sponsored area (Catering Area & Wine Bar) | Exclusive signage in sponsored area (Registration) | Exclusive signage in sponsored room: podium signs |
| Option to make a two-minute remark in opening session | Thank you in opening & closing remarks | Thank you in opening & closing remarks | Thank you in opening & closing remarks |
| Thank you in opening & closing remarks | | | |
| Logo placement on official conference lanyards | Logo placement on official conference glassware (bar sponsorship) | Option to place inserts into conference bag | |
| | Logo placement on official conference bag (catering sponsor) | | |
| Option to place inserts into conference bag | Option to place inserts into conference bag | Option to do OCW Webinar | |
| OCW Trade Supplier Membership for one year | Option to lead OCW Webinar | | |
| Option to lead an OCW Webinar | | | |

BAG INSERT SPONSORSHIP

Insert one unit of promotional literature or giveaway item into our conference attendee bags.

Bags are provided to all attendees at check-in.

Quantity: 400

Limited availability

Insertion Sponsorship: \$100



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CONFIRM TODAY

CONTACTS:

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