



# **SPONSOR REPORT 2021 #NCWINE DIGITAL MEDIA SUMMIT**

**JOE BROCK  
MATT KEMBERLING  
NC WINE GUYS || FREE RUN, LLC**

## 2021 #NCWINE DIGITAL MEDIA SUMMIT SPONSOR REPORT



**35**  
ATTENDEES

### ATTENDEE COUNT

We have had a consistent attendee count in the two previous virtual summits. We plan to increase attendance for the 2022 in-person summit.

**841,869**  
FOLLOWERS

### FOLLOWER COUNT

Our total follower count for all attendees reached 841,869 people. This number represents the potential reach of all attendees sharing #NCWine with their followers.

**7**  
SESSIONS

### NUMBER OF SESSIONS

This year we held 7 live sessions over 3 months and recorded each. This provided the opportunity for attendees to tune in when able and watch each session afterward.

# 2022 SUMMIT

## LOCATION

The 2022 #NCWine Blogger Summit will be held at the Shelton-Badget NC Center for Viticulture & Enology Center (SBVE) at Surry Community College.

The center serve as a hub for viticulture research and education for the entire Southeast. We are excited to be at the SBVE for 2022 as this facility offers many amenities that will help elevate the summit even further.

## AGENDA

This is our fifth year running! To make this special, we wanted to hold this year in person as conditions will allow. The theme for 2022 is **Working Together**. We've lined up five excellent speakers who will each dive into a unique aspect in this theme.

**Bob Aycok**

Social Meida

**DeLauren Everett**

Enhancing Your Influence

**Arthur Barham**

Helping Bloggers Help You

**Annette Boyd**

Working Together in Virginia

**Crista Guebert**

Diversity & Inclusion

# SPONSORSHIP

We're seeking sponsorship for the 2022 Summit to keep the cost of the tickets at a more affordable price tag. We will use sponsorship funds to help with the following:

- Catered food and related fees
- Speaker fees and incentives
- Event program, marketing materials, and attendee giveaways

If you are interested in sponsoring this event or have an idea how you can help, please email us or visit the link below:

[events@ncwineguys.com](mailto:events@ncwineguys.com)

<https://bit.ly/SponsorNCWine2022>

Joe Brock & Matt Kemberling  
Free Run LLC / NC Wine Guys  
123 Colville Rd  
Mooreville, NC 28117

March 2022

Dear Potential Sponsor,

The Fourth Annual #NCWine Digital Media Summit was a success and 2022 marks our Fifth year! We really want to make this year a special event. So, we're returning to an in-person format. The event will be hosted at the Shelton-Badgett NC Center for Viticulture and Enology. This year the theme is "Working Together".

**We still need support to meet our goal and that's why we're writing.**

By giving to the #NCWine Digital Media Summit, you'll help reduce the ticket cost for attendees and support our mission to connect key social media players with the North Carolina wine industry. Our goal is to promote the brand of North Carolina Wine and to ensure we have consistent messaging across the industry.

**The following sponsorship levels available to help guide your decision:**

<i>Sponsorship Level</i>	<i>Giving Amount</i>	<i>What do you get?</i>
<i>Cuvée</i>	<b>\$100 - \$149</b>	Free admission to the event <ul style="list-style-type: none"><li>• Inclusion in event program &amp; website</li></ul>
<i>Estate Grown</i>	<b>\$150 - \$249</b>	All Cuvée benefits plus: <ul style="list-style-type: none"><li>• Signage at the event</li></ul>
<i>Reserve</i>	<b>\$250 - \$499</b>	All Estate Grown benefits plus: <ul style="list-style-type: none"><li>• Recognition by event speakers during opening &amp; closing</li></ul>
<i>Grand Reserve</i>	<b>\$500 +</b>	All Reserve benefits plus: <ul style="list-style-type: none"><li>• Opportunity to speak at a special Grand Reserve Sponsor's session during event</li><li>• Inclusion of logo on all printed materials</li></ul>

These levels are only a guide as any donation will be greatly appreciated. You can make your donation by going to <https://bit.ly/SponsorNCWine2022> or you can contact us for other options.

Thank you in advance for your sponsorship! We hope to see you at this year's NC Bloggers' Summit!

Sincerely,

Joe Brock & Matt Kemberling  
Joe: 336-262-3387, Matt: 607-725-0904  
Email: [events@ncwineguys.com](mailto:events@ncwineguys.com)